

## Programme outcomes (PO's):

### MBA Programme Objectives:

- 1) To prepare students for a career in diverse sectors of the domestic and global.
- 2) To equip the students with an integrated approach to various functions of management.
- 3) To motivate students to use their managerial skills and contribute to Government Sector, NGOs, non-corporate sectors etc.
- 4) To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment.
- 5) To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
- 6) To develop proactive thinking to perform effectively in the dynamic socio-economic and business ecosystem.
- 7) To harness entrepreneurial approach and skill sets.

### Programme specific outcomes (PSO's):

#### A) Marketing Management: To impart knowledge among students.

- 1) To identify core concepts of marketing and the role of marketing in business and society.
- 2) To provide knowledge of social, legal, ethical, and technological forces on marketing decision-making.
- 3) To develop marketing strategies based on product, price, place, and promotion objectives.
- 4) To be able to collect, process, and analyze consumer data to make informed marketing decisions.
- 5) To analyze marketing problems and provide solutions based on a critical examination of marketing information.
- 6) Ability to apply knowledge and skills to real-world experiences in an internship.

#### B) Finance:

- 1) To understand various concepts & terminology of financial management.
- 2) To study in detail various tools and techniques for analyzing the financial statements and its related terms of finance
- 3) To develop the analytical skills to facilitate the decision making.
- 4) To estimate proper financial requirement of the business organisation
- 5) To study the risk and return of the organisation.

#### C) Information Technology Management:

- 1) Student shall be able to implement computer skill in the areas related to multimedia, ERP, Software Engineering and Data base Administration
- 2) The student will be able to demonstrate basic knowledge in the areas such as, Software Engineering, Data communication and Networking, Data base management, Web Technology and Operating Systems for building IT applications.
- 3) To impart the knowledge about mobile computing

#### D) Operations Management:



**E) Human Resource Management: Students should be able:**

- 1) To understand planning, maintaining employee relations, organising recruitment and selection, training and development, conduction of employees' performance appraisal.
- 2) To manage functional objectives like employee assessment, placement of employee at right place for right job.
- 3) To take care of personal objectives like employee compensation, welfare, safety and development
- 4) To fulfil social objectives like passing benefits to employees, managing relations with union, government bodies, stakeholders and others performing corporate social responsibility

**F) Supply Chain Management:**

- 1) Understand fundamental supply chain management concepts.
- 2) Apply knowledge to evaluate and manage an effective supply chain.
- 3) Understand the foundational role of logistics as it relates to transportation and warehousing.
- 4) How to align the management of a supply chain with corporate goals and strategies.
- 5) Analyze and improve supply chain processes.

**G) Rural and Agribusiness Management**

- 1) Have thorough knowledge and comprehension (theory and practice) in interdisciplinary domains, such as: food and feed production, rural economies and development, nutrition and general managements.
- 2) Apply interdisciplinary tools to design, implement, monitor and evaluate national and international policies, programmes and projects.
- 3) Assess the importance and magnitude of a problem, define strategies for intervention and/or identify knowledge gaps. Develop a research protocol based on the analysis of existing evidence, set up a research plan, analyze and interpret the data and present the findings.
- 4) To effectively use appropriate communication and behavioural skills in different language and cultural environments.

**H) Family Business Management:**

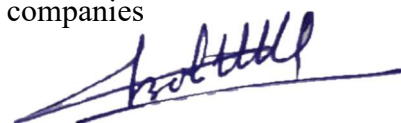
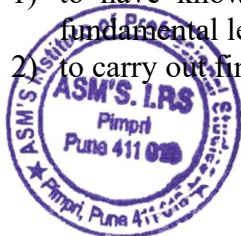
- 1) Understanding the unique challenges faced by family businesses.
- 2) Developing business growth strategy by blending business and family resources
- 3) Managing challenges of leadership transition and succession management
- 4) Developing family constitution and governance structures
- 5) Establishing yourself as a trusted family business advisor

**I) Technology Management:**

- 1) Demonstrate knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, Operations and Quantitative Analysis

**J) Banking and Insurance Management**

- 1) to have knowledge of banking, insurance and capital market law besides fundamental legal knowledge
- 2) to carry out financial analysis of banks and insurance companies



- 3) to express their opinions about banking and insurance in written and oral form, based on the basic knowledge and skills they acquire

**K) Healthcare Management:**

- 1) Trains students to the essential models and tools, needed to act on their aspirations, enable their evolution into thought leaders and change managers.
- 2) Familiarize students with the concept of contemporary business requirements in today's scenario.
- 3) Helps to build a strong foundation in the basic areas of management and allows the students to specialize in functional areas of their interest.

**L) Entrepreneurship Development:**

- 1) Students will be able to sell themselves and their ideas.
- 2) Students will be able to find problems worth solving. Students advance their skills in customer development, customer validation and competitive analysis.
- 3) Students will be able to create value. Students will be able to create presentations and business

**M) Services Management:**

**N) Retail Management:**

- 1) The students acquire good knowledge on retail operations.
- 2) To enable the students to become a good retail planners and decision makers.
- 3) To develop their conceptual and analytical skills to be able to manage retail operations.

**O) Digital Media and Communication Marketing:**

- 1) Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- 2) Learn emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- 3) Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
- 4) Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
- 5) Analyze cross-cultural and ethical issues in globalised digital markets.

**P) Tourism and Hospitality Management:**

- 1) Critical thinking skills and creativity required to effectively function in the tourism and hospitality industry.
- 2) Knowledge of the basic theories and techniques in tourism destination development and marketing of tourism and hospitality services.
- 3) Utilize interpersonal communication skills necessary for effective customer service and teamwork.
- 4) Demonstrate knowledge of current events and future trends, including sustainability, in the hospitality industry and identify the global impact of each.

**Q) Defense Management:**

- 1) Demonstrate robust qualities of leadership and a broad range of management techniques, both in the corporate and defense domains



- 2) Exhibit a conceptual understanding of the principal functional areas of defense management along with a systematic knowledge of the relevant underlying commercial, scholarly, and policy-oriented literature.
- 3) Develop and analyse business and defense-related planning, strategy, cross-functional working, and core business processes.

**Course Outcomes:**

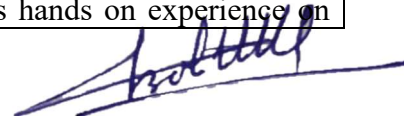
**Semester I**

Subject Code	Name of Subject	Course objectives
101	Accounting For Business Decisions	<ol style="list-style-type: none"> <li>1) To understand the basic concepts of financial accounting, cost accounting and management accounting.</li> <li>2) To know various tools from accounting and cost accounting this would facilitate the decision making.</li> <li>3) To develop analytical abilities to face the business situations.</li> </ol>
102	Economic Analysis for Business Decisions	<ol style="list-style-type: none"> <li>1) To equip the students of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.</li> <li>2) To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.</li> <li>3) To develop economic way of thinking in dealing with practical business problems and challenges</li> </ol>
103	Legal Aspects of Business	<ol style="list-style-type: none"> <li>1) To acquaint students with general business law issues to help become more informed, sensitive, and effective business leaders.</li> <li>2) To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.</li> </ol>
104	Business Research Methods	<ol style="list-style-type: none"> <li>1) To understand the concept and process of business research in business environment.</li> <li>2) To know the use of tools and techniques for exploratory, conclusive, and causal research.</li> <li>3) To understand the concept of measurement in empirical systems.</li> <li>4) To use statistical techniques for analysis of research data.</li> </ol>
105	Organizational Behaviour	<ol style="list-style-type: none"> <li>1) To gain a solid understanding of human behavior in the workplace from an individual,</li> </ol>



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		<p>group, and organizational perspective.</p> <p>2) To obtain frameworks and tools to effectively analyze and approach various Organizational situations.</p> <p>3) To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.</p>
106	Basics of Marketing	<p>1) To introduce marketing as a business function and a philosophy</p> <p>2) To emphasize importance of understanding external environment in marketing decision making</p> <p>3) To expose students to a systematic framework of marketing &amp; implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.</p>
107	Management Fundamentals	<p>1) To explain the various concepts of management</p> <p>2) To make the students understand the contemporary management practices</p> <p>3) To highlight professional challenges that managers face in various organization</p> <p>4) To enable the students to appreciate the emerging ideas and practices in the field of management.</p>
108	Business Communication Lab	<p>1) To acquaint the students with fundamentals of communication and help them to transform their communication abilities.</p> <p>2) To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.</p> <p>3) To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.</p>
109	MS Excel and Advanced Excel Lab	<p>1) To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications</p> <p>2) To provide students hands on experience on</p>

		MS Excel Utilities 3) To gain proficiency in creating solutions for Data Management and Reporting
110	Selling and Negotiating Skills Lab	1) To imbibe in the students, critical sales competencies that drives buying decisions. 2) To give insights into how to boost individual and organizational productivity through effective sales lead management. 3) To introduce basic theoretical principles and practical steps in the negotiating process.
111	Business Government and Society	1) To provide insights to the students about the Business – Government relations 2) To help students understand the Government's role in the regulatory domain. 3) To assist students in appreciating the social aspects of business.
112	Leadership Lab	1) To give students understanding of good Leadership Behaviours and gaining insight into their Patterns, Beliefs and Attitude 2) To give students hands on experience in Empowering, Motivating and Inspiring Others and Leading by Example
113	Personality Development Lab	1) To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios. 2) To learn the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios. 3) To minimize nervousness while in social situations.
114	Foreign Language – I Lab	1) To provide the student with a Foreign Language Skill to manage basic oral and written communication. 2) To build a basic vocabulary in the selected Foreign Language.
115	Enterprise Analysis - Desk Research	1) To acquaint students with basic aspects of an Enterprise. 2) To guide the students in analyzing an Enterprise w.r.t a set of basic parameters. 3) To help the students assimilate basic jargon and its meaning w.r.t. Enterprise Analysis.

**Semester II**

Subject Code	Name of Subject	Course objectives
201	Marketing Management	1) To introduce the concept of Marketing Mix as a framework for Marketing Decision making. 2) To emphasize the need, importance and process of Marketing Planning and Control. 3) To sensitize the students to the dynamic nature of Marketing Function.
202	Financial Management	1) To understand various concepts related to financial management. 2) To study in detail, various tools and techniques in the area of finance. 3) To develop the analytical skills this would facilitate the decision making in Business situations.
203	Human Resource Management	1) To understand the role of HRM in an organization 2) To learn to gain competitive advantage through people 3) To learn to study and design HRM system
204	Decision Science	1) To understand role of quantitative techniques in managerial decision making. 2) To understand process of decision problem formulation. 3) To understand applications of various quantitative techniques in managerial settings.
205	Operations and Supply Chain Management	1) To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace. 2) To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources. 3) To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.
206	Management Information Systems	1) To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business. 2) To learn to use Information Technology to gain competitive advantage in business 3) To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce




207	Emotional Intelligence and Managerial Effectiveness Lab	<ol style="list-style-type: none"> <li>1) To equip students with individual and group learning methods</li> <li>2) To understand intelligence and develop emotional competence</li> <li>3) To develop understanding and competence for personal and managerial effectiveness</li> </ol>
208	Statistical Software Lab	<ol style="list-style-type: none"> <li>1) To give an overview of the capabilities of popular statistical software packages.</li> <li>2) To train students in handling data files and carry out basic's statistical analysis.</li> <li>3) To give hands on experience about basic hypothesis testing using t tests, Chi Square tests and ANOVA.</li> <li>4) To train students in using advanced tools such as regressions, MDS, Factor Analysis etc.</li> </ol>
209	MS Project Lab	<ol style="list-style-type: none"> <li>1) To understand basics of project management and learn how to use MS Project 2007 to:               <ol style="list-style-type: none"> <li>A) Create a New Project</li> <li>B) Build Tasks</li> <li>C) Create Resources &amp; Assign Costs</li> </ol> </li> <li>2) To understand use of MS Project 2007 to track Project Progress</li> </ol>
210	Life Skills	<ol style="list-style-type: none"> <li>1) To encourage students to develop and use balanced self-determined Behavior.</li> <li>2) To help students in enhancing self, increasing life satisfaction, and Improving relationships with others.</li> <li>3) To develop new ability to practice new problem-solving skills in group and use these skills in personal life.</li> </ol>
211	Geopolitics & the World Economic System	<ol style="list-style-type: none"> <li>1) To expose students to the relationship between political power and geographic space amidst world economic system.</li> <li>2) To help students understand various facets of international political economy &amp; national system political economy.</li> <li>3) To develop abilities to appreciate the interrelationship between the trading system, international financial system, and the participants in the changed economic system</li> </ol>
212	Business Systems and Procedures	<ol style="list-style-type: none"> <li>1) To understand Business as an integrated system</li> <li>2) To develop process thinking for developing procedures.</li> <li>3) To make students aware of various business functions &amp; responsibilities</li> </ol>
213	Computer Aided Personal	<ol style="list-style-type: none"> <li>1) To give students mastery of MS Office</li> </ol>

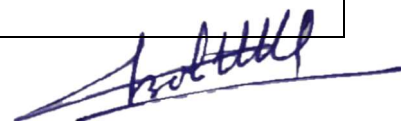




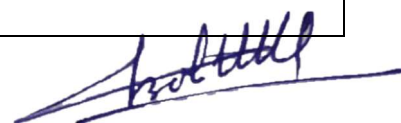

	Productivity Tools Lab	2) To enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint 3) To impart skills of using MS Outlook and basic social networking tools
214	Foreign Language – II Lab	1) To provide the student with listening, reading, speaking and writing skills in chosen foreign language. 2) To enhance the vocabulary in the selected Foreign Language.
215	Industry Analysis - Desk Research	1) To help the students understand the dynamics of a specific industry. 2) To acquaint students with various issues particular to an industry. 3) To provide a cross-functional perspective of the functioning of a business enterprise and an industry.

### Semester III

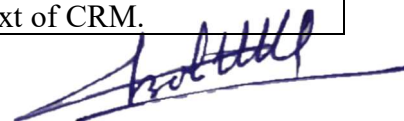
Subject Code	Name of Subject	Course objectives
301	Strategic Management	1) To expose participants to various perspectives and concepts in the field of Strategic Management 2) To help participants develop skills for applying these concepts to the solution of business problems 3) To help students master the analytical tools of strategic management.
302	Enterprise Performance Management	1) To acquaint the students with a perspective of different facets of management of an enterprise 2) To provide inputs with reference to the Investment Decisions along with the techniques for those decisions 3) To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing 4) To develop the knowledge of the concept of auditing and its applicability as performance management tool
303	Startup and New Venture Management	1) To instill a spirit of entrepreneurship among the student participants. 2) To provide an overview of the competences needed to become an entrepreneur

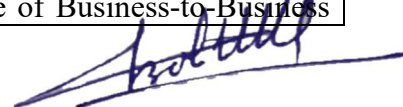
		3) To give insights into the Management of Small Family Business
304	Summer Internship Project	<p>1) To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.</p> <p>2) To provide means to immerse students in actual supervised professional experiences.</p> <p>3) To give an insight into the working of the real organizations.</p> <p>4) To gain deeper understanding in specific functional areas.</p> <p>5) To appreciate the linkages among different functions and departments.</p> <p>6) To develop perspective about business organizations in their totality.</p> <p>7) To help the students in exploring career opportunities in their areas of interest.</p>
<b>Marketing Management</b>		
305MKT	Contemporary Marketing Research	<p>1) To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.</p> <p>2) To design and produce, evaluate a research proposal &amp; understand the quality of research studies.</p> <p>3) To learn the basic skills to conduct professional marketing research.</p> <p>4) To understand the applications of business research tools in Marketing decision making.</p>
306MKT	Consumer Behaviour	<p>1) To highlight the importance of understanding consumer behavior in Marketing.</p> <p>2) To study the environmental and individual influences on consumers</p> <p>3) To understand consumer behavior in Indian context.</p>
307MKT	Integrated Marketing Communications	<p>1) To provide an overview of the range of tools available for Marketing Communications</p> <p>2) To provide an understanding of the basic principles of planning and execution in Marketing Communications</p> <p>3) To acquaint the students with concepts and techniques in the application for developing and</p>

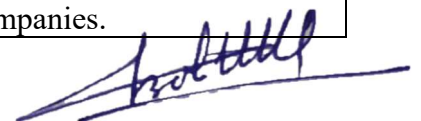
		designing an effective advertising and sales promotion program. 4) To sensitize students to the various facets of advertising, public relation and promotion management. 5) To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.
308MKT	Product Management	1) To make the students appreciate the various facets of the job of a product manager. 2) To highlight the strategic role of product management in organizational and functional context. 3) To emphasize the financial and other metrics of effective product management.
309MKT	Strategic Brand Management	1) To introduce different approaches to measuring brand equity. 2) To provide conceptual framework for managing brands strategically. 3) To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands. 4) To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.
310MKT	Personal Selling Lab	1) To outline the areas in which sales executives make decisions 2) To emphasize the role of sales executives as planners of sales operations and a key figure in implementing marketing strategies. 3) To give hands on inputs on the selling process.
311MKT	Qualitative Marketing Research	1) To introduce the qualitative research applications in Marketing 2) To familiarize commonly used strategies in qualitative research
312MKT	Customer Relationship Management	1) To introduce the core concepts of CRM paradigm 2) To emphasize CRM as a business strategy 3) To highlight the role of appropriate business process and technology management capabilities in managing customer relationships. 4) To help the students understand the organizational context of CRM.

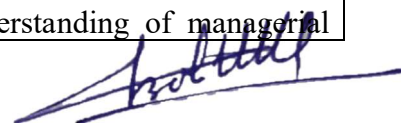
313MKT	Marketing and the Law	<p>1) To understand the pervasive impact of the Law and our legal system on marketing activities.</p> <p>2) To highlight how decisions of marketing executives raise issues which should be carefully evaluated as to their legal consequences before they are implemented?</p> <p>3) The underline that a failure to appreciate these legal implications can lead to seriously damaging, if not disastrous, results for a firm</p> <p>4) To address National Laws and court decisions that relate to the four main areas of marketing study, the so-called “four P’s” of marketing: product, price, place and promotion.</p>
314MKT	Finance for Marketing Professionals	<p>1) To understand the marketing – finance interdependence</p> <p>2) To learn about the cost implications in marketing decisions</p>
315MKT	Marketing of Financial Services – I	<p>1 Familiarizing the students with the various financial services and products in the liberalized Indian economy.</p> <p>2 To provide an in-depth perspective of the equity and bond markets.</p> <p>3 Equipping the students with the practices and processes in the Mutual Fund and Insurance Industry.</p>
316MKT	Tourism Marketing	<p>1) To familiarize the students with the basics of tourism marketing.</p> <p>2) To teach the students about formulating marketing plans for tourism and other related hospitality organizations.</p> <p>3) To acquaint the students with alternative promotional approaches to tourism marketing.</p>
317MKT	Agricultural Marketing	<p>1) The Agricultural sector offers immense opportunities for the employment. This sector requires managerial talent for both input and produce side. The course will prepare the students to be employable in agricultural marketing.</p> <p>2) Understand the functions performed by agricultural marketing system</p> <p>3) Develop strategies to manage the marketing of agriculture organizations.</p>
318MKT	Business Marketing to Business	<p>1) To familiarize students with the terms, concepts, and nature of Business-to-Business</p>

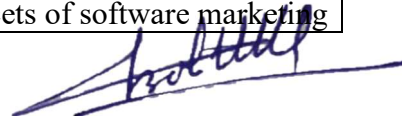
		Marketing. 2) To expose the students to the industrial marketing functions of firms. 3) The course introduces to the participants the specifics of marketing mix for Business-to-Business Marketing
<b>Financial Management</b>		
305FIN	Direct Taxation	1). To understand the basic concepts in Income Tax At, 1961. 2) To Calculate Gross Total Income and Tax Liability of an Individual. 3) To acquaint with online filling of various forms and Returns.
306FIN	Financial Systems of India, Markets & Services	1) To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
307FIN	Strategic Management      Cost	1) To acquaint students with various techniques used for Strategic Cost Management 2) To develop an understanding of the adoption of various techniques of Strategic Cost Management for obtaining sustainable competitive advantage. 3) To make the student familiar with the integration of various techniques in decision making
308FIN	Corporate & International Financial Reporting	1) To acquaint the students with the framework of financial reporting and emerging trends. 2) To make students familiar with the analytical tools used for financial analysis. 3) To understand the accounting aspects. 4) To get acquainted with the concept of IFRS 5) To have knowledge of convergence of Indian Accounting Standards with IFRS. 6) To know the comparative analysis of Indian GAAP and IFRS.
309FIN	Corporate Finance	1) To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management. 2) To highlight the importance of various decision making areas of financial management.
310FIN	Corporate Restructuring      Financial	1) To know the concept of Financial Restructuring in Companies.

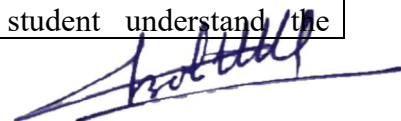
		<p>2) To get acquainted with the factors leading to financial distress of the organization.</p> <p>3) To understand alternative sources of capital and planning of the same.</p> <p>4) To know the significance of the Corporate Governance in the overall functionality of the organization.</p>
311FIN	Equity Research, Credit Analysis & Appraisal	<p>1) To understand the importance of equity research.</p> <p>2) To understand how excel can be leveraged for better analysis of a company.</p> <p>3) To give recommendation based on fundamental and technical analysis</p>
312FIN	Rural Financial Institutions	<p>1) To understand various avenues of finance available for the development of rural area.</p> <p>2) To understand the role of financial institutions in rural India</p>
313FIN	Banking Operations – I	<p>1) To understand the basics of Banking and the emergence of Banking in India.</p> <p>2) To get acquainted with the functionality of the Banks.</p> <p>3) To know the meaning and use of commonly used technologies in Banking.</p>
314FIN	Treasury Management	<p>1) To understand the concept of treasury management.</p> <p>2) To understand the management of funds</p>
315FIN	Futures and Options	<p>1) To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.</p> <p>2) To have an understanding of the analytical tools necessary to price such instruments.</p> <p>3) To highlight the role of financial derivatives in the modern capital markets, in particular for risk management.</p>
316FIN	Financial Instruments & Derivatives	<p>1) To provide students with an introduction to the theory and practice of financial instruments.</p> <p>2) To develop an understanding and importance of financial derivatives and institutional structure of the market.</p>
<b>Information Technology Management</b>		
305IT	IT Management & Cyber Laws	<p>1) To understand legal provisions of Information Technology Act, 2000.</p> <p>2) To know Case Law and practical ramifications of the Act</p> <p>3) To develop understanding of managerial</p>

		aspects so as to use Information technology effectively and efficiently. 4) To appreciate IT Management as an independent and important field of work, different from IT for Management
306IT	E Business and Business Intelligence	1) To appreciate e-Business as a significant business segment of the future 2) To develop capacity to initiate/lead an e-business venture/ business segment 3) To understand principles of BI and Analytics at conceptual level 4) To develop skills to design BI and Analytics projects
307IT	Software Engineering with System Analysis & Design	1) To develop theoretically sound understanding of Software Engineering Methods 2) To develop understanding of object oriented software Engineering 3) To develop ability to represent diagrammatically and in descriptive form, software engineering Schemas
308IT	Mobile Computing with Android	1) To understand technical aspects of M-computing 2) To appreciate impact of M-computing on Information Technology scenario 3) To understand M-computing applications; initiate new applications
309IT	RDBMS with Oracle /MS-SQL Server	1) To understand theoretical concepts in Relational Data Base Management 2) To develop working level proficiency for writing SQL commands 3) To develop capability to design applications for a real-life DBMS problem
310IT	Software Quality Assurance & CMM Levels	1) To understand concepts and methodology related to Software Quality Assurance 2) To Know software Quality standards specifies by regulatory authorities 3) To develop capability to design Quality Testing processes in software development environment
311IT	E-Learning Tools & Methods	1) To understand e-learning as an emerging educational technology 2) To learn use of tools/ technologies used for e-learning based pedagogy 3) To develop capability to initiate e-learning project(s)
312IT	Software Marketing	1) To understand facets of software marketing

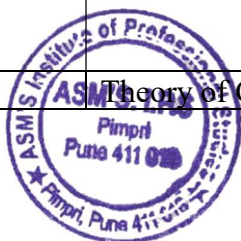
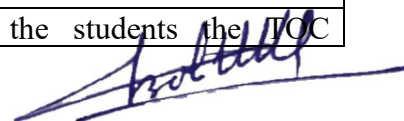



		<p>as a field of study</p> <p>2) To develop in depth of understanding of Software Marketing Practices</p> <p>3) To assist in developing capability to market the software</p>
313IT	IT for Retailing & Online Shopping	<p>1) To understand IT in Retail as an important field of practice</p> <p>2) To know concepts and technologies related to IT in retail</p>
314IT	Technical Writing	<p>1) To understand Technical Writing at conceptual level</p> <p>2) To learn tools and techniques as well as approaches to technical writing</p> <p>3) To develop expertise with a view to taking up technical writing as a career</p>
<b>Operations Management</b>		
305OPE	Planning & Control of Operations	<p>1) To give an overview of Planning &amp; Control of Operations</p> <p>2) To explain the role of forecasting in the operations planning process.</p> <p>3) To explain the need for aggregate planning and the steps in aggregate planning.</p> <p>4) To explain how capacity planning is done in organizations and what is its relationship with MRP.</p> <p>5) To highlight the importance of scheduling in operations management.</p>
306OPE	Inventory Management	<p>1) To give an overview of various aspects of inventory.</p> <p>2) To explain the impact of types of inventory costs on inventory management decisions.</p> <p>3) To explain the principles of JIT</p>
307OPE	Productivity Management	<p>1) To understand and appreciate significance of productivity management</p> <p>2) To study various productivity management methods</p> <p>3) To learn applicability of popular productivity management tools</p>
308OPE	Maintenance Management	<p>1) To understand importance and role of Maintenance Management</p> <p>2) To acquaint with various alternatives of Maintenance Management</p> <p>3) To understand use of decision tools for Maintenance Management</p>
309OPE	Facilities Planning	<p>1) To emphasize the importance of facilities planning in view of the size of investment.</p> <p>2) To make the student understand the</p>

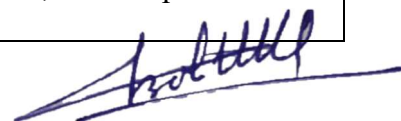





		linkages of facilities planning with other activities 3) To underline the importance of facilities location
310OPE	Manufacturing Resource Planning	1) To understand role and importance of Manufacturing Resource Planning (MRP II) 2) To know the inputs, processing and outputs of MRP II
311OPE	Technology Management	1) To highlight the role of technology and innovation as drivers of value and competitive advantage. 2) To provide conceptual foundations in managing innovation and technology.
312OPE	Six Sigma	1) To provide a comprehensive understanding of six sigma 2) To introduce the six-sigma methodology and philosophy 3) To learn how to manage change and sustain benefits 4) To learn how to listen and map customer requirements 5) To start executing and delivering projectit
313OPE	Designing Operations Systems	1) To give an overview of the various process options in Manufacturing and Services. 2) To give insights into factors that influence process choice. 3) To impart fundamental concepts in Job Design and Work Measurement.
314OPE	Toyota Production System	1) To explain the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability. 2) To demonstrate how managers in every industry can improve business processes by: <ul style="list-style-type: none"> <li>• Eliminating wasted time and resources</li> <li>• Building quality into workplace systems</li> <li>• Finding low-cost but reliable alternatives to expensive new technology</li> <li>• Turning every employee into a quality control inspector Unit</li> </ul>
315OPE	Project Management	1) To provide the students with a holistic, integrative view of Project Management. 2) To highlight the role of projects in modern day business organizations. 3) To sensitize the students to complexities of project management.
316OPE	Theory of Constraints	1) To imbibe in the students the TOC

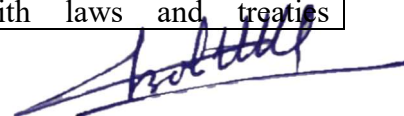



		<p>thinking process.</p> <p>2) To provide insights into managing a business when there are constraints and resolving those by logical thinking.</p>
<b>Human Resource Management</b>		
305HR	Labour & Social Security Laws	<p>1) To make the students understand rationale behind labour laws</p> <p>2) To equip students with important provisions of various labour laws</p> <p>3) To give students insight into the implementation of labour laws.</p>
306HR	Human Resource Accounting & Compensation Management	<p>1) To orient the students with the concepts related to human resource accounting &amp; compensation management.</p> <p>2) To facilitate learning related to human resource accounting &amp; compensation management for employees.</p>
307HR	Employee Health, Safety	<p>1) To learn the basic concepts of safety management</p> <p>2) To study the various provisions of employee health and safety.</p>
308HR	Compensation Mangement	<p>1) To make the HR PROFESSIONAL understand the nuances of the crucial issues in compensation management.</p> <p>2) To study various techniques of employee retentions</p> <p>3) To acquaint students with various salary structures</p>
309HR	HR Audit	<p>1) To provide a balanced and comprehensive exposition of the concept of HRD Audit</p> <p>2) To learn the tools and techniques required for its implementation</p> <p>3) To provide a balanced and comprehensive exposition of the concept of HRD Audit</p>
310HR	Human Resource Information System	<p>1) To learn fundamental principles of HRIS</p> <p>2) Developing specific HRIS skills competencies needed by professionals</p>
311HR	Outsourcing of HR	<p>1) To learn the basic concepts of outsourcing</p> <p>2) To enable the students to understand each stage of outsourcing process</p>
312HR	Public Relations & Corporate Communications	<p>1) To make students understand importance of effective communication in HR</p> <p>2) To equip students with PR initiatives by the HR professional</p>
313HR	Quality Management System	<p>1) To create an awareness of fundamental principles, significance, and implementation of quality</p>

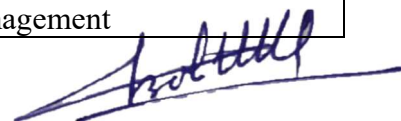



		management 2) To use new concepts of TQM in the process of continuous improvement and learning
314HR	Lab in Recruitment and Selection	1) To give hands on experience to students on Recruitment advertisements, profiling techniques 2) To acquaint students with different interviewing methods
315HR	Lab in Job Design & Analysis	1) To give hands of experience to the students of designing jobs at various levels
316HR	Lab in Training	1) To make students understand training need analysis 2) To help students design Training Programmes 3) To make students understand & design training methods
317HR	Lab in Labor Laws - I	1 To give students insight into the implementation of labour laws. 2 To acquaint students with calculation of due/ compensations/ contributions etc.
318HR	Lab in Personnel Administration – Application & Procedure	1) To give students insight into the implementation of Personnel Administration Procedures 2) To acquaint students with calculation of due/ compensations/ contributions etc.
<b>International Business Management</b>		
305IB	International Business Economics	1) To explore the students the relevance of various trade theories/models 2) To explore the students to understand deep current issues in International Trade 3) To enable students to use economic tools to analyze diversity of issues in the international economy.
306IB	Export Documentation and Procedures	1) To familiarize students with policy, procedures and documentation relating to foreign trade operations.
307IB	International Management	1) To familiarize students with the cross – cultural behaviour and its management for successful operations of the international firms
308IB	International Marketing	1) To help the students understand the peculiarities of international marketing 2) To develop the students' ability to devise marketing mix for international marketing
309IB	International Marketing Research	1) To highlight the significance of International Marketing Research and provide

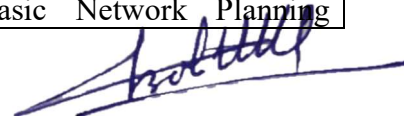
		<p>a compressive understanding the research process</p> <p>2) To develop an in-depth knowledge of the challenges associated in conducting market research internationally</p> <p>3) To understand the simple and advanced data analysis for International Marketing Research</p> <p>4) To make sound marketing decisions on the basis of collected and analyzed data</p>
310IB	International Financial Management	<p>1) To make the students aware about the operations in foreign exchange market</p> <p>2) To sensitize the student with complexities of managing finance of multinational firm</p> <p>3) To understand the regulatory framework within which the operations can take place</p>
311IB	Global IT Management	<p>1) To understand scope and operational aspects of Global I.T. Management</p> <p>2) To understand regulatory requirements concerning International IT governance</p> <p>3) To learn to integrate International Business Management with Information Systems Management</p>
312IB	Global Logistics & Supply Chains	<p>1) To get acquainted with global dimensions of logistics management</p> <p>2) To introduce basic operational aspects i.e. procedure, documentations &amp; related legal aspects of global logistics</p> <p>3) To sensitize students to basics of shipping line industry</p>
313IB	Course Title Designing Organizations for Uncertain Environment	<p>1) To develop and acquire cognitive framework to understand and analyses the hyper-turbulent international business environment.</p> <p>2) To gain insights into strategic models that successful organizations deploy to develop their strategies.</p> <p>3) To learn designing principles to create organizations capable of performing in uncertainty and hyper-turbulence.</p> <p>4) To appreciate the HR/People systems and processes required for emergent organizational forms</p>
314IB	Legal Dimensions of International Business	<p>1) To acquaint students with the legal dimensions of international business.</p> <p>2) To enable students to formulate strategies as compatible with laws and treaties</p>

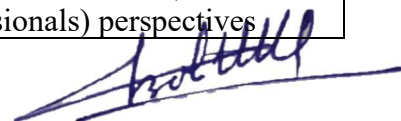
		governing international business operations.
315IB	Global Strategic Management	1) To help students understand strategy making process that is informed integrative and responsive to rapid changes in an organization's globally oriented environment 2) To help students understand tasks of Implementing strategy in a global market.
316IB	International Relations & Management	1) To equip the students with an understanding of the multifaceted phenomenon called international relations 2) To help students understand as to how exactly the existing international environment affects the decision menu. How does it affect what is possible and probable in state behavior and what are its effects on business? 3) To expose students to these issues focused on India to discern their effect on the management of business.
317IB	Foreign Language for International Business – I	1) To equip the students with a foreign language skill at least to that extent that is required for conducting international business. 2) To provide the student with listening, reading, speaking and writing skills in chosen foreign language. 3) To enhance the vocabulary in the selected Foreign Language.
<b>Supply Chain Management</b>		
305SCM	Essentials of Supply Chain Management	1) To make students understand how supply chain impacts all areas of the firm 2) To introduce the basic concepts of supply chain management 3) To provide insights into supply chain's linkages with customer value
306SCM	Logistics Management	1) To make students understand the role and importance of logistics in modern day economy. 2) To discuss the relationship between logistics and other functional areas. 3) To analyze logistics systems from different perspectives to meet desired corporate objectives.
307SCM	Managing Material Flow in Supply Chains	1) To understand flow of materials in a Supply Chain 2) To appreciate the role of Transportation and Warehouse Management

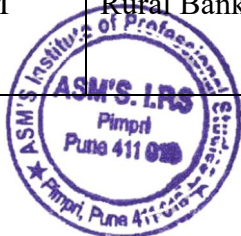
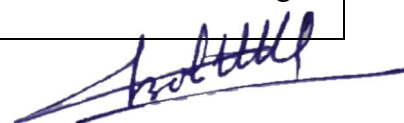
		<p>3) To understand the essentials of Packaging and Materials Handling from Logistics point of view</p> <p>4) To understand Government statutory requirements related to Logistics Management</p>
308SCM	Inventory Management	<p>1) To understand the Process of Aggregate Planning and its link with Inventory Management</p> <p>2) To understand concept of Supply Chain Inventory and study a few basic variants of EOQ models</p> <p>3) To recognize role and importance of Supply Chain Inventory Management in delivering perfect customer order</p> <p>4) To acquaint with safety and environmental aspects of Inventory Management</p>
309SCM	Purchasing & Supplier Relationship Management - I	<p>1) To emphasize the managerial perspective of core tasks and challenges in effectively managing the purchasing function within the context of integrated supply chain.</p> <p>2) To make the students aware of the different demands placed on the purchasing and supply chain managers by business stakeholders.</p> <p>3) To help the students understand the impact of purchasing on competitive success and profitability of modern-day organizations.</p> <p>4) To provide an in-depth understanding of the fundamentals surrounding the operational aspects of purchasing</p>
310SCM	Six Sigma	<p>1) To provide a comprehensive understanding of six sigma</p> <p>2) To introduce the six sigma methodology and philosophy</p> <p>3) To learn how to manage change and sustain benefits</p> <p>4) To learn how to listen and map customer requirements</p>
311SCM	Supply Chain Planning	<p>1) To understand essentials of Demand Management</p> <p>2) To get acquainted to Supply Chain Aggregate Planning</p> <p>3) To understand how to manage predictable variability in Supply Chain</p> <p>4) To recognize the role of Network Planning and understand basic Network Planning</p>

		Design Models
312SCM	Supply Chain Coordination	<p>1) To understand role and importance of business functional coordination across the Supply Chain</p> <p>2) To know the impact of ineffective Supply Chain coordination and its business implications</p> <p>3) To understand how managerial levers and partnerships aid in achieving Supply Chain coordination</p>
313SCM	Decision Modeling for Supply Chains	<p>1) To know how to model typical Supply Chain Domain Problems</p> <p>2) To understand use of MS- Excel in solving typical Supply Chain Domain Problems</p>
314SCM	Theory of Constraints	<p>1) To imbibe in the students the TOC thinking process.</p> <p>2) To provide insights into managing a business when there are constraints and resolving those by logical thinking.</p>
315SCM	Supply Chain Practices - I	<p>1) To give a practical understanding of the practice of supply chain management in various sectors.</p> <p>2) To give a practical understanding of the peculiarities of supply chain management practices in various sectors.</p>
<b>Rural and Agribusiness Management</b>		
305RABM	Agriculture and Indian Economy	<p>1) To expose learners to the environment in which the agri-business is conducted.</p> <p>2) Focus will be on understanding micro and macro environmental forces and their impact on agribusiness.</p>
306RABM	Rural Marketing – I	<p>1) To objective of this course is to develop understanding of issues in rural markets</p> <p>2) To provide an overview of marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India.</p> <p>Unit</p>
307RABM	Rural Development – I	<p>1) To motivate students to understand the realities of rural India its economic strength, weaknesses, opportunities, and threats in changing global context.</p> <p>2) To help students to analyze the rural economic condition from two perspectives viz. actor's (the rural people) and outsider's (economists, development professionals) perspectives</p>

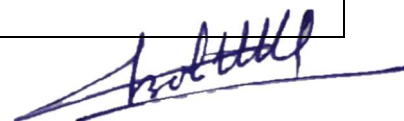



		3) To assists students to develop conceptual framework for dealing with rural economy.
308RABM	Special Areas in Rural Marketing	1) To explore the students to the Special Areas in Rural Marketing Environment 2) To help students to understand opportunities and emerging challenges in the upcoming rural markets.
309RABM	Commodity Markets – I	1) To help students understand what commodity means and how commodities are traded 2) To make students identify significant areas of risk associated with buying and selling commodities 3) To update students about the regulatory framework for commodity markets in India
310RABM	Agricultural Marketing & Price Analysis – I	1) To impart adequate knowledge and analytical skills in the field of agricultural marketing issues 2) To enhance expertise in improving the performance of the marketing institutions and the players in marketing of agricultural commodities.
311RABM	Microfinance	1) To Appraise the state of microfinance in Indian Economy 2) To make students understand the concept and principles of microfinance 3) To helped students to Identify issues, linkages and role of technology that hinder the success of Microfinance
312RABM	Agricultural Marketing	1) To make students understand the functions performed by the agricultural marketing system. 2) To make students aware of current issues and trends in agricultural markets 3) To help students identify basic market problems and assess the effect of market imperfections on the performance of the marketing
313RABM	Rural Research Methods	1) To equip the students with basic elements of research methodology 2) To assist students to analyze the rural issues in the setting of rural environment. 3) To enhance students' understanding of various approaches in research
314RABM	Rural Banking	1) To enable students to understand the structure and importance of rural banking in Indian Economy

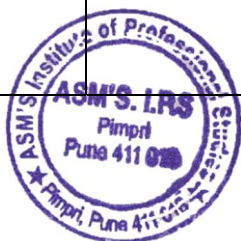
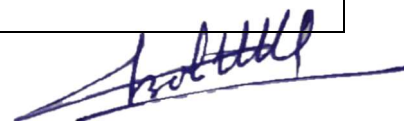





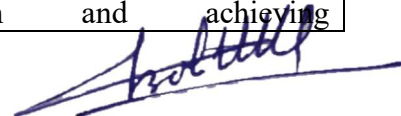
		2) To help the students to gain a deeper understanding of rural banking and to explore emerging trends in rural banking
315RABM	AgriSupply Chains Management	1) To introduce students to the concepts and processes of agricultural supply chain management 2) To provide a framework for structuring supply chain drivers, network designs, 3) To develop an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.
316RABM	ICT for Agriculture Management	1) To Acquire A Clear Understanding Of Theory And Application Of Information & Communications Technology In Various Fields Of Agriculture Management. 2) To help students in developing the linkage across various technological fields of agriculture Management
317RABM	Tourism Marketing - I	1) To provide a global and local perspective on tourism 2) To build theoretical knowledge of the tourism industry and related sectors 3) To develop critical awareness of the physical, social and economic environments
318RABM	Millennium Development Goals	1) To make students understand the importance of millennium development goals and its applicability to rural economy 2) To highlight the contribution of agrarian economy and its role towards millennium development goals 3) To make students aware about the varied approaches towards the achievement of millennium development goals
<b>Family Business Management</b>		
305FBM	Essentials of Family Business Management – I	1) To motivate the entrepreneurial instinct of students and expose them to family-owned business challenges and issues. 2) To develop and strengthen entrepreneurial quality and motivation especially towards Family-owned business.
306FBM	Managing Innovation – I	1) To develop innovative approach to business related skills of marketing, quality management production, distribution and human resource management etc. 2) To develop aptitude towards innovative approaches by empowering them with necessary tools.

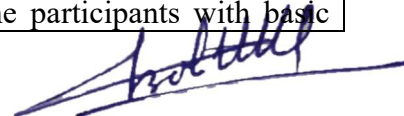
307FBM	Business Plan	<ol style="list-style-type: none"> <li>1) To help students appreciate the purposes and audiences for business plans.</li> <li>2) To help students understand the structure and content of a business plan, including the reasons for the structure and content.</li> <li>3) To guide students in preparing a first draft of their own business plan</li> <li>4) To train students in critical evaluation of business plans</li> </ol>
308FBM	Private Equity	<ol style="list-style-type: none"> <li>1) To lay the foundations of a career in private investment activity in countries with transitional or developing economies, either as part of a corporate development effort, or through venture capital or buyout fund activity.</li> <li>2) To develop an understanding of the fundamental dynamics of venture funding as a way of building a company, or considerations for buying a company amongst students who expect to engage in entrepreneurial activity.</li> </ol>
309FBM	Franchising	<ol style="list-style-type: none"> <li>1) To introduce franchising as the most efficient form of entrepreneurship, a marketing tool, a distribution technique, the ultimate capital leverage device, a real estate platform, a combination of some or all of the above.</li> <li>2) To learn how to evaluate franchise management opportunities - Ability to identify opportunities to expand local businesses through franchising.</li> <li>3) To develop an ability to work out details needed to establish and develop a franchise network.</li> </ol>
310FBM	Social Entrepreneurship	<ol style="list-style-type: none"> <li>1) Build appreciation of the nature of poverty, the needs of the poor and the obstacles to development in emerging markets.</li> <li>2) Enhance capacity to analyze the challenges, opportunities, and potential of social entrepreneurs and social organizations that are addressing global problems</li> <li>3) Develop business strategies and operational plans that are tailored to the reality of emerging markets and that will help social entrepreneurs increase their impact and sustainability.</li> </ol>

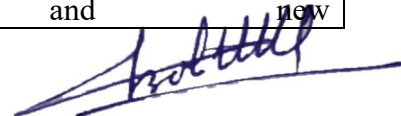
		<p>4) Build empathy, teamwork and leadership skills</p> <p>5) To introduce students to the broad spectrum of emerging global social (including environmental and socially responsible) ventures - Laying the groundwork for students' own potential career paths in social entrepreneurship.</p>
311FBM	Intrapreneurship	<p>1) To understand what an intrapreneur is, what the benefits are, the risks, and the responsibilities.</p> <p>2) To learn how to manage a startup business or service within an existing company in ways that allows it to succeed, to make a profit and to continue to grow.</p> <p>3) To understand the mechanics of putting together a business plan and presenting it for a new company.</p> <p>4) To see how it is possible to overcome various financial, economic, and political barriers and succeed with a new idea in an existing corporate environment.</p>
312FBM	Trends in Entrepreneurship	<p>1) To develop necessary knowledge and Entrepreneurial skills among the Students</p> <p>2) To sensitize the potential entrepreneur towards environment.</p> <p>3) To make the potential entrepreneurs know about the possible risks and failures of the project and make them learn how to overcome these problems</p>
313FBM	Small Scale Industries Management	<p>1) To provide an overview of Small-Scale Industry in the Indian context.</p> <p>2) To highlight the role of institutional support to Small Industries</p>
314FBM	Entrepreneurial Case Study	<p>1) To provide learning through interaction and analysis of a real-life entrepreneurial venture.</p>
<b>Technology Management</b>		
305TM	Fundamentals of Technology Management	<p>1) To provide students with a broad perspective on the key issues involved in the effective management of technology and innovation, including market, technological, and organizational factors, in today's fast-changing, competitive, global environment.</p> <p>2) To stress technology's crucial role in creating wealth and achieving</p>

		competitiveness 3) To describe technology product life cycle linkages.
306TM	Managing Innovation – I	1) To highlight the importance of innovation in competitive world of business 2) To describe various models of innovation and corresponding assets & knowledge requirements 3) To highlight the threat of disruptive technologies and its managerial implications
307TM	Technology Forecasting	1) To understand the purpose of technology forecasting and techniques used for technology forecasting. 2) To appreciate the strengths and weaknesses of technology forecasting techniques. 3) To underline the need for different technology forecasting techniques for different purposes.
308TM	Strategies for Information Goods and Network Economies – I	1) To learn about the characteristic features of network and information goods (and related products). 2) To understand the distinctive impact of network and information goods on competitive strategies in these industries, and how to manage them. 3) To highlight distinctive role of pricing in case of information goods. 4) To highlight importance of network effects & strategies to exploit network effect.
309TM	Advanced Manufacturing Technology	1) To provide students with an understanding of the key concepts of advanced manufacturing technology used in modern manufacturing facility 2) To develop an understanding of the principles of operation and characteristics of specific technologies and processes. 3) To appreciate the effect of technologies on global manufacturing and competitiveness
310TM	Product Strategy for High Technology Companies – I	1) To increase student's awareness of the forces driving the competition among technology-based companies & need for strategic approach to product management in high technology companies. 2) To provide an understanding of decision-making frameworks for managing products in high technology companies.
311TM	Foundations of Knowledge	1) To familiarize the participants with basic

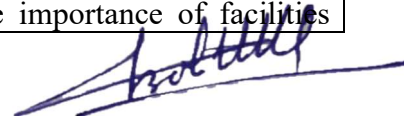
	Management	<p>concepts of data, information &amp; knowledge</p> <p>2) To highlight importance of knowledge management in complex environments.</p> <p>3) To provide an overview of systems, technologies &amp; infrastructure required for knowledge management</p>
312TM	Business Intelligence and Analytics	<p>1) To understand principles of BI and Analytics at conceptual level</p> <p>2) To understand application areas for implementing BI and Analytics</p> <p>3) To develop skills to design BI and Analytics projects</p>
313TM	Designing Organizations for Uncertain Environment	<p>1) To develop and acquire cognitive framework to understand and analyze the hyper-turbulent international business environment in the era of technological discontinuity.</p> <p>2) To gain insights into strategic models that successful organizations deploy to develop their strategies.</p> <p>3) To learn designing principles to create organizations capable of performing in uncertainty and hyper-turbulence.</p> <p>4) To appreciate the HR/People systems and processes required for emergent organizational forms</p>
314TM	Technology Transfer & Commercialization	<p>1) To understand the key concepts and options in technology transfer and commercialization</p> <p>2) To provide the students with working knowledge and skills to plan and implement technology assessment, market assessment, alignment of technology in technology transfer and transmission process.</p> <p>3) To provide the students with understanding on issues concerning roles of various intellectual property rights, patent search, sustainability and competitive advantage, science and technology policy, start-up, and licensing and spin-off companies</p>
315TM	Digital Marketing	<p>1) To confront students with discussions about the implications of an increasingly technological society.</p> <p>2) To provide insights on how to implement marketing in a digital world.</p> <p>3) To make students understand the traditional and new</p>

		communication/marketing approaches to create competitive advantage in the Digital world. 4) To understand how the emergence of the technology will affect marketing, value creation, and consumer perceptions.
<b>Banking and Insurance Management</b>		
305BIM	Banking Concepts and Operations	1) To understand the basics of Banking and the emergence of Banking in India. 2) To get acquainted with the functionality of the Banks. 3) To know the meaning and use of commonly used technologies in Banking. 4) To make the students understand Banking accounts.
306BIM	Principles and Practices of Insurance	1) To provide a basic understanding of the insurance mechanism and principle of insurance 2) To provide a overview of Indian insurance industry
307BIM	Treasury Management	1) To make students conversant with operational dimensions of monetary and treasury management practices in India.
308BIM	Practice of Life Insurance	1) To know the basics of Life Insurance. 2) To understand the different types of life insurance plans & products, and its variations. 3) To learn the method of premium calculation and bonus, the different types of annuity plans.
309BIM	Retail & Universal Banking	1) To enable the students familiarizing with operational aspects of retail Banking products and developing suitable strategies
310BIM	Practice of General Insurance	1) This course primarily deals with practical aspects of General insurance within the framework of prevailing legislation. 2) It aims at familiarizing the reader with the market structure, procedures and practices, coverage's under various insurance policies, underwriting practices, claims management, accounting, investments and customer service.
311BIM	E-Banking	1) To make the students conversant with e-banking products in terms of delivery, security and controls with reference to India
312BIM	Financial Inclusion	1) To know about the details of Financial Inclusion. 2) To have an idea about the working of

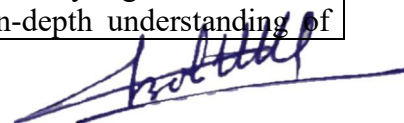
		NGOs / SHGs.
313BIM	Corporate Insurance Management	1) The course is framed to create an appreciation of the importance of the Regulatory Environment necessary for the orderly and smooth in India.
314BIM	Marketing of Financial Services	1. To know financial services. 2. To understand marketing of financial services.
315BIM	Marketing of Insurance Services	1) To familiarize the students with the concept & tools of marketing 2) To provide skills for evaluating competition and develop strategies of marketing
316BIM	Rural Banking & Micro Finance	1) To understand the concept of Rural Banking. 2) To know about Micro Finance.
317BIM	Personal Financial Planning	1) To Know basics of financial planning. 2) To understand the concept of tax planning.
318BIM	Property Insurance	1) To know the meaning of Property Insurance. 2) To understand the procedure of claims.
<b>Healthcare Management</b>		
305HM	Introduction to Healthcare Management	1) Introduction to Healthcare Management & Healthcare Services. 2) To create awareness about the Healthcare Delivery.
306HM	Information Technology in Healthcare	1) Use of Information technology in Healthcare industry. 2) To acquaint the students with Hospital Information Systems.
307HM	Healthcare System in India – Public and Private	1) To create awareness about the Healthcare sector in India. 2) To give the students an overview about the Public and private Healthcare sector.
308HM	Healthcare System in the US / UK	1) To acquaint the students with the global perspective of Healthcare industry.
309HM	Healthcare Data Analytics Part - I	1) Develop skills in creating and analyzing effective healthcare surveys, including and quantitative techniques. 2) Evaluate models of how to converge disparate data to support healthcare delivery and outcomes.
310HM	Healthcare Operations Part - I	1) To assist the students in developing professional skills relating to Indian Healthcare Industry.
311HM	Health Insurance Industry	1) To acquaint students to the concept of

		health insurance, product development, and various health insurance products-both at individual and group level. 2) To aware the students about services of health insurance, underwriting of health, insurance policies, marketing of insurance policies, claims management, third-party administration etc.
312HM	Healthcare clinical and Non clinical services	
<b>Entrepreneurship Development</b>		
305ED	Change, Creativity, Innovation and Entrepreneurship	1) To sensitize student to critical thinking, nurturing teamwork and change 2) To prepare students for fostering entrepreneurial leadership and institutional culture
306ED	Finance for Entrepreneurs	1) To develop analytical abilities to face the business situations 2) To develop the analytical skills which would facilitate the decision making in Business situations 3) To Understand the basic concepts of Tax Planning
307ED	Women Entrepreneurs	1) To know the concept, meaning & definition of women entrepreneurship. 2) To understand the challenges, problems & achievements of women entrepreneurs. 3) To identify the ways in which government, public, private institutes promote & support women entrepreneurs.
308ED	Managing Inventory	1) To understand the Process of Aggregate Planning and its link with Inventory Management 2) To understand concept of Supply Chain Inventory and study a few basic variants of EOQ models 3) To recognize role and importance of Supply Chain Inventory Management in delivering perfect customer order 4) To acquaint with safety and environmental aspects of Inventory Management
309ED	Planning Operational Efficiency	1) To emphasize the importance of facilities planning in view of the size of investment. 2) To make the student understand the linkages of facilities planning with other activities 3) To underline the importance of facilities

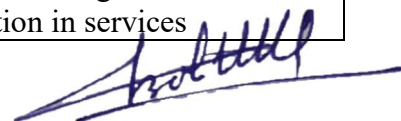





		location
310ED	Manufacturing Resource Planning	1) To understand role and importance of Manufacturing Resource Planning (MRP II) 2) To know the inputs, processing and outputs of MRP II
311ED	Legal compliances for Entrepreneurs	1) To equip students with various compliances the Entrepreneur must give under different Acts 2) To learn drafting skills of these compliances
312ED	Managing Entrepreneur Profile	1) To Identify and apply the elements of entrepreneurship and to entrepreneurial processes. 2) To Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth.
313ED	Quality Management System	1) To create an awareness of fundamental principles, significance and implementation of quality management 2) To use new concepts of TQM in the process of continuous improvement and learning
314ED	Microfinance	1) To Appraise the state of microfinance in Indian Economy 2) To make students understand the concept and principles of microfinance 3) To help students to Identify issues, linkages and role of technology that hinder the success of Microfinance
315ED	IT for Entrepreneurs	1) To learn Information technology and their components types and its applications 2) To learn Emerging Technologies useful for an entrepreneur 3) To have hands on experience on various software tools IN MS OFFICE like Excel
316ED	Supply Management Chain	1) To emphasize the managerial perspective of core tasks and challenges in effectively managing the purchasing function within the context of integrated supply chain. 2) To make the students aware of the different demands placed on the purchasing and supply chain managers by business stakeholders. 3) To help the students understand the impact of purchasing on competitive success and profitability of modern-day organizations. 4) To provide an in-depth understanding of

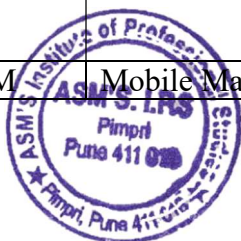
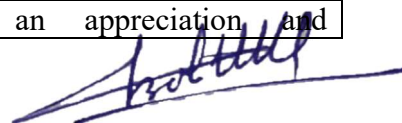



		the fundamentals surrounding the operational aspects of purchasing.
317ED	Using Excel for Business Intelligence	1) To develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the finance functions of the business. 2) To master modeling techniques to eliminate the substantial risk of poor spreadsheet coding.
318ED	Leadership Skills for Entrepreneurs	1) To understand leadership skills for entrepreneurs. 2) To develop an understanding of the nature and strategies of negotiation; and conflict and strategies to resolve the conflict.
<b>Services Management</b>		
305SM	Services Business Management	1) To introduce Services as a business function 2) To emphasize the importance of understanding internal & external environment in service decision making. 3) To expose students to a systematic services framework
306SM	Services Performance Management	1) To recognize and understand different types of services delivered by services-based organizations 2) To anticipate and evaluate specific challenges of services-based organization. 3) To understand factors crucial to service delivery and recovery
307SM	Project Management in Services	1) To provide students with a holistic, integrative views of project management 2) To understand the role of a Project Manager and Project Team 3) To highlight the significance of projects in service sector organization
308SM	Relationship Management in Services	1) To make the student familiar with Relationship Management in Service Sectors, Concepts and Significance 2) To understand growing importance of customer relationship management in service Sector
309SM	Information Technology Enabled Services Management	1) To understand the importance of ITES in service management 2) To enhance knowledge of global trends in outsourcing
310SM	Service Value Chain Management Lab	1) To explore how to leverage the value chain to accelerate innovation in services

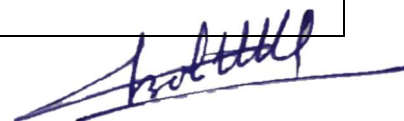



		<ul style="list-style-type: none"> <li>2) To emphasize the use of value chain for customer satisfaction.</li> <li>3) To provide insights for creating customer delight.</li> </ul>
311SM	Services Technology Lab	<ul style="list-style-type: none"> <li>1) To make students understand use of technology in various business applications</li> <li>2) To develop practical insight in enhancing business processes of service sector</li> </ul>
312SM	Service Leadership Lab	<ul style="list-style-type: none"> <li>1) To develop knowledge of service leadership</li> <li>2) To apply knowledge of service leadership and develop service leadership qualities</li> <li>3) To enhance service leadership skills</li> </ul>
<b>Digital Media and Communication Marketing</b>		
305DMCM	Integrated Marketing Communications	<ul style="list-style-type: none"> <li>1) Quickly understand a company and its marketing communications activities</li> <li>2) Thoroughly describe a range of media and methods available to marketers</li> <li>3) Demonstrate a comprehensive understanding of integrated Marketing Communications theories and concepts</li> </ul>
306DMCM	Internet Marketing – I	<ul style="list-style-type: none"> <li>1) To increase the learner's understanding of internet marketing.</li> <li>2) To make the learner knowledgeable about key issues in internet marketing</li> <li>3) To help the learner to apply the appropriate tools to plan, develop, and execute internet marketing</li> <li>4) To provide the learner hands-on experience with constructing a complete internet marketing plan</li> </ul>
307DMCM	Mass Communication Media and Culture – I	<ul style="list-style-type: none"> <li>1) Understand the interrelationship between media and culture</li> <li>2) Develop a grasp of media organizations and their roles</li> <li>3) Get insights into Indian media and entertainment industry</li> </ul>
308DMCM	Public Relations – I	<ul style="list-style-type: none"> <li>1) To provide fundamental conceptual inputs about PR</li> <li>2) To help the learner understand the functioning of PR agencies and the role of PR manager.</li> <li>3) To understand the strategic role of PR in IMC</li> </ul>
309DMCM	Event Management	<ul style="list-style-type: none"> <li>1) Appreciate event management as a professional endeavor</li> </ul>

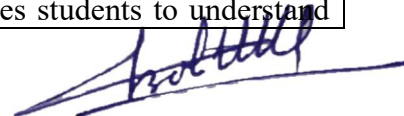
		2) Understand the chain of events that goes into successful event management
310DMCM	Communication Theory - I	1) To learn to think about and analyze communication in a systematic way. 2) To compare the field of communication studies with other social sciences and understand its varied contributions to the knowledge/practice of human interaction. 3) To analyze communication phenomenon from different perspectives. 4) To recognize and explain major communication theories. 5) To apply knowledge of communication theories to “real world” issues
311DMCM	Media Planning & Buying	1 To carry out an advertising-focused analysis of media relevant to supporting a client’s business objectives. 2To prepare a media buying plan appropriate to a client’s requirements. 3) To evaluate the performance of a media buying program
312DMCM	Digital Consumer and Digital Branding	1) To appreciate the shift from traditional to digital media and how it has altered the way brands communicate with their audiences. 2) To about the challenges of managing a digital brand and how rich and compelling content, combined with digital distribution, are integral to brand engagement. 3) To integrate online marketing channels including web, email, mobile and social media platforms to manage online content development and delivery. 4) To understand underlying business models and principles that drive successful marketing and digital media campaigns. 5) To appreciate the strategic decisions in content management and brand development through digital media.
313DMCM	Social Media Marketing	1) To understand the social media landscape 2) To be able to develop social media strategy in a given context. 3) To measure the effectiveness of social media strategy
314DMCM	Email Marketing	1) To understand the technical and functional aspects of email marketing 2) To get an overview of email analytics
315DMCM	Mobile Marketing	1) To develop an appreciation, and

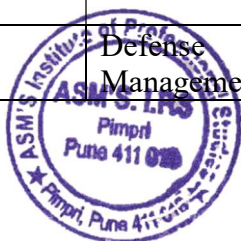
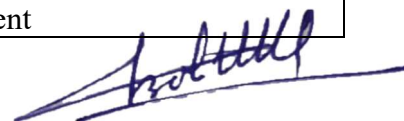
		<p>understanding of the concepts, principles and technologies of M-commerce and study its application to the marketing function of organizations.</p> <p>2) To understand, through the use of real-world case studies, how mobile phones are used in four marketing disciplines: sales promotion, advertising, customer relationship management, and brand engagement.</p> <p>3) To understand the interrelationships between two media channels – mobile and social – and how brands can engage consumers through these channels.</p> <p>4) To develop a strategic approach to define how mobile phones can be aligned and integrated into an overall marketing strategy in organizations.</p>
<b>Tourism and Hospitality Management</b>		
305THM	Fundamentals of Hospitality Management	<p>1) To understand the nature and scope of Hospitality Management.</p> <p>2) To Figure out the different types of hotels and restaurants.</p> <p>3) To Understand and analyse the hospitality industry from various perspectives of hotel, tourism, travel and transport.</p>
306THM	Tourism and Travel Management	<p>1) To prepare the learners with knowledge and skills essential know what is tourism.</p> <p>2) To prepare the learners with its types and the Nations contribution to the industry</p>
307THM	Hospitality and Tourism Laws	<p>1) To prepare the learners with knowledge and skills essential to understand the various laws involved in the hospitality Industry.</p> <p>2) To help learners to become competent for both practicing and knowing the laws that apply to every area of the Industry</p>
308THM	Financial Management for Hospitality	<p>1) Understand the nuances involved in making finance decisions</p> <p>2) Understand asset management techniques in hospitality industry</p> <p>3) Effectively handle finance functions in hospitality industry</p>
309THM	Accounting for Hospitality	<p>1) Acquire the basics of accounting mechanism in Hospitality industry</p> <p>2) Understand revenue management techniques in hospitality industry</p> <p>3) Understand accounting functions in hospitality industry</p>

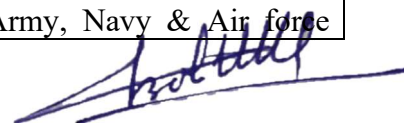
310THM	Information and Communication Technology for Hospitality	<ol style="list-style-type: none"> <li>1) To understand use of Information Technology in Hospitality Industry</li> <li>2) To know the usage of telecommunication in effective business processes</li> <li>3) To understand new trends in technology related to Hospitality Industry</li> </ol>
311THM	Services Management	<ol style="list-style-type: none"> <li>1) To develop an understanding of the special context and techniques of the marketing of services that services play in the economy and its future.</li> <li>2) To enrich the knowledge on advance economies of the world which are now dominated by services</li> <li>3) To learn the quality philosophies and tools in the service perspective.</li> </ol>
312THM	Accommodation Management	<ol style="list-style-type: none"> <li>1) The syllabus of Accommodation Management seeks to enhance the skills of students in the Rooms Division Management of hotels.</li> <li>2) To make the learner to understand about the operation and the management of Housekeeping department in hotel</li> <li>3) The learner shall be competent for handling Accommodation management processes and procedures in hospitality Industry</li> </ol>
313THM	Facility and Security Management	<ol style="list-style-type: none"> <li>1) Explain goals and objectives of facilities and maintenance</li> <li>2) Describe the theoretical aspects of utility systems, energy conservation, mechanical equipment and building design</li> <li>3) Organization and Management of Maintenance department</li> <li>4) Describe the basics of HVAC, electrical, water, sewer, refrigeration and illumination system and safety and security systems in the hotel</li> <li>5) Explain how Green Management practices can contribute to the overall sustainability of the hotel area.</li> </ol>
314THM	Culture and Ethics Management	<ol style="list-style-type: none"> <li>1) To provide the background of Indian culture and to give students a solid foundation for understanding and managing cultural diversity in the workplace</li> <li>2) To learn to apply ethical behavior to our professional interactions</li> <li>3) The course enables students to understand</li> </ol>

		issues related to cross-cultural management and teaches how to recognize, analyze and implement ethical decisions
<b>Defense Management</b>		
305DFM	Evolution of Strategic Thought of Defense	1) To learn the evolution of various thoughts of defense 2) To understand various concepts related to defense management 3) To study the importance & evolution of National power in the intention of defense management.
306DFM	Strategic Defense Management	1) To acquaint students with various techniques used for Strategic Defense Management 2) To develop an understanding of the adoption of various techniques of Strategic Defense Management for obtaining Sustainable competitive advantage 3) To make the student familiar with the integration of various techniques in decision making.
307DFM	Legal Aspects of Security & Defense Management	1) To acquaint students with general aspects of security and law issues to help become more informed, sensitive and effective business leaders. 2) To provide the students with an understanding of fundamental legal issues related to Defense and international relations to enhance their ability to manage businesses effectively. 3) To introduce students about International legal principles
308DFM	Defense Marketing Management I	1) To understand the concept of Marketing Research in details 2) To learn the impact of marketing decisions on the cost of business operations and services. 3) To make aware the students with the Legal Issues Relating to Product Quality and Material Movement
309DFM	Defense Acquisition Planning Procedure	1) To understand the concept of acquisition planning and procedure. 2) To know the legal regulations related to acquisition.
310DFM	Defense Manpower Management I	1) To understand the evolution of manpower Resource Management

		2) To learn the concept of Manpower Resource Information Systems in details 3) To make the student acquaint with the concept of Manpower Outsourcing
311DFM	Defense Information System	1) To study the concept of Information Management 2) To learn the Business Intelligence & Information Security Risk Analysis 3) To explore the concept of Strategy and strategic information systems
312DFM	Defense Operations Management	1) To give an overview of Planning & Control of Operations 2) To give an overview of various aspects of inventory. 3) To understand role and importance of Maintenance Management and Manufacturing Resource Planning (MRP II)
313DFM	Defense Supply Chain Management I	1) To make students understand the role and importance of logistics in modern day economy. 2) To understand the Essentials of Supply Chain Management. 3) To recognize the role of Supply chain structure & Coordination
314DFM	Negotiating in Business and Organizations	1) To understand the basics of Negotiating in Business with Planning & Preparations 2) To learn Intra-organizational negotiations. 3) To introduce students the Employment Terms and Conditions
315DFM	International Business Economics - I	1) To explore the students to understand current issues in International Business Economics 2) To familiarize students with the cross – cultural behaviour and its management for successful operations of the International firms. 3) To enable students to formulate strategies as compatible with laws and governing international business operations.
316DFM	Export Documentation and Procedures	1) To familiarize students with policy, procedures and documentation relating to foreign trade operations. 2) To make students acquaints with the Major export promotion schemes in India
317DFM	Defense Mechanism of India	1) To understand Role and functions of Defense in India. 2) To understand Army, Navy & Air force

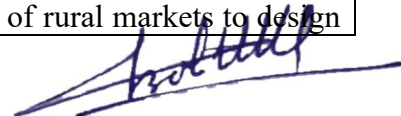





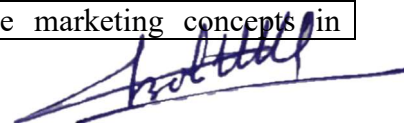
		Role of Headquarters. 3) To know Static and Field formation of Indian Army, Navy & Air force
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**Semester IV**

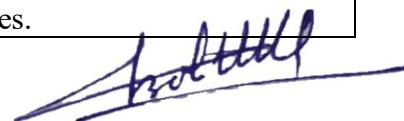
Subject Code	Name of Subject	Course objectives
401	Managing Sustainability for	1) Apply general ethical principles to particular cases or practices in business. 2) Think independently and rationally about contemporary moral problems. 3) Recognize the complexity of problems in practical ethics. 4) Demonstrate how general concepts of governance apply in a given situation or given circumstances.
402	Dissertation	1) To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. 2) To provide means to immerse students in actual supervised professional experiences 3) To gain deeper understanding in specific areas.
<b>Marketing Management</b>		
403MKT	Services Marketing	1) To emphasize the significance of services marketing in the global economy. 2) To make the students understand the deeper aspects of successful services marketing. 3) To provide insights to the challenges and opportunities in services marketing.
404MKT	Sales & Distribution Management	1) To provide foundations in components of sales and distribution management. 2) To introduce various facets of the job of a sales manager. 3) To focus on decision making aspects and implementation of decisions in sales and distribution management.
405MKT	Retail Marketing	1) To provide insights into all functional areas of retailing. 2) To give an account of essential principles of retailing. 3) To give a perspective of the Indian retailing scenario.
406MKT	Rural Marketing	1) To understand rural aspects of marketing 2) To learn nuances of rural markets to design

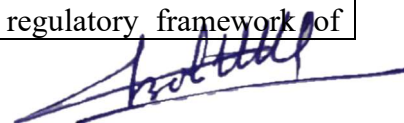
		effective strategies 3) To enhance deeper understanding of rural consumer behavior
407MKT	Service Operations Management	1) To acquaint the students with the service operations strategy aspects. 2) To provide students with the concepts and tools necessary to effectively manage field service operations. 3) To familiarize the students with the concepts of CRM and role of IT in managing service operations
408MKT	International Marketing	1) To make the students understand the concept and techniques of international marketing. 2) To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.
409MKT	Export Documentation and Procedures	1) To familiarize students with policy, procedures and documentation relating to foreign trade operations. 2) To provide a review of the main documents involved in export order processing.
410MKT	Marketing Strategy	1) To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment. 2) To understand and apply the STP of marketing (segmentation, targeting, positioning). 3) To understand and appreciate the concept of marketing strategy formulation and implementation.
411MKT	Marketing Decision Models	1) To study scientific and data based developments that assist marketing professionals in arriving at cost effective marketing strategies 2) To analyze the important developments in marketing theory to understand and control markets Effectively
412MKT	Marketing of High Technology Products	1) To provide students with the concepts and tools necessary to effectively market a high technology product. 2) To help the students learn the marketing mix aspect of marketing high technology products.
413MKT	Marketing and	1) To contextualize marketing concepts in

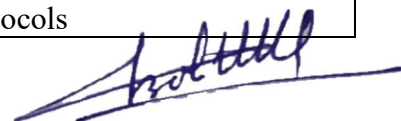
	Analytics	electronic marketing and marketing analytics context. 2) To give insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value.
414MKT	Marketing to Emerging Markets & Bottom of the Pyramid	1) To understand difference between emerging & developed markets 2) To understand opportunities & challenges in Emerging Markets in general & Bottom Of the Pyramid (BOP) segment in particular 2) To provide a framework for marketing to BOP markets
415MKT	Marketing of Financial Services – II	1) To equip young managers with the knowledge of retail banking, corporate banking and investment banking practices in India. 2) To familiarize the students to the requisite regulatory compliances in Wealth Management industry. 3) To make the student understand the Risk-Return principle and its practical use in marketing of financial services.
416MKT	Cross Cultural Relationship Marketing	1) To help students understand the cultural aspects of relationships. 2) To emphasize the need for cultural adaptation in relationship development and negotiations
<b>Financial Management</b>		
403FIN	Indirect Taxation	1) To understand the basic concepts in various Indirect Tax Acts. 2) To understand procedural part of Indirect Taxes 3) To acquaint with online filling of various Forms & Returns.
404FIN	International Finance	1) To make students familiar with the operations in foreign exchange markets. 2) To sensitize students with complexities of managing finance of multinational firm. 3) To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.
405FIN	Behavioral Finance	1) To provide an alternative framework for understanding financial market behavior. 2) To demonstrate how cognitive biases and heuristics influence investment behavior and determine asset prices.

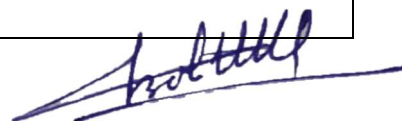
		3) To highlight the basic theories and strategies that makes us aware of behavioral finance and investing.
406FIN	Financial Modeling using Excel	1) To develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the finance functions of the business. 2) To master modeling techniques to eliminate the substantial risk of poor spreadsheet coding.
407FIN	Financial Risk Management	1) To understand what risk and the basic concepts is of modeling its application for measuring and managing financial risks 2) To measure volatility in market prices, highlight Risk Management issues in investments.
408FIN	Online Trading of Financial Assets	1) To understand how to do the trading of financial assets online. 2) To know practically the prerequisites of trading. 3) To analyze the securities using the MIS reports available online.
409FIN	Banking Operations – II	1) To get acquainted with the changed role of Banking post 1991 Reforms. 2) To know the lending and borrowing rates along with the various mandatory reserves. 3) To know the procedural compliances by bank's functionality.
410FIN	Wealth and Portfolio Management	1) To understand the concept of Wealth Management. 2) To understand the concept of Portfolio Management. 3) To understand various tools and methods of evaluating the portfolio
411FIN	Fixed Income Securities & Technical Analysis	1) To analyze the fixed income securities markets and its implications for investments. 2) To explain the market characteristics, instruments, selling techniques, pricing and valuation issues with money market instruments. 3) To explain the specific features of the Indian Fixed Income Securities Markets.
412FIN	Commodity Markets	1) To equip young managers with the knowledge of emerging commodities derivatives trading practices in India. 2) To explain the regulatory framework of

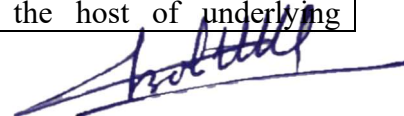
		these markets and domestic and international historical developments in commodities market. 3) To highlight the importance of hedgers, speculators, and arbitragers. 4) To highlight the importance of Commodity indices as an investment class.
413FIN	Financing Rural Development	1) To understand the need and importance of financing rural development. 2) To know the schemes floated by the Government of India and its scope. 3) To analyze the needs of rural businesses and its viability.
414FIN	Principles of Insurance	1) To understand the various operations involved in managing insurance. 2) To understand the pricing, financing and risk diversification strategies of insurance companies
<b>Information Technology Management</b>		
403IT	Software Project Management	1) To understand different aspects of Software Project Management as an important field of practice under IT Management 2) To learn tools and techniques of Software Project Management 3) To understand importance of, and learning techniques to ensure, software quality 4) To learn to use a Software Package for Software Project Management.
404IT	Enterprise Resource Planning	1) To acquire in-depth knowledge of ERP as a prime Application Software product 2) To learn operational aspects of ERP implementation and support 3) To know features of important ERP modules 4) To learn, through case studies, practical aspects of ERP in various industries
405IT	Web Designing & Multimedia Applications	1) To acquire technical competence in Web Designing and Multimedia Applications 2) To learn to use HTML, VB Script and Java script 3) To integrate Web and Multimedia with business objectives of the organization
406IT	Network Technologies & Security	1) To acquire an overview of (but not technical proficiency in) various computer networks, technologies behind networks and application protocols, e-mail and communication protocols

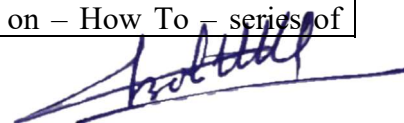
		2) To develop awareness of managing networks well so as to offer high quality service to the users
407IT	Database Administration	1) To know duties and responsibilities of a Data Base Administrator 2) To learn DBA skills through select tasks
408IT	Software Testing Methods	1) To understand scope of Software Testing Activity 2) To learn tools and techniques of Software Testing 3) To develop skill to design suitable test procedure in a given software development environment
409IT	Information Security & Audit	1) To understand perspectives of Information Security risks 2) To appreciate security audit as a preventive system 3) To know other techniques / approaches of risk prevention
410IT	Data Warehousing & Data Mining	1) To learn operational aspects of Data Warehousing and Data Mining 2) To know applications of Data Warehousing / Data Mining in business
411IT	Geographical Information System & its Applications	1) To explore and understand concept of Geographical Information Systems 2) To know tools and techniques of G. I. S. 3) To develop skills to implement G. I. S. in appropriate situations
412IT	MS-Projects Lab	1) To learn operational aspects of MS-Projects 2) To know tools and techniques of MS-Projects 3) To acquire / develop skills of implementing MS-Projects in appropriate situations
413IT	Internet Marketing & Internet of Things (IOT)	1) To understand, various approaches to Internet Marketing 2) To learn advantages and disadvantages of approaches to Internet Marketing 3) To develop skills to implement Internet Marketing under appropriate situations
414IT	Microsoft Office 2010 Lab	1) To enable students working in Microsoft office 2010 organize work more efficiently & develop a fully unified office with Microsoft suite. 2) To provide an opportunity to learn advanced and uncommon features of office – 2010 as on aid to career growth

<b>Operations Management</b>		
403OPE	Operations Strategy and Research	<ol style="list-style-type: none"> <li>1) To emphasize the key role of operations in bringing about the growth and profitability of organizations.</li> <li>2) To impart ideas, concepts and principles in operations strategy.</li> <li>3) To understand use of quantitative tools in solving typical Operations Domain Problems Unit</li> </ol>
404OPE	Total Quality Management	<ol style="list-style-type: none"> <li>1) To give various perspectives on Quality and various contributors to Quality.</li> <li>2) To provide an in-depth understanding of the various QC tools.</li> <li>3) To introduce the frameworks of Global Quality Awards.</li> </ol>
405OPE	Quality Management Standards	<ol style="list-style-type: none"> <li>1) To introduce various management system standards.</li> <li>2) To explain the implementation and role of MR for IMS.</li> <li>3) To help the students understand the implementation of IMS through cases in services and manufacturing.</li> </ol>
406OPE	World Class Manufacturing	<ol style="list-style-type: none"> <li>1) To bring out the relevance and basics of World Class Manufacturing.</li> <li>2) To highlight the current state of Indian Manufacturing</li> <li>3) To provide a road map for World Class Manufacturing</li> </ol>
407OPE	Business Process Reengineering	<ol style="list-style-type: none"> <li>1) To explain how organizational performance in terms of efficiency and effectiveness can be improved through BPR.</li> <li>2) To introduce BPR as a change management tool.</li> <li>3) To explore and master the fundamental principles of BPR.</li> <li>4) To provide a practical framework and management techniques needed for implementation of BPR.</li> </ol>
408OPE	Enterprise Resource Planning	<ol style="list-style-type: none"> <li>1) To understand how a business works and how information systems fit into business operations.</li> <li>2) To understand the cross functional integration aspects of a business.</li> <li>3) To understand better managerial decision making through real time data integration and sharing.</li> <li>4) To understand the host of underlying</li> </ol>

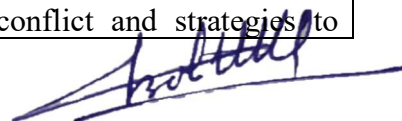



		technological tools of ERP.
409OPE	Financial Perspectives in Operations Management	<ol style="list-style-type: none"> <li>1) To highlight the importance of cost management as a key to profitability and the key to successful Operations Management</li> <li>2) To underline the role of cost management from a strategic perspective.</li> <li>3) To teach the identification of key cost drivers and defined process of managing operational costs.</li> </ol>
410OPE	Service Operations Management	<ol style="list-style-type: none"> <li>1) To provide students with the concepts and tools necessary to effectively manage a service operation.</li> <li>2) To discuss best practices of World-Class Service</li> </ol>
411OPE	Business Process Management	<ol style="list-style-type: none"> <li>1) Students will be able to model processes for subsequent implementation in Business Process Management Systems.</li> <li>2) Students will be able to discern between technologies for human-centric process automation and system-centric process automation.</li> <li>3) Students will understand the difference between Business Processes and Business Rules and be able to select an appropriate information system.</li> <li>4) Students will know the different phases of the process management lifecycle, supporting technologies, and how to transition between the phases of the lifecycle.</li> <li>5) Students will understand the technical capabilities of Business Process Management Systems, how they relate to concepts such as SOA and EAI</li> <li>6) Students will be able to develop an implementation and integration strategy for processes that leverages organizational and technical capabilities of an enterprise</li> </ol>
412OPE	Challenges and Opportunities in Operations Management	<ol style="list-style-type: none"> <li>1) To make the student understand the ways of managing risk in Operations Management</li> <li>2) To introduce various Environmental, Ethical and Technological issues in Operations Management</li> <li>3) To introduce Global Reporting Initiatives, SA 8001, CSR, CDM, CT concept</li> </ol>
413OPE	Lean Manufacturing	<ol style="list-style-type: none"> <li>1) To provide the concepts of Lean Manufacturing.</li> <li>2) To give a hands on – How To – series of</li> </ol>

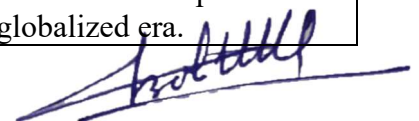





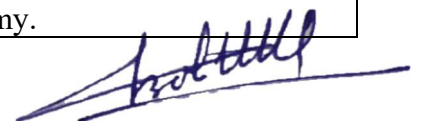
		steps in Lean Manufacturing Implementation. 3) To highlight the role of company culture in transformation to Lean
<b>Human Resource Management</b>		
403HR	Employment Relations	1) Give students insight into the IR scenario in India 2) Make students understand important laws governing IR 3) Create understanding about role of Govt., society and trade union in IR
404HR	Strategic Human Resource Management	1) To make students understand HR implications of organizational strategies 2) Understand the various terms used to define strategy & its process 3) Understand HR strategies in Indian & global perspective
405HR	Organizational Design & Development	1) To develop an understanding of the nature, functioning and design of organization 2) Be able to understand the theory and practice relating to the processes of organization development and change 3) Develop insight and competence in diagnostic and intervention processes and skills for initiating and facilitating organizational processes and change in organizations
406HR	Global HR	1) To give exposure to the students to international HR 2) To make students understand various initiatives in global HR 3) To make students understand various issues in global HR
407HR	Employee Reward Management	1) To appraise students with reward management system practiced in organizations 2) To make students understand the process of setting reward management system 3) To give students exposure to the reward management practices followed various organizations
408HR	Change Management	1) To make students understand meaning of change and need for organizational Change. 2) To appraise students with the change management process
409HR	Conflict & Negotiation Management	1) To develop an understanding of the nature and strategies of negotiation. 2) To understand conflict and strategies to

		resolve the conflict.
410HR	LAB in CSR	1) To help students understand & design CSR initiatives
411HR	Lab in Industrial Relations Lab in Industrial Relations	1) To expose students to drafting of various notice/ memos/ show cause etc. 2) To expose students to the working of Labour courts
412HR	Lab in Legal compliances	1) To equip students with various compliances the HR head has to give under different Acts 2) To learn drafting skills of these compliances
413HR	Lab in Mentoring and Coaching	1) To apprise students with role of Mentor, Coach & Counselor 2) To demonstrate elements of Mentoring, Coaching & Counseling vis-à-vis industry 3) To get clarity on how to consciously influence themselves and others so as to create productive behaviors that lead to optimal personal impact.
414HR	Emerging Trends in HR	1) To expose students to organizations to know emerging trends in HR.
415HR	Designing HR policies	1) To equip students with pros and cons of HR Policies 2) To study statutory & non statutory requirements 3) To acquaint students with role & responsibilities of HR professionals
416HR	Competency Mapping	1) Make the students understand concept and importance of competency mapping 2) Give insight into the process and models of competency mapping
<b>International Business Management</b>		
403IB	International Business Environment	1) To help students understand the nature scope and structure of International Business 2) To explore students to various policy perspective in international regulatory environment. 3) To enable students to understand the influence of various environmental factors on international business operations.
404IB	Indian Economy and Trade Dependencies	1) To explore students to the diversity of issues prevalent in the Indian Economy. 2) To provide insights to the students about the trade related issues of the Indian Economy. 3) To make students realize the importance of trade in the present globalized era.





405IB	Environment and Global Competitiveness	<p>1) To make students aware of the competitive issues facing nations, companies, and individuals in a global economy.</p> <p>2) To help students understand the issues, policies, and actions that organizations should pursue to develop and maintain organizational strengths that will endure the competitive environment of global markets.</p> <p>3) To make students realize the importance of sustainable development way of thinking in globally competitive world.</p>
406IB	Marketing to Emerging Markets & Bottom of the Pyramid	<p>1) To understand needs and aspirations at the Bottom Of the Pyramid (BOP)</p> <p>2) To learn about opportunities that exist at BOP</p>
407IB	CrossCultural Relationship Marketing	<p>1) To help students understand the cultural aspects of relationships.</p> <p>2) To emphasize the need for cultural adaptation in relationship development and negotiations.</p>
408IB	Foreign Exchange Management	<p>1) To make the student aware about importance, concept and tools of Foreign Exchange Management</p>
409IB	E Commerce	<p>1) To introduce students to the concept of e-commerce</p> <p>2) To equip students to assess e-commerce requirements of a business and develop e-business plans</p> <p>3) To help students understand various e-commerce applications</p>
410IB	Enterprise Resource Planning	<p>1) To help the student understand how a business works and how information systems fit into business operations.</p> <p>2) To emphasize the cross functional integration aspects of a business.</p> <p>3) To enable better managerial decision making through real time data integration and sharing.</p>
411IB	Global HR	<p>1) To give exposure to the students to international HR</p> <p>2) To make students understand various initiatives in global HR</p> <p>3) To make students understand various issues in global HR</p>
412IB	WTO and Intellectual Property Rights	<p>1) To sensitize the students about the importance of WTO and Intellectual property in the global economy.</p>

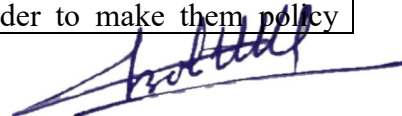



413IB	Global Competitiveness and Strategic Alliances	<ol style="list-style-type: none"> <li>1) To develop conceptual understanding of global competitiveness</li> <li>2) To understand strategies and processes that lead to global competitiveness</li> <li>3) To understand strategic alliance as an important initiative to achieve global competitiveness</li> <li>4) To know steps to be taken to implement strategic alliance program</li> </ol>
414IB	International Diversity Management	<ol style="list-style-type: none"> <li>1) To equip students with the knowledge and importance of culture and help them to manage International Diversity</li> </ol>
415IB	Foreign Language for International Business - II	<ol style="list-style-type: none"> <li>1) To equip the students with a foreign language skill at least to that extent that is required for conducting international business.</li> <li>2) To provide the student with listening, reading, speaking and writing skills in chosen foreign language.</li> <li>3) To enhance the vocabulary in the selected Foreign Language.</li> </ol>
<b>Supply Chain Management</b>		
403SCM	Strategic Supply Chain Management	<ol style="list-style-type: none"> <li>1) To understand the role and objectives of Strategic Supply Chain Management</li> <li>2) To recognize the role and importance of strategic partnerships and alliances in Supply Chain Management</li> <li>3) To appreciate the increasing scope of Supply Chain Management and its future challenges</li> </ol>
404SCM	Knowledge Management in Supply Chains	<ol style="list-style-type: none"> <li>1) To know Supply Chain Systems Classification</li> <li>2) To understand the role of IT as an enabler of Supply Chain Management for today's businesses</li> </ol>
405SCM	Green Logistics and Supply Chains	<ol style="list-style-type: none"> <li>1) To sensitize the students to external costs of logistics and supply chains (climate change costs).</li> <li>2) To analyze the environmental costs of logistics and how to deal with them effectively.</li> <li>3) To highlight how different types of environmentally sustainable practices should be adopted at different stages of supply chains.</li> </ol>
406SCM	Enterprise Resource Planning	<ol style="list-style-type: none"> <li>1) To help the student understand how a business works and how information systems fit into business operations.</li> </ol>

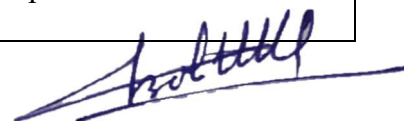
		<p>2) To emphasize the cross functional integration aspects of a business.</p> <p>3) To enable better managerial decision making through real time data integration and sharing.</p>
407SCM	Purchasing & Supplier Relationship Management - II	<p>1) To provide an in-depth understanding of the fundamentals surrounding purchasing in different contexts.</p> <p>2) To make the students aware of the different demands placed on the purchasing and supply chain managers by business stakeholders.</p> <p>3) To help the students understand the impact of purchasing on competitive success and profitability of modern-day organizations.</p>
408SCM	Supply Chain Risk Management	<p>1) To help the students understand the pressures on managing the supply chain and their impact on supply chain's vulnerability to disruptions.</p> <p>2) To introduce the principles of supply chain risk management.</p> <p>3) To provide an understanding of the basics of identifying, defining and analyzing risks.</p>
409SCM	Project Management	<p>1) To make the students understand the complex issues in Project Management</p> <p>2) To increase the understanding of project management tools and techniques</p> <p>3) 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.</p>
410SCM	Supply Chain Performance Measurement	<p>1) To understand various types of traditional performance measures of supply chain, their use and drawbacks</p> <p>2) To introduce a select world class performance measures of Supply Chain</p> <p>3) To understand the right metrics for a Supply Chain</p>
411SCM	Supply Chain Management - Financial Perspectives	<p>1) To highlight the importance of cost management as a key to profitability and the key to successful supply chain networks.</p> <p>2) To underline the role of cost management from a strategic perspective.</p> <p>3) To teach the identification of key cost drivers and defined process of managing supply chain costs.</p>
412SCM	Global Logistics	<p>1) To get acquainted with global dimensions of logistics management</p>

		<p>2) To introduce basic operational aspects i.e. procedure, documentations &amp; related legal aspects of global logistics</p> <p>3) To sensitize students to basics of shipping line industry</p>
413SCM	Supply Chain Practices - II	<p>1) To give a practical understanding of the practice of supply chain management in various sectors.</p> <p>2) To give a practical understanding of the peculiarities of supply chain management practices in various sectors.</p>
<b>Rural and Agribusiness Management</b>		
403RABM	Rural Credit and Finance	<p>1) To help students to understands various facets of agricultural credit in Indian rural market</p> <p>2) To motivate students to know the relationship between and the institutional structural bodies and their linkages with rural credit.</p> <p>3) To initiate students into the world of Micro Financial Institutions and their interventions in the rural finance</p>
404RABM	Rural Marketing II	1) To objective of this course is to develop understanding regarding issues in rural marketing mix.
405RABM	Rural Development – II	<p>1) To help students understand various aspects of Rural Development in India</p> <p>2) To make students know the challenges in rural development and the importance of monitoring and people's participation in rural projects</p>
406RABM	Special Areas in Agro produce Management	<p>1) To explore the students to the Special Areas in Rural Marketing Environment</p> <p>2) To help students to understand opportunities and emerging challenges in the upcoming rural markets.</p>
407RABM	Commodity Markets – II	<p>1) To introduce the concept of commodity markets.</p> <p>2) To develop an understanding about the functioning of Commodity Exchanges.</p> <p>3) To develop an understanding about the price movements of Commodities.</p>
408RABM	Agricultural Marketing and Price Analysis – II	1) To critically analyze the important marketing concepts, models, properties of agricultural commodity prices and forecasting, data collection and analysis using current software etc., in order to make them policy

		decisions in the field of agricultural marketing.
409RABM	Agricultural Finance and Project Management	1) To impart knowledge on issues related to lending to priority sector credit management and financial risk management. 2) To acquaint the learner with course would bring in the various appraisal techniques in project -investment of agricultural projects.
410RABM	Management of Agricultural Input Marketing	1) To develop an understanding of the peculiarities of marketing in the context of agricultural inputs.
411RABM	Intellectual Property Management	1) To create awareness about intellectual property rights in agriculture and related industries. 2) To provide an overview of management of patents, trademark, geographical indications, copy rights, designs, plant variety protection and biodiversity protection. 3) To provide inputs into Commercialization of Intellectual Property
412RABM	Food Retail Management	1) The objective of this course is to assist students in understanding the structure and working of food marketing system in India 2) To examine how the system affects farmers, consumers, and middlemen 3) To illustrate the response of this dynamic marketing system to technological, socio-cultural, political, and economic forces over time.
413RABM	Agri-Entrepreneurship	1) To orient learners towards agri-entrepreneurship
414RABM	Management of Agribusiness Cooperatives	1) To provide the students an understanding about the agribusiness cooperative organizations and their management.
415RABM	Tourism Marketing – II	1) To develop an understanding of the 4Ps of marketing in the context of Tourism. 2) To provide an overview of marketing strategy in the context of Tourism.
416RABM	Agriculture and WTO	1) To provide an Overview of World Agricultural Trade 2) To develop an understanding of issues pertaining to International Agricultural Marketing.
<b>Family Business Management</b>		
403FBM	Essentials of Family Business Management – II	1) To empower students with the understanding of Corporate Governance and Corporate

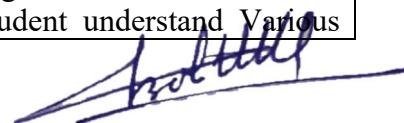
		<p>Sustainability</p> <p>2) To sensitize students to the issues at various stages (life Cycle) of the family business</p> <p>3) To empower student to understand and handle such family issues</p>
404FBM	Managing Innovation – II	<p>1) To expose students to the need of innovation vis-à-vis sustainability</p> <p>2) To broaden the view of approaching problems and finding solutions</p>
405FBM	Creativity and Change in Organizations	<p>1) To sensitize student to critical thinking, nurturing teamwork and change</p> <p>2) To prepare students for fostering entrepreneurial leadership and institutional culture</p>
406FBM	Accounting for Small Business	<p>1) To expose student to needs of Family business / small business Accounting and Finance</p> <p>2) To prepare student to inventory, inventory control.</p> <p>3) To expose student to risk management practices.</p>
407FBM	Management of Intellectual Property Rights	<p>1) Expose the participants to the basic concepts of IPRs, their coverage and scope.</p> <p>2) Provide some insights into the strategic role of IPRs in the current Indian context</p> <p>3) Generate understanding of issues relating to the management of IPRs</p>
408FBM	Managing, Growing and Exiting The New Venture	<p>1) To empower student with nuances of stages of venture and entrepreneurial conduct</p> <p>2) To prepare student with the understanding of resources and external sources</p> <p>3) To prepare student of separation and exit strategies</p>
409FBM	Project Management	<p>1) To make the students understand the complex issues in Project Management</p> <p>2) To increase the understanding of project management tools and techniques</p> <p>3) 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</p>
410FBM	Environment and Laws	<p>1) To sensitize students towards environmental issues</p> <p>2) To expose students to Applicable Acts vis-à-vis Environmental issues</p>
411FBM	Information,	1 To prepare student for Information Security



	Disaster and Health Management	and Disaster Management 2 To familiarize the learners with the meaning, factors, significance, causes and effects of disasters. 3 To sensitize students of importance of self-health & sustenance and practicing positive living.
412FBM	Business Incubation	1) To develop a basic understanding of their own business model 2) Learn basics of startup formation 3) Receive mentoring from successful, articulate, and committed entrepreneurs.
<b>Technology Management</b>		
403TM	Technology Competition and Strategy	1) To highlight the role of technology and innovation as value drivers. 2) To emphasize the open systems, view and underscore the role of environment in Technology strategy. 3) To highlight linkages between technology and business strategy
404TM	Managing Innovation – II	1) To provide exposure to an integrative framework for innovation. 2) To highlight global and emerging market context of globalization 3) To describe government's role in innovation 4) To describe innovations in service sector context
405TM	Innovation, Product Development and Commercialization	1) To offer a holistic framework for new product development and commercialization especially in the context of high technology products. 2) To highlight critical role of leadership in management of new product development & commercialization. 3) To illustrate how to integrate business, market, technology and resource strategies for optimal product development decisions and global commercialization success.
406TM	Strategies for Information Goods and Network Economies – II	1) To describe alternative strategies for pricing in the context of information goods. 2) To describe role of platform-based strategies in the context of network economy
407TM	Technology Use and Assessment	1) To describe linkages among society, environment, and technology. 2) To describe a framework for technology assessment

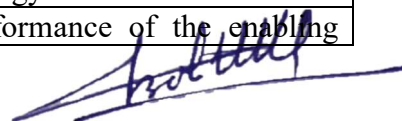



408TM	Product Strategy for High Technology Companies – II	<ol style="list-style-type: none"> <li>1) To propose vectors of differentiation as a framework for sustainable competitive advantage</li> <li>2) To describe alternative product-market strategies for high technology product companies</li> <li>3) To provide a fundamental understanding of global product strategies and framework for opportunities and risk assessment</li> </ol>
409TM	Systems & Technologies for Knowledge Management	<ol style="list-style-type: none"> <li>1) To familiarize the participants with systems &amp; technologies used for knowledge capture, discovery, sharing &amp; application.</li> <li>2) To highlight role of artificial intelligence, knowledge-based systems &amp; data mining in knowledge Management.</li> </ol>
410TM	Strategic Management of Intellectual Property Rights	<ol style="list-style-type: none"> <li>1) To expose the participants to the concept of intellectual property &amp; intellectual property rights</li> <li>2) To describe procedures &amp; agencies involved in issues related to IPR</li> <li>3) To highlight strategic issues related to IPR &amp; its management</li> </ol>
411TM	Change , Creativity & Innovation	<ol style="list-style-type: none"> <li>1) To emphasize the key aspects of managing change and the drivers of innovation and creativity in organizations.</li> <li>2) To deconstruct and demystify the processes of change, creativity and innovation in organizational Context</li> </ol>
412TM	Seminar on Managing Emerging Technologies	<ol style="list-style-type: none"> <li>1) To define the concept and scope of emerging technologies</li> <li>2) To catalog and describe emerging technologies</li> <li>3) To enable students to develop a systematic framework for analyzing emerging technologies</li> <li>4) To discuss the possible managerial applications of these technologies</li> </ol>
413TM	Marketing of High Technology Products	<ol style="list-style-type: none"> <li>1) To provide students with the concepts and tools necessary to effectively market a high technology product.</li> <li>2) To help the students learn the marketing mix aspect of marketing high technology products.</li> </ol>
<b>Banking and Insurance Management</b>		
403BIM	Banking Regulations and Legal Aspects	<ol style="list-style-type: none"> <li>1) To introduce the students with various laws applicable to banking sector.</li> <li>2) To make the student understand Various</li> </ol>

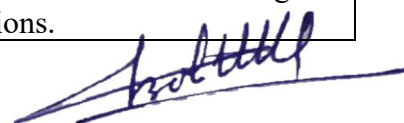



		laws and regulations with concept clarity and case laws
404BIM	Trends in Insurance Management	1) To introduce the students with the growth and changes taken place in Insurance industry over a period of time. 2) To make the student understand the recent trends in Insurance Industry
405BIM	Advance Technology in Banking & Insurance	1) To understand the role played by technology in Banking and Insurance Sector. 2) To know how and why to use the technology in Banking and Insurance Sector
406BIM	Practice of Marine Insurance	1) To understand the concept of Marine Insurance. 2) To know the procedure of cargo insurance coverage
407BIM	Fire & Consequential Loss Insurance	1) To understand Fire Insurance and Consequential Loss Insurance.
408BIM	Health Insurance and Mediclaim insurance	1) To understand the concept of Health Insurance. 2) To understand the meaning of Medi-claim Insurance.
409BIM	Agricultural Insurance	1) The aim to understand Agricultural/ Crop insurance.
410BIM	Agency Management	1) To understand the need of Agency Management. 2) To Know Agency Models.
411BIM	International Banking	1) To enable the students familiarizing with functions and performance of international financial institutions and operational mechanism of foreign exchange market in India.
412BIM	Vehicle Insurance	1) To know the Vehicle Insurance. 2) To understand the types of Vehicle Polices.
413BIM	Life Insurance Products	1) To know the details about Life Insurance Products. 2) To understand the concept of Islamic Insurance.
414BIM	Commercial Banking and Co-operative Banking	1) To make the student understand Principles of Cooperative Banking. 2) To make the student understand legal aspects and supervisory aspects of Cooperative Banking.
415BIM	Central Banking	1) To familiarize the students with the functions and performance of Central banks in general and Central banks in USA, UK, European Union and India in particular.
416BIM	Innovations in Banking	1) To know the innovations in Insurance

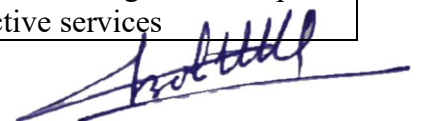
	and Insurance Industry	Industry.
<b>Healthcare Management</b>		
403HM	Introduction to Medical / Healthcare Terminology	1) To acquaint the students about the terminology used in the field of Healthcare.
404HM	Strategic Planning and Healthcare Management	1) To Make the students familiar with the concepts, principles, and techniques of strategic planning/ management. 2) Identify and discuss the process of strategic planning in a health care context.
405HM	Healthcare Organizational Behavior	1) The Objective of the course is to introduce organizational Behavior concepts and process. 2) Mainly the course is focus on human behavior in organizations.
406HM	Healthcare Organizational Leadership	1) To introduce organizational Leadership concepts and process. 2) The course is focus on leadership and styles of leadership used in organizations.
407HM	Healthcare Operations Part - II	1) To make the students aware about the Healthcare planning in India. 2) How to manage the Disaster and mass casualties.
408HM	Healthcare Data Analytics Part - II	1) To make the students aware about the clinical research.
409HM	Healthcare Services	1) To aware the students to whom the healthcare services need to provide. 2) To provide the knowledge about the Healthcare delivery system in India.
410HM	Indian Health Statistics and Information of Health in India	1) To understand the various indicators of health, population dynamics. 2) To make the students aware about the importance of health statistics in future planning for healthcare services and understand health information system in India.
<b>Entrepreneurship Development</b>		
403ED	Social Entrepreneurship	1) To Inform the policy agenda by working with key decision makers 2) To Create and enhance visibility for social enterprises through the media, campaigning and events 3) To Promote best practices amongst social enterprises through networks and publications
404ED	<b>Investing In Science &amp; Technology</b>	1) To understand Importance of technology for entrepreneurship 2) To provide updated practical knowledge of investments made by Entrepreneurs in field of Science and technology
405ED	Digital Entrepreneurship	1) Present the performance of the enabling

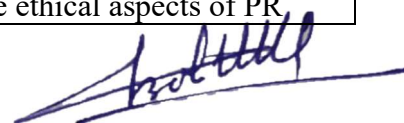
		factors, a degree of digitalization of enterprises 2) Promote the awareness campaign on Digital Entrepreneurship and the Digital Entrepreneurship
406ED	Understanding Logistics for International Business	1) To get acquainted with global dimensions of logistics management 2) To introduce basic operational aspects i.e. procedure, documentations & related legal aspects of global logistics 3) To sensitize students to basics of shipping line industry
407ED	<b>Legal Issues in International Business</b>	1) To acquaint students with the legal dimensions of international business. 2) To enable students to formulate strategies as compatible with laws and treaties governing international business operations.
408ED	International Marketing	1) To make the students understand the concept and techniques of international marketing. 2) To train the students to develop plans and marketing strategies for entering international markets and managing overseas operations.
409ED	Avenues for Entrepreneur	1) To learn a working knowledge of basic small business starts up activities .an information. 2) To learn Develop and present an Individual Business Plan.
410ED	Intellectual Property Rights Strategy	1) To familiarize the students with the basics of Intellectual Property Rights 2) To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability 3) To describe procedures & agencies involved in issues related to IPR
411ED	<b>Managing for Growth</b>	1) To empower student with nuances of stages of venture and entrepreneurial conduct 2) To prepare student with the understanding of resources and external sources 3) To prepare student of separation and exit strategies
412ED	<b>Agri- Entrepreneurship</b>	1) To orient learners towards Agri-Entrepreneurship
413ED	Documentation for International Business	1) To familiarize students with policy, procedures and documentation relating to foreign trade operations.

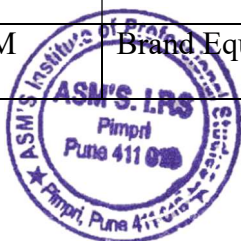
414ED	Marketing to Emerging Markets & Bottom of the Pyramid	1) To understand needs and aspirations at the Bottom Of the Pyramid (BOP) 2) To learn about opportunities that exist at BOP
415ED	Project Management & Feasibility Analysis	1) To make the students understand the complex issues in Project Management & Feasibility 2) To increase the understanding of project management tools and techniques 3) 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
416ED	Corporate Entrepreneurship	1) To develop an integrated approach to the analysis and understanding of businesses and industries in their competitive environments 2) To develop a framework for critically evaluating the contributions of others
<b>Services Management</b>		
403SM	Strategic Marketing Services	1) To acquaint students with an understanding of Strategies for Services Marketing 2) To expose students to the dynamics of applications of Services Marketing and Branding in Business 3) To give insights of Technology in Service Information Management
404SM	Sectoral Management Services	1) To make students understand the various aspects of Sectoral Service Management. 2) To provide insights about challenges and opportunities in various Business Services 3) To facilitate students to pursue career in service sector
405SM	Global Scenario of Services	1) To understand global issues and trends in service industry 2) To understand global opportunities in service industry
406SM	Corporate Governance and Legal Framework in Services	1 To acquaint students with corporate issues & corporate governance 2 To make students understand issues of governance and regulatory framework
407SM	Computer Application in Services Management	1) To provide overview of computer application in service sector. 2) To Expose students to usage of computer application in service sector. 3) To develop practical insight of computer application for effective services

408SM	Service Operations Management	1) To develop system approach to effectively manage service operations 2) To discuss best practices of world class service. 3) To understand operational aspects of managing service systems
409SM	Service Excellence	1) To know the concept, meaning and definition of Service Excellence. 2) To understand customer services and the challenges in service excellence. 3) To acquaint the students with current trends in service excellence.
410SM	Documentation Management in Services	1) To expose students to document management in services 2) To equip students with latest Document Management Tools and Techniques 3) To give insights for easy storage as well retrieval of documents
<b>Digital Media and Communication Marketing</b>		
403DMCM	Strategic Brand Management	1) To get insights into branding and aspects of brand management 2) To understand the facets of brand positioning 3) To understand how brand are managed in varied contexts
404DMCM	Internet Marketing – II	1) To enhance the learner's understanding of internet marketing. 2) To make the learner knowledgeable about key issues in internet marketing 3) To help the learner to apply the appropriate tools to plan, develop, and execute internet marketing 4) To provide the learner hands-on experience with constructing a complete internet marketing plan
405DMCM	Mass Communication Media and Culture - II	1) To understand the media environments and media ecology 2) To distinguish between cultural studies and media studies 3) To understand the drivers behind media consumption
406DMCM	Public Relations – II	1) To provide fundamental conceptual inputs about the PR process 2) To help the learner understand corporate PR and corporate communications. 3) To understand the ethical aspects of PR

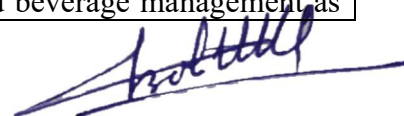



407DMCM	Global Marketing Communications	<p>1) To understand the impact of culture (values and lifestyles) on consumer attitude towards and the execution of various marketing communication tools</p> <p>2) To understand the concepts and applications of communications and contemporary mass media w.r.t. global marketing communication.</p> <p>3) To develop strategies, tactics and skills to research, manage and evaluate campaigns supporting global marketing objectives.</p> <p>4) To develop the ability to create strategic marketing communication plans in a global context.</p>
408DMCM	Communications Theory - II	<p>1) To learn to think about and analyze communication in a systematic way.</p> <p>2) To compare the field of communication studies with other social sciences and understand its varied contributions to the knowledge/practice of human interaction.</p> <p>3) To analyze communication phenomenon from different perspectives.</p> <p>4) To recognize and explain major communication theories.</p> <p>5) To apply knowledge of communication theories to “real world” issues.</p>
409DMCM	Media and the Laws	<p>1) To acquaint the learners with the legal framework pertaining to Media</p> <p>2) To sensitize the learners to ethical issues in Media</p>
410DMCM	Digital Analytics for Marketers	<p>1) To understand marketing analytics practices in digital world</p> <p>2) To appreciate the importance of data-based decision making in marketing</p> <p>3) To equip the students with tools and techniques for real life applications</p>
411DMCM	Data Mining for Marketing Insights	<p>1) To understand the concepts and use of data mining</p> <p>2) To master the statistical tools relevant to data mining</p> <p>3) To understand data mining in practice</p>
412DMCM	Affiliate Marketing	<p>1) To understand the principles of affiliate marketing</p> <p>2) To understand affiliate marketing in practice</p>
413DMCM	Brand Equity	<p>1) To understand the foundations of consumer-based brand equity</p>

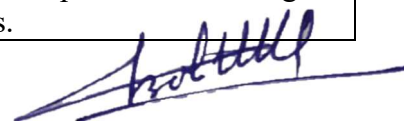





		2) To understand measurement and enhancement of brand equity
<b>Tourism and Hospitality management</b>		
403THM	<b>Strategic Hospitality Management</b>	1) To understand the concept and process of strategic management to be adopted in the hospitality and tourism industry 2) Knowledge about the strategies that a firm has to possess to be competitive
404THM	<b>Tourism Planning and Development</b>	1) To understand the components and mechanism of tourism 2) To acquire Knowledge in the planning and development of tourist attractions
405THM	<b>Hotel Administration Management</b>	1) To study the flow of activities and functions in today's lodging operation. To establish the importance of Front office and House Keeping and its role in the hospitality industry. 2) Understand the best practice in Front Office and Housekeeping operations methodology by the practical application of theoretical knowledge.
406THM	Data Analysis Lab	1) To have hands- on experience on data analysis 2) To develop problem-solving skills
407THM	<b>Economic Analysis for Services</b>	1) To introduce the concepts of scarcity and efficiency 2) To explain principles of microeconomics relevant to managing hospitality organization 3) To understand economic environment of business
408THM	Event Management	1) To acquaint students with fundamentals of event management 2) To enhance professional skills related to event management 3) To boost the career prospects in the area of event management
409THM	Logistics and Supply Chain Management	1) To understand the importance of Supply Chain Management. 2) To know the various aspects of Supply Chain Management. 3) To study the current trends in SCM.
410THM	Food and Beverage Management	1) To understand the nature and scope of Food and Beverage Management 2) To study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as

		it applies to business, culinary arts and hospitality 3) To understand the process of purchase, receiving and storing of Food and Beverages
411THM	<b>Professional Skills Development Lab</b>	1 To enable learners to speak fluently and flawlessly in all kinds of communicative Contexts. with speakers of all nationalities
	Statistics for Hospitality and Tourism	1) To learn the applications of statistics in business decision-making in-service sector. 2) To develop problem-solving skills
<b>Defence Management</b>		
403DFM	Defense Economics	1) To know about the various Defense control Organizations. 2) To understand the concept of Defense Economics in detail. 3) To learn the concept of Higher Defense planning with the help of the history of war
404DFM	National Power and Defense Policy	1) To understand the meaning of National Power in terms of Defense Management. 2) To acquaint the students with the framework of Politics of globalization. 3) To make students familiar with the Concept of Management of War and the policy planning of Defense management.
405DFM	Defense Marketing Management II	1) To provide insights into all functional areas of High Technology product marketing. 2) To understand aspects of E- marketing. 3) To help the students to understand the Significance of Procedures and Documentation in International Trade
406DFM	Economics of Organizations & Strategy	1) To understand various market structure & market power 2) To understand Microeconomics & Role of Government. 3) To understand Global arms market & Defense industrial strategy.
407DFM	Defense Manpower Management II	1) To understand various market structure & market power. 2) To understand various terms used to define strategy and its process. 3) To provide a balanced and comprehensive exposition or the concept of HRD Audit.
408DFM	Defense –Enterprise Resource Planning	1) To give various perspectives on Quality and various contributors to Quality. 2) To provide an in-depth understanding of the various QC tools.

		3) To introduce the frameworks of Global Quality Awards
409DFM	Cyber Laws	1) To understand legal provisions of Information Technology Act, 2000 2) To know Case Law and practical ramifications of the Act 3) To know about cyber-crime and– Offences related to Digital Signature Certificate
410DFM	Defense Quality Management Standards	1) To introduce various management system standards. 2) To provide an in-depth understanding of the various QC tools. 3) To provide the concepts of Lean Manufacturing
411DFM	Defense Supply Chain Management II	1) To understand the role and objectives of Strategic Supply Chain Management 2) To help the students understand the pressures on managing the supply chain and their impact on supply chain's vulnerability to disruptions. 3) To get acquainted with global dimensions of logistics management
412DFM	Defense Procurement Procedure	1) To study the Procurement Procedure of Defense in detail. 2) To make the students understand the Standard contract document.
413DFM	Managing Strategic Innovations	1) To study Innovation in military doctrine 2) To recognize operations Innovations in military systems 3) To develop Optimistic view of the impact of Defense
414DFM	International Business Economics II	1) To develop conceptual understanding of global competitiveness 2) To equip students with the knowledge and importance of culture and help them to manage International Diversity. 3) To expose students to these issues focused on India to discern their effect on the management of business.
415DFM	International Law	1) To introduce about International Law 2) To explore the Laws of war. 3) To understand the Legal Mechanisms of International Business.