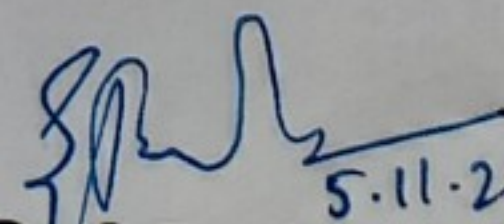


Dr. Ambedkar Institute of Technology, Bengaluru
Department of Master of Business Administration

The enclosed documents are verified and approved.

HOD



5.11.2022

Dr. S. Baskaran
Professor and Head
Dept. of Master of Business Administration
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Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BENGALURU-56

(An Autonomous Institution, Affiliated to VTU, Approved by AICTE, Accredited by NAAC)

Master of Business Administration

2020-2022

I SEMESTER

Course Code	Course Name	Course Objectives
20MBA11	MANAGEMENT AND ORGANIZATION BEHAVIOR	<p>CO1: Appreciate the overview of theory of management and demonstrate their exposure on recent trends in management.</p> <p>CO2. Comprehend & correlate all the concepts of management and its functions and link them to organizational context.</p> <p>CO3. Realise the organisational behaviour and foundations of individual behaviour and demonstrate the same in taking critical decisions.</p> <p>CO4. Demonstrate their acumen in motivating, leading team, effectively use their skills for self-grooming, working in groups and to achieve organizational goals in real world/situation.</p> <p>CO5. Apprehend and demonstrate their exposure on recent trends in management.</p>
20MBA12	MANAGERIAL ECONOMICS	<p>CO1: Exposure in determining the law of elasticity of demand and demand forecasting</p> <p>CO2. Properly analyzing the Product cost to fix the competitive price.</p> <p>CO3. Applying the effective cost and profit analysis to meet the BEP</p> <p>CO4. Proper understanding of the market structure to estimate competitive price.</p> <p>CO5. Measuring the external business environment influences in the business cycle and the economy.</p>
20MBA13	TECHNOLOGY OPERATIONAL STRATEGY &	<p>CO1: Providing the Domain knowledge on Production and Operations management concepts.</p> <p>CO2: Demonstrating the various flow processes of manufacturing and services.</p> <p>CO3: Exposure on real life production systems followed by the world leading manufacturing company.</p> <p>CO4: Exposure to get knowledge on quality management and tools for maintaining the minimum quality standards to protect the environment and the society at large.</p> <p>CO5: Discussions of various quality</p>

		certifications and supply chain management processes.
20MBA14	MARKETING MANAGEMENT	<p>CO1: Students will be able to apprehend the concepts of marketing, functions, marketing environment, segmentation & target market.</p> <p>CO2: Students will be able to recognize the new product development process & product life cycle strategy & Services.</p> <p>CO3: Students will be able to gain an insight into pricing, place /marketing channel & promotion strategy.</p> <p>CO4: Students will be able to realize the marketing plan process & the marketing audit.</p> <p>CO5: Students will be able to demonstrate the digital marketing - challenges & opportunities & ethics in marketing.</p>
20MBA15	FINANCIAL MANAGEMENT	<p>CO1: The student will exhibit the conceptual understanding of financial Management & system. CO2: The student applies the concept of Time value of money in decision making.</p> <p>CO3: The student will be able to analyze the different sources of capital.</p> <p>CO4: The student will be able to determine the optimal capital structure & to analyze their costs.</p> <p>CO5: The student will be able to evaluate the capital budgeting decisions, Project the Cash flows and working capital requirements.</p>
20MBA16	HUMAN RESOURCE MANAGEMENT	<p>CO1: The practical application of HRM concepts, functions and practices builds the career opportunities to the students in HR field.</p> <p>CO2: The students will apply knowledge in arriving at the effective human resource planning, effective job analysis.</p> <p>CO3: The students will demonstrate their knowledge in recruiting, selecting the right candidate, placing them at the right place both in domestic and global level.</p> <p>CO4: The students will learn to organise a training and development programmes, apply the knowledge in measuring the performance and compensate employees in the real corporate world.</p> <p>CO5: Practical knowledge of using the technology and HR related software in global work place.</p>
		CO1: Demonstrate understanding of basic

20MBA17	BUSINESS LAW & GOVERNANCE	<p>provisions of law of contract, Law of Agency and bailment and pledge.</p> <p>CO2: The student will demonstrate understand the Companies Act.</p> <p>CO3: Demonstrate understanding of basic provisions of the Intellectual property law, The Consumer Protection Act and The Environment protection Act.</p> <p>CO4: The student will understand the interface between government & business and the importance of public policies for business decisions and Student will come to know the corporate social responsibility. CO5. Student will follow the corporate governance and business ethics in working place.</p>
20MBAL19	ACCOUNTING & ITS APPLICATION - LAB	<p>CO1: Students are able to acquire the knowledge & skill of traditional accounting practices.</p> <p>CO2. Students are able to produce vouchers & create a company.</p> <p>CO3. Students generate & analyze reports like income statement, Balance sheet, cash flow statement & ratios.</p> <p>CO4. Students are capable of generating & analyzing the GST reports.</p> <p>CO5. Students exhibit & follows the ethical & legal requirements in generating the accounting reports</p>
20MBAS18	SEMINAR-I (SOFT SKILLS AND COMMUNICATION)	<p>CO1: Students will be aware of the fundamental concepts of soft skills and communication in organization and in cross-cultural setting.</p> <p>CO2: Students will be able to describe written communication with communication networks.</p> <p>CO3: Students can compose the business letters precisely and effectively and get exposure in drafting business proposals to meet the challenges of competitive environment</p> <p>CO4: Students will exhibit understanding by analyzing people in the work place through emotional intelligence and leadership skills</p> <p>CO5: Student will apply the knowledge of oral communication in the work place.</p> <p>CO6: Students will be able to understand the importance of personal and social communication in the competitive global environment and life skills like stress</p>

		management, problem solving skills.
II SEMESTER		
20MBA21	STRATEGIC MANAGEMENT	<p>CO1: The student will be able to comprehend basics of strategic intent, formulation, implementation, evaluation and control.</p> <p>CO2: The student will be able to demonstrate their acumen to create vision, mission, business definition, objectives, balanced score card, and Analyze SWOT, Value chain of the business</p> <p>CO3: The student will be able to appraise company's resources, internal and external analysis, competitive position and design models to support strategic decisions and business planning.</p> <p>CO4. The student will be able to apply knowledge to implement strategies and evaluate and control the results and take controlling measures for effective decision-making.</p>
20MBA22	INTERNATIONAL BUSINESS MANAGEMENT	<p>CO1: The students will be able to identify the role and impact of political, economical, and cultural environment in international business and explore various opportunities for trade and investment across the globe.</p> <p>CO2: The students will be able to apply the knowledge to categories the functional areas of global business organization for effective managerial decision making.</p> <p>CO3: The students will be able to analyze organizational issue in international business and create an effective organizational structure for domestic and overseas operations to gain competitive advantage.</p> <p>CO4: The students will be able to apply ethical and professional approaches to avoid conflicts and provide resolutions in global business.</p>
20MBA23	OPERATIONS RESEARCH	<p>CO1: Familiarization of the operations research tools and techniques.</p> <p>CO2: Applying the mathematical models into business management decision making process.</p> <p>CO3: Analyzing the various alternatives of cost minimization and profit maximization using quantitative techniques.</p> <p>CO4: Compare and use the best inventory models for effective utilization of resources and the creation of competitive strategies.</p> <p>CO5. Students will build strategies to get</p>

		advantages from competition and complete the task with shortest duration.
20MBA211	CONSUMER BEHAVIOR	<p>CO1: The students will be able to appreciate the concept and models o of consumer behavior and consumer decision making.</p> <p>CO2: The students will gain knowledge on individual internal influences on Consumer behavior.</p> <p>CO3: The students will be able to analyze external influences on Consumer Behaviour</p> <p>CO4: The students will be able to use quantitative and qualitative research methods and understand diffusion of innovation and consumer gifting behaviour</p> <p>CO5: The students will be able to construe the concept of Market ethics and Social Responsibility, Online Consumer Behaviour and CRM.</p>
20MBA212	SERVICES MARKETING	<p>CO1: Students will be able to get aware of the concept of service, GAP model of service quality and consumer behavior in services.</p> <p>CO2: Students can gain knowledge regarding hard & soft standards, service designing and positioning.</p> <p>CO3: Students will be able to comprehend the employee and customer's role in service delivery, key intermediaries for service delivery.</p> <p>CO4: Students will gain an insight into types of service research and the customer retention strategies.</p> <p>CO5: Students will be able to realise the key reasons for GAP 4 and the various approaches to pricing services.</p>
20MBA213	MARKETING RESEARCH ANALYTICS AND	<p>CO1: The students will be able to comprehend the objectives of Market research & its application in solving marketing problems.</p> <p>CO2: The students will follow the use of MIS in marketing research.</p> <p>CO3: The students will gain knowledge in different data collection methods, sampling design techniques, measurement methods to analyze the data. (Big Data)</p> <p>CO4: The students will have insights in applications of marketing research.</p> <p>CO5: The students will be able to generalize and interpret the data with the help of various measurement techniques.</p>

20MBA214	RETAIL MANAGEMENT	<p>CO1: The students can comprehend the types of retailers & the world of retailing.</p> <p>CO2: The student will demonstrate the procedure to start the retail organization, formats & private labeling. CO3: The students can realise the store management & visual merchandising in retailing.</p> <p>CO4: The student will recognize the importance of research in retailing & International retailing.</p> <p>CO5: The student will become aware of the know the ethics in retailing & retail audit.</p>
20MBA221	INVESTMENT MANAGEMENT	<p>CO1: The students will be able to demonstrate the different investment alternatives and its attributes.</p> <p>CO2: The students will be able to estimate the intrinsic value of securities and evaluate the risks and returns associated with securities globally.</p> <p>CO3: The students will be able to advice on the issues of investment based on fundamental and technical analysis.</p> <p>CO4: The students will be able to understand modern portfolio theory and demonstrate the knowledge of managing the portfolios.</p>
20MBA222	FINANCIAL MARKETS & SERVICES	<p>CO1: Student is capable of evaluating the instruments in the capital market critically.</p> <p>CO2: Student is able to carry on the activities of issue management & depository system.</p> <p>CO3: Students exhibit the knowledge about the various kinds of financial services outside the capital market.</p> <p>CO4: Student is able to thoroughly examine the decision of Leasing & Hire purchase of capital assets.</p> <p>CO5: Student has an insight into the rating agencies & new financial services.</p>
20MBA223	ADVANCED FINANCIAL MANAGEMENT	<p>CO1: The student will be able to set financial goals in their strategic decisions and demonstrate different approaches to create shareholders value.</p> <p>CO2: The students will be able to apply the procedure to manage the cash and surplus of cash.</p> <p>CO3: The student will be able to demonstrate the conceptual application of various liquidity</p>

		<p>management dimensions through receivables management.</p> <p>CO4: The students will be able to apply of capital structure theories and create effective decision making</p> <p>CO5: The students will be able to evaluate the pros and cons of dividend decisions.</p>
20MBA224	COST MANAGEMENT AND ACCOUNTING	<p>CO1: The student will be capable of identifying the strategic cost factors, applying the cost concepts & learning the distribution of overheads.</p> <p>CO2: The student will be able to advice the company on important decision making activity with the thorough knowledge of Marginal costing & exhibits the skill of applying the advanced costing method for managing corporate affairs.</p> <p>CO3: The student will be able to apply the cost & Management control systems in performing the activities in the organization.</p> <p>CO4: The student will be able to analyze the financial reports and assess the financial soundness of the company.</p> <p>CO5: The student will be able to demonstrate the skill of applying the modern Cost Management Techniques for decision making activity of the concern.</p>
20MBA231	RECRUITMENT AND SELECTION	<p>CO1: Students will analyse the importance of HR planning and design an effective HRP in strategic business decision.</p> <p>CO2: Students will exhibit their skill in preparing an effective resume, identifying sources of job offers and preparing a job advertisement.</p> <p>CO3: Students will explore different stages of selection process and demonstrate their skills in mock GD and interview which are critical factors in successful job interview.</p> <p>CO4: Students will gain an insight on the various career stages and succession planning.</p> <p>CO5: Students will exhibit the ethical issues in hiring the people and impact of social media in recruitment.</p>
20MBA232	PERSONAL GROWTH & INTERPERSONAL EFFECTIVENESS	<p>CO1: The Student will discover the one's own behaviour system, develops positive attitude, right beliefs and good habits to enhance personal growth.</p> <p>CO2: Students will learn to manage the human</p>

		<p>resources by understanding various human personalities and effective utilization of time through time management.</p> <p>CO3: Students will apply positive psychology principles, spiritual foundation to adopt the changes in a range of environments for personal Growth and interpersonal effectiveness.</p> <p>CO4: Students will apply creative mind in solving the business problems which is most important in today's scenario.</p> <p>CO5: Students will learn to nurture the Relationships by demonstrating the empathy and self-confidence.</p>
20MBA233	COMPETENCY MAPPING	<p>CO1: Students would be able to analyze the importance of Competency and its relationship with effective execution of the job.</p> <p>CO2: Students will understand the various ways in which they can develop competency framework.</p> <p>CO3: Students will get an in depth knowledge of methods of data collection for Competency Mapping. CO4: Students will learn to implement the competency models and assess the same using various tools and methods.</p> <p>CO5: Students will be able to map the competencies through profiling and can utilize the competencies for various HR decision making</p>
20MBA234	TRAINING AND DEVELOPMENT	<p>CO1: The students will learn to apply the concepts of Training and Development in developing the employees skill.</p> <p>CO2: Students will practically implement training need analysis which helps in designing effective training programmes and organizing training programmes in their profession.</p> <p>CO3: Enables the students to use traditional & modern training methods and use advanced Technologies in training process and organizing virtual trainings for Business Enhancement.</p> <p>CO4: Students will demonstrate the skills to evaluate the effectiveness of training programme in execution of the their job.</p> <p>CO5: Students will demonstrate their ability in employee development and career management in the global context.</p>
	RESEARCH	CO1: The student will be able to define a

20MBAL25	METHODOLOGY AND STATISTICS APPLICATIONS	<p>research problem, review literature review and apply the same in business.</p> <p>CO2: The student will be capable to select a suitable sampling technique for data collection and the students are able to clearly understand scaling techniques and its applications.</p> <p>CO3: The students will gain the knowledge of defining hypothesis, selection of tools and analysis.</p> <p>CO4: The student will be able analyze the data through SPSS software and prepare the report.</p>
20MBAS24	SEMINAR - II (PROJECT FOREIGN ECONOMICS) ON	<p>CO1. Students will be aware of the understand the fundamental geographical and environmental issues of a particular country.</p> <p>CO2: Students will be able to describe about evolution and current status of the country.</p> <p>CO3: Students will be able to understand the Government and global policies of the country.</p> <p>CO4: Students are able to understand the social structure of the country.</p> <p>CO5: Students are able gain knowledge on basics of macro and microenvironment of the country.</p>

III SEMESTER

20MBA31	ENTREPRENEURSHIP DEVELOPMENT	<p>CO1. The student will be able to construe the vital concepts of entrepreneurship, process and culture in</p> <p>CO2. The students will be able to make business proposals and become aware about various sources of funding and schemes of MSME.</p> <p>CO3. The student will be aware of the various schemes of the govt supporting the entrepreneurial activity and to identify the recent trends of entrepreneurship in India.</p> <p>CO 4. The student will be able to construe about the industrial sickness and be aware about the entrepreneurial opportunities at global level.</p> <p>CO 5. The student will study and gain consciousness towards women, social, rural and family business opportunities</p>
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20MBA32	BANKING AND INSURANCE	<p>CO1.Students will understand banking structure and banker – customer relationship.</p> <p>CO2. Outline the development of banking technology and Assets Liability Management committee.</p> <p>CO3. Able to analyze the Non-Performing Assets of Banks and International Banking services.</p> <p>CO4. Appraise the Indian Insurance Sector activities.</p> <p>CO5. Minimize the business risks using the various types of life and general insurance products.</p>
20MBA33	EMERGING EXPONENTIAL TECHNOLOGIES	<p>CO1.The student will understand the evolution of emerging technologies and their roles.</p> <p>CO2. The student will gain knowledge on Data science as a tool for decision making.</p> <p>CO3. The Student will be able to understand the concept of Artificial Intelligence.</p> <p>CO4. The student will understand and able to analyze the applications of IOT in different fields.</p> <p>CO5. The student will be able to construe the concept of Augmented Reality (AR) and Ethics and professionalism of emerging technologies</p>
20MBAS34	SEMINAR II – PROJECT ON INDUSTRIAL ECONOMY	<ol style="list-style-type: none"> 1.Student will gain the knowledge of background & working of an Industry. 2. Student will evaluate the achievements of the Industry through the application of Key economic indicator. 3. Students will gain knowledge about the various regulatory policies affecting the functioning of industry. 4. Student will understand clearly the impacts of CSR & Business environment on the society. 5. Student will be able to carry on the SWOT analysis of the respective industry.

20MBAI35	Industrial Internship	<p>CO1.Student will gain the knowledge of history & current status of an Industry.</p> <p>CO2. Student will understand the background & structure, business environment of the organization.</p> <p>CO3. Students will be able to extract and identify Mckinsey's 7S and Porter's Five Force Model information during the organizational study</p> <p>CO4. Student will evaluate clearly the financial health through ratios & SWOT analysis.</p> <p>CO5. Student will be able to bring out key findings, recommendations and conclusion on their organizational study.</p>
20MBA311	Strategic Brand Management	<p>CO1.Students will be able to understand the concept of brand, functions and the brand management process.</p> <p>CO2.Students will gain an insight into brand equity, brand identity, brand positioning & brand value.</p> <p>CO3.Students will be able to understand the various brand elements and the secondary brand knowledge.</p> <p>CO4.Students will understand the brand value chain, methods of measuring & managing the brand equity. They can gain the knowledge of brand extension, brand hierarchy & repositioning strategies.</p> <p>CO5. Students will be able to understand luxury brand management and brand imitation.</p>
20MBA312	Digital Marketing	<p>CO1.The students will be able to gain understanding on Digital marketing concepts and e-business models.</p> <p>CO2.The students will be able to construe the concept of Digital marketing environment and research.</p> <p>CO3.The students will be able to understand the concept of Digital marketing research and management.</p> <p>CO4.The students will be able to comprehend the concept of acquisition and retention strategies.</p> <p>CO5.The students will be able to evaluate the performance and identify the role of Digital marketing in the present context.</p>

20MBA321	Mergers, Acquisitions and Corporate Restructuring	<p>CO1.Domain knowledge on merger & acquisition helps in strategic decision on types of merger, acquisition and takeover, procedure for effective merger/acquisition.</p> <p>CO2.Able to apprehend merger integration process and decision on share exchange and cash offer</p> <p>CO3.Exposure on business valuation, decision on different approaches to valuation to assess target firm</p> <p>CO4.Able to accustom to different forms of corporate restructuring and suitable decision on adaptation of various forms.</p> <p>CO5.The students will gain familiar to legal aspects of Merger, Amalgamations, Acquisitions and Takeovers.</p>
20MBA322	Tax Management	<p>CO1.Student will be able to exhibit knowledge of the basic Concepts of tax laws of the country & the structure of the tax system.</p> <p>CO2.Student will be able to compute the total income of a salaried Individual.</p> <p>CO3.Student will be capable of analyzing & implying the Tax liability of different forms of business with the computational skills.</p> <p>CO4.Student is able to exhibit the knowledge of tax provisions of Capital gains.</p> <p>CO5.Student is acquainted with GST & to be followed in maintaining of tax records & also able to compute & advice individuals in filing the returns with solutions to tax saving.</p>
20MBA331	Industrial Relations and Legislations	<p>CO1.The Student will be able to demonstrate a conceptual understanding of the dynamics of Industrial Relations system in real time.</p> <p>CO2.Students will equip themselves to apply the knowledge of bargaining process and negotiation techniques.</p> <p>CO3.Students will apply the learnt knowledge in maintaining the discipline by handling grievance and indiscipline in real time & also to prevent women harassment at workplace.</p> <p>CO4.To apply the various legislations to resolve labour issues related to</p>

		<p>Factories act, & other acts in an organization with fair understanding of the labour enactments of India.</p> <p>CO5.To apply the various legislations like payment of wages act, Payment of Gratuity act, ESI act,EPF Act, Bonus act in their job.</p>
20MBA332	Compensation and Reward System	<p>CO1.The student will demonstrate the theoretical and practical aspects in the area of compensation and benefits across country and global organizations.</p> <p>CO2.Analyse the divergent system and wage determination practices followed in various sectors in India.</p> <p>CO3.The student will be able to design and develop an original framework and model in dealing with compensation and benefits related problems in the both domestic and MNC companies..</p> <p>CO4.Students will exhibit their skill in formulating a effective compensation Management system and implementing it as social responsible manager at their work place.</p> <p>CO5.Apply the concepts of compensation administration and intrinsic and extrinsic reward system in national and global perspective.</p>
IV SEMESTER		
20MBAP41	Project Work (Special Interest of the Student)	<p>1.The students shall apply the theoretical knowledge of research methodology practically.</p> <p>2. Students will get exposure to understand the industry performance and company analysis.</p> <p>3. Students shall apply the statistical methods practically.</p> <p>4. Exposure to interpret the analysis and framed hypotheses.</p> <p>5. Preparation of the effective research report.</p>

20MBAS42	Seminar – IV (Publications on Specialized Interest)	1. Students will apply the conceptual skills to identify the statement of the problem for their research. 2. Students will get exposure to analyse the problem and prepare the research articles. 3. Students shall improve their writing and publication skills in management domains.
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Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BENGALURU-56
(An Autonomous Institution, Affiliated to VTU, Approved by AICTE, Accredited by NAAC)

Master of Business Administration 2018-2020

COURSE OUTCOMES

I SEMESTER		
Course Code	Course Name	Course Objectives
18MBA11	MANAGEMENT AND ORGANIZATION BEHAVIOR	<ol style="list-style-type: none"> 1. Understand the overview of theory of management and demonstrate their exposure on recent trends in management. 2. To be able to comprehend & correlate all the concepts of management and its functions and link them to organizational context. 3. Effectively use their skills in organizing events for self grooming. 4. To be able groom overall personality and demonstrate the same in taking critical decisions. 5. Demonstrate their acumen in motivating and leading team in real world/situation.
18MBA12	MANAGERIAL ECONOMICS	<ol style="list-style-type: none"> 1. Understanding the law of elasticity of demand and demand forecasting 2. Properly analyzing the Product cost to fix the competitive price. 3. Applying the effective cost and profit analysis to meet the BEP 4. Proper understanding of the market structure to estimate competitive price. 5. Measuring the external business environment influences in the business cycle and theeconomy.
18MBA13	BUSINESS STATISTICS AND ANALYTICS	<ol style="list-style-type: none"> 1. Students will be able to retrieve descriptive statistics on various categories of data. 2. Students are capable to apply and use of wide variety of specific statistical methods to solve organizational problems. 3. Students can clearly determine the probabilities and its influences in business decisions. 4. Students are able to understand trend analysis and its application on managerial decision. 5. Students are able gain knowledge on basics of analytics and decision models for organization issues and challenges globally.
18MBA14	BUSINESS & GOVERNANCE	<ol style="list-style-type: none"> 1. Demonstrate understanding of basic provisions of law of contract, Law of Agency, bailmentand pledge. 2. The student will demonstrate understand the Companies Act. 3. Demonstrate understanding of basic provisions of the Intellectual property law, TheConsumer Protection Act and The Environment protection Act. 4. The student understands the importance of public policies for business decisions andcorporate social responsibility.

		5. Student will be able to follow the corporate governance and business ethics in working place.
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18MBA15	ACCOUNTING FOR MANAGERS	<ol style="list-style-type: none"> 1. Student is clearly able to apply the knowledge of accounting concepts in understanding the Business Environment. 2. Student is capable of preparing the basic accounts & financial statements. 3. Student will be able to prepare the depreciation account & generate accounting reports. 4. Student is capable to draw meaningful conclusions about the financial performance of business firms and companies. 5. Student is able to show the knowledge of recent trends in accounting & file the Saral form.
18MBA16	CORPORATE COMMUNICATION	<ol style="list-style-type: none"> 1. Students will be aware of the fundamental concepts of communication in organisation and cross-cultural setting. 2. Students will be able to describe oral and written communication with communication networks. 3. Students can compose the business letters precisely and effectively and get exposure in drafting business proposals to meet the challenges of competitive environment 4. Students will exhibit understanding by analyzing cases in any given business situations. 5. Students will be able to understand the importance of personal and social communication in the competitive global environment.
18MBA17	COMPUTER APPLICATIONS FOR BUSINESS	<ol style="list-style-type: none"> 1. The student will be improved their knowledge on basic concepts of computer. 2. The students will be able to increase their capacity to handle MS Office Word and PowerPoint. 3. The students can be proficient to work in MS office Excel to meet industry standard. 4. The students can able to understand Internet, web browsers, Application of Internet, emails. 5. The students can be capable to identify IT networks, ethical and security issues in technology.
18MBA18	SEMINAR- I	<ol style="list-style-type: none"> 1. Students will be aware of and understand the fundamental geographical and environmental issues of a particular country. 2. Students will be able to describe about evolution and current status of the country. 3. Students will be able to understand the Government and global policies of the country. 4. Students are able to understand the social structure of the country. 5. Students are able gain knowledge on basics of macro and micro environment of the country.
II SEMESTER		

18MBA21	CORPORATE STRATEGY	<ol style="list-style-type: none"> 1. The students will be able to reveal a fair understanding on the concepts related to strategic management. 2. The students will acquire knowledge on strategy formulation and will be able to highlight the importance of strategic intent. 3. The students will be able to analyze the company's external environment and competitive position in the Industry. 4. The students will be able to appraise company's resources, internal analysis & business planning. 5. The students will be able to comprehend strategy implementation.
18MBA22	ENTREPRENEURSHIP DEVELOPMENT	<ol style="list-style-type: none"> 1. The student will be able to construe the vital concepts of entrepreneurship, process and culture in 2. The students will be able to make business proposals and become aware about various sources of funding and institutions supporting entrepreneurs. 3. The student will be able to construe about the industrial sickness and also the family businesses 4. Student will come to be acquainted with the entrepreneurial opportunities at global level. 5. The student will study the informal risk capital and venture capital and gain consciousness towards women, social and rural entrepreneurship opportunities.
18MBA23	OPERATIONS MANAGEMENT AND RESEARCH	<ol style="list-style-type: none"> 1. Students will understand the outline of operation managers' role in manufacturing companies. 2. Students will be able to categories the various benefits and drawbacks of location factors and layout types. 3. Students will apply suitable Operations techniques to make managerial decisions. 4. Students will compare and use the best inventory models for effective utilization of resources. 5. Students will build strategies to get advantages from competition and complete the task with shortest duration.
18MBA24	MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. Students will be able to understand the concepts of marketing, functions, marketing environment, segmentation & target market. 2. Students will be able to understand the new product development & product life cycle strategy & Services. 3. Students will be able to gain an insight into pricing, place /marketing channel & promotion strategy. 4. Students will be able to understand the marketing plan process & the marketing audit. 5. Students will be able to demonstrate the digital marketing - challenges & opportunities & ethics in marketing.
18MBA25	FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. The student will exhibit the conceptual understanding of financial Management & system and learns the concept of Time value of money. 2. The student will be able to analyse the different sources of capital & dividend decisions of the companies. 3. The student will be able to determine the optimal capital structure & to analyse their costs. 4. The student will be able to evaluate the capital budgeting decisions of the companies and Project the Cash flows. 5. The student will be able to determine the working capital requirements and operating cycle.
18MBA26	HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. The practical application of HRM concepts, functions and practices builds the career opportunities to the students in HR field. 2. The students will apply knowledge in arriving at the effective human resource planning, effective job analysis.

		<ol style="list-style-type: none"> 3. The students will demonstrate their knowledge in recruiting, selecting the right candidate, placing them at the right place. 4. The students will learn to organize a training and development programmes, apply the knowledge in measuring the performance and compensate employees in the real corporate world. 5. Students will equip themselves to face the challenges as a HR manager in the domestic world as well as in the global context.
18MBA27	BUSINESS RESEARCH METHODS	<ol style="list-style-type: none"> 1. The student will be able to understand research concepts, define a research problem and review literature and its application at Business. 2. The students are proficient to identify the research design, quantitative / qualitative research techniques for a research problem. 3. The student will be capable to devise a suitable sampling techniques for data collection and the students are able to clearly understand scaling techniques and its applications. 4. The students will gain knowledge on Defining hypothesis, selection of tools and analysis. 5. The student will be able to analyze the data and prepare the report.
18MBAS28	SEMINAR II	<ol style="list-style-type: none"> 1. Student will gain the knowledge of background & working of an Industry. 2. Student will evaluate the achievements of the Industry through the application of Key economic indicator. 3. Students will gain knowledge about the various regulatory policies affecting the functioning of industry. 4. Student will understand clearly the impacts of CSR & Business environment on the society. 5. Student will be able to carry on the SWOT analysis of the respective industry.
III SEMESTER		
18MBA31	BANKING AND INSURANCE	<ol style="list-style-type: none"> 1. Students will understand banking structure and banker – customer relationship. 2. Outline the development of banking technology and Assets Liability Management committee. 3. Able to analyze the Non-Performing Assets of Banks and International Banking services. 4. Appraise the Indian Insurance Sector activities. 5. Minimize the business risks using the various types of life and general insurance products.
18MBA32	SUPPLY CHAIN MANAGEMENT	<ol style="list-style-type: none"> 1. The student is being able to demonstrate knowledge of the functions of supply chain management. 2. The student should be able to relate concepts and activities of the supply chain to actual organizations and identify supply chain networks. 3. The student should be able to highlight the role of technology in supply chain management. 4. The student should be able to apply agile supply chain knowledge in the business. 5. The student is able to recognize the recent trends and its challenges of SCM and Logistics.

18MBA33	INTERNATIONAL BUSINESS MANAGEMENT	<ol style="list-style-type: none"> 1. Students will understand the various business environmental factors at global level. 2. Students can identify the various opportunities and trade blocks available for international trade. 3. Students will adapt the competitive strategies to compete with global players. 4. Students will categorize the various functional areas of global business organization for effective managerial decision making. 5. Students will apply ethical and professional approaches to avoid conflicts in global business.
18MBA311	CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. The students will be able to understand the concept and models of consumer behavior and consumer decision making. 2. The students will gain knowledge on individual internal influences on Consumer behavior. 3. The students will be able to analyze external influences on Consumer Behaviour 4. The students will be able to use quantitative and qualitative research methods and understand diffusion of innovation and consumer buying Behaviour 5. The students will be able to construct the concept of Market ethics and Social Responsibility, Online Consumer Behaviour and CRM.
18MBA312	SERVICES MARKETING	<ol style="list-style-type: none"> 1. Students will be able to understand the concept of service, GAP model of service quality and consumer behavior in services. 2. Students can gain knowledge regarding hard & soft standards, service designing and positioning. 3. Students will be able to understand the employee and customer's role in service delivery, key intermediaries for service delivery. 4. Students will gain an insight into types of service research and the customer retention strategies. 5. Students will be able to understand the key reasons for GAP 4 and the various approaches to pricing services.
18MBA313	SALES & RETAIL MANAGEMENT	<ol style="list-style-type: none"> 1. The student will construct the sales management, sales organization, sales territory procedure & sales quota. 2. The student will understand the sales force motivation, compensation and the concept of retailing. 3. The student will understand the procedure to start the retail organization, formats & private labeling. 4. The student will understand the research in retailing & e tailing. 5. The student will tend to know the trends in retailing & international retailing.
18MBA314	BUSINESS MARKETING	<ol style="list-style-type: none"> 1. Students will be able to understand the nature of industrial market, organizational procurement characteristics & business market environment. 2. Students will be able to understand business market segmentation, value analysis and vendor analysis. 3. Students can demonstrate industrial product mix determinants and formulation of pricing, promotion & channel strategy. 4. Students can gain knowledge into industrial market research. 5. Students will be able to understand sales force importance & CRM strategies of business market.

FINANCE ELECTIVES		
18MBA321	INVESTMENT MANAGEMENT	<ol style="list-style-type: none"> 1. The students will be able to demonstrate the different investment alternatives and its attributes. 2. The students will be able to estimate the intrinsic value of securities. 3. The students will be able to evaluate the risks and returns associated with securities globally. 4. The students will be able to advice on the issues of investment based on fundamental and technical analysis. 5. The students will be able to understand modern portfolio theory and demonstrate the knowledge of managing the portfolios.
18MBA322	FINANCIAL MARKETS & SERVICES	<ol style="list-style-type: none"> 1. Student will be capable of evaluating the instruments in the capital market critically. 2. Student is able to carry on the activities of issue management & depository system. 3. Students will be showing the knowledge about the various kinds of financial services outside the capital market. 4. Student will understand clearly the implications of the decision of Leasing & Hire purchase agreement. 5. Student will be exposed to understand the importance of Credit rating Agencies & has clarity about the specialized financial services of raising capital to the corporate.
18MBA323	STRATEGIC FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. The student will be able to demonstrate the conceptual application of categorizing the inventory in an organization. 2. The students will be able to demonstrate the procedure to manage the cash and surplus of cash. 3. The student will be able to demonstrate the conceptual application of various liquidity management dimensions through receivables management. 4. The students will be able to understand the application of capital structure theories. 5. The students' will be able to demonstrate the pros and cons of dividend decisions and the conceptual application of EVA and MVA.
18MBA324	COST MANAGEMENT	<ol style="list-style-type: none"> 1. The student will be capable of identifying the strategic cost factors, applying the cost concepts & learning the distribution of overheads. 2. The student will be able to advice the company on important decision making activity with the thorough knowledge of Marginal costing & exhibits the skill of applying the advanced costing method for managing corporate affairs. 3. The student will be able to apply the cost & Management control systems in performing the activity in the organization. 4. The student will be able to understand the complexities of reporting to Management about the cost details of a company. 5. The student will be able to demonstrate the skill of applying the modern Cost Management Techniques for decision making activity of the concern.
HUMAN RESOURCE – ELECTIVES		

18MBA331	RECRUITMENT AND SELECTION	<ol style="list-style-type: none"> 1. Students will analyse the importance of HR planning and design an effective HRP instrategic business decision. 2. Students will exhibit their skill in preparing an effective resume, identifying sources of joboffers and preparing a job advertisement. 3. Students will explore different stages of selection process and demonstrate their skills inmock GD and interview which are critical factors in successful job interview. 4. Students will gain an insight on the various career stages and succession planning. 5. Students will exhibit the ethical issues in hiring the people and impact of social media inrecruitment.
18MBA332	INDUSTRIAL RELATIONS & LEGISLATIONS	<ol style="list-style-type: none"> 1. The Student will be able to demonstrate a conceptual understanding of the dynamics of IndustrialRelations system in real time. 2. Students will equip themselves to apply the knowledge of bargaining process and negotiationtechniques. 3. Students will apply the learnt knowledge in maintaining the discipline by handling grievance andindiscipline in real time & also to prevent women harassment at workplace. 4. To apply the various legislations to resolve labour issues related to Factories act, & other acts inan organization with fair understanding of the labour enactments of India. 5. To apply the various legislations like payment of wages act, Payment of Gratuity act, ESI act,EPF Act, Bonus act in their job.
18MBA333	LEARNING & DEVELOPMENT	<ol style="list-style-type: none"> 1. The student will learn to apply the concepts of Learning and Development & Learning Process. 2. Students will practically implement training need analysis which helps in designing effective training programmes, 3. Students will learn to use traditional & modern training methods & demonstrate the skills to evaluate the effectiveness of training programme. 4. Students will demonstrate their ability in employee development and career management. 5. Enable the students to use New Technologies for Learning, arranging Virtual Learning for Business Enhancement.
18MBA334	COMPENSATION MANAGEMENT	<ol style="list-style-type: none"> 1. Students will be able to recognize how pay decisions help the organization achieve a competitiveadvantage. 2. Students will gain knowledge of the economic theories of wages, which will help in deciding thebasis for wage system. 3. Students will demonstrate comprehension by constructing a compensation system. 4. Students will know the possibilities of compensation mix and its suitability to a particularindustry. 5. Students will learn the laws relating to compensation system, which will help to consider thelegal and global comprehensions while designing the compensation system.
18MBAI38	INDUSTRIAL INTERNSHIP	<ol style="list-style-type: none"> 1. Student will gain the knowledge of history & current status of an Industry. 2. Student will understand the background & structure, business environment of theorganization. 3. Students will be able to extract and identify Mckinsey's 7S and Porter's Five Force Modelinformation during the organizational study

		<ol style="list-style-type: none"> 4. Student will evaluate clearly the financial health through ratios & SWOT analysis. 5. Student will be able to bring out key findings, recommendations and conclusion on their organizational study.
IV SEMESTER		
18MBA411	STRATEGIC BRAND MANAGEMENT	<ol style="list-style-type: none"> 1. Students will be able to understand the concept of brand, functions and the brand management process. 2. Students will gain an insight into brand equity, brand identity, brand positioning & brand value. 3. Students will be able to understand the various brand elements and the secondary brand knowledge. 4. Students will understand the brand value chain, methods of measuring & managing the brand equity. They can gain the knowledge of brand extension, brand hierarchy & repositioning strategies. 5. Students will be able to understand luxury brand management and brand imitation.
18MBA412	RURAL MARKETING & E-MARKETING	<ol style="list-style-type: none"> 1. The students will be able to gain understanding on the concept of rural marketing and rural consumer behaviour. 2. The students will be able to construe the concept of marketing of FMCGs in rural areas. 3. The students will be able to understand the concept of distribution strategy in rural areas. 4. The students will be able to comprehend the concept of e-marketing and their models. 5. The students will be able to evaluate the performance and identify the role of e-marketing in the present context.
18MBA413	INTERNATIONAL MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. The students will be able to exhibit their conceptual understanding about international marketing and Social and Cultural environment. 2. The students will be able to analyze the dynamic environment, and will be able to demonstrate their knowledge on products and services for consumers and businesses respectively viz international pricing. 3. The students will be able to reveal their conceptual knowledge on distribution and international promotion decisions. 4. The students will be able to exhibit export documentation and dynamic environment of international trade. 5. The students will be able to construe the concept of global vision through marketing research and about global e-marketing.
18MBA414	INTEGRATED MARKETING COMMUNICATIONS	<ol style="list-style-type: none"> 1. The students will be able to comprehend their knowledge on IMC and can develop an IMC program. 2. The students will be able to analyze communication process, advertising objectives, budgeting and ad agencies. 3. The students are able to apprehend media planning strategy and evaluate various media tools. 4. The students accustom to media evaluation & IMC tools and construe International advertising. 5. The students will gain familiarity into emerging issues in IMC.

<p>18MBA421</p>	<p>MERGERS ACQUISITION AND CORPORATE RESTRUCTURING</p>	<ol style="list-style-type: none"> 1. The students update their knowledge on merger & acquisition, types & strategicimplication. 2. The students will be able to apprehend merger integration process and the students willcapture practical exposure on methods of financing merger. 3. The students are able to value the business using valuation approaches. 4. The students accustom to restructuring forms and its various decision. 5. The students will gain familiar to legal aspects of Merger, Amalgamations, Acquisitionsand Takeovers.
<p>18MBA422</p>	<p>TAX MANAGEMENT</p>	<ol style="list-style-type: none"> 1. Student will be able to exhibit knowledge of the basic Concepts of tax laws of the country& the structure of the tax system. 2. Student will be able to compute the total income of a salaried Individual. 3. Student will be capable of analyzing & implying the Tax liability of different forms of business with the computational skills. 4. Student is able to exhibit the knowledge of tax provisions of Capital gains. 5. Student is acquainted with the shift in the Indirect tax procedures to GST & to be followed in maintaining of tax records & also able to compute & advice individuals in filing the returns with solutions to tax saving.
<p>18MBA423</p>	<p>RISK MANAGEMENT AND DERIVATIVES</p>	<ol style="list-style-type: none"> 1. The students will be able to demonstrate their ability to identify and manage various types ofrisks in organisations. 2. The student will be come to know the various types of derivatives and also assess the value of futures and forwards. 3. The students will be able to determine the value of options. 4. The students accustom the knowledge of swaps and commodity derivatives. 5. The students will be able to demonstrate their acquaintance on interest rate markets credit riskand approaches to VAR.
<p>18MBA424</p>	<p>INTERNATIONAL FINANCIAL MANAGEMENT</p>	<ul style="list-style-type: none"> • Student will come to know about the international financial management, international flow of funds and monetary policy. • Students will be able to determine the foreign exchange calculations. • Students will be able to show the knowledge about the international financial marketsand instruments. • Students will come to know the international parity relationship. • Students will understand the procedure for preparation of international capitalbudgeting.

18MBA431	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. Students will understand the concept of International Human Resource Management 2. Students would learn the concept of globalization through the concept of alliance. 3. Students will get an idea about the recruitment and selection. 4. Students would learn the methods of training, performance management in International Perspective. 5. Students will be taught the workforce diversity and HRM practices and global compensation methods.
18MBA432	COMPETENCY MAPPING AND PERFORMANCE MANAGEMENT	<ol style="list-style-type: none"> 1. Students would be able to analyze the importance of competency and its relationship with effective execution of the job. 2. Students will understand the various ways in which they can collect the information pertaining to a job and execution of the job successfully. 3. Students will get an in depth knowledge of process of performance management. 4. Students will recognize the difference between performance management and performance appraisal and the different methods of performance appraisal. 5. Students will be able to plan their career and learn how succession planning will help them to be successful.
18MBA433	PERSONAL GROWTH & INTERPERSONAL EFFECTIVENESS	<ol style="list-style-type: none"> 1. The Student will discover the one's own behaviour system, develops positive attitude, right beliefs and good habits to enhance personal growth. 2. Students will demonstrate life and time Management through spiritual foundations. & also learn to manage the human resources by understanding various human personalities. 3. Students will apply positive psychology principles to adopt the changes in a range of environments for personal Growth and interpersonal effectiveness. 4. Students will apply creative mind in solving the business problems which is most important in today's scenario. 5. Students will learn to nurture the Relationships by demonstrating the empathy and self confidence.
18MBA434	ORGANIZATIONAL CHANGE AND DEVELOPMENT	<ol style="list-style-type: none"> 1. The Student will be able to demonstrate their conceptual knowledge on fundamentals of initiating the change and change models. 2. Students will be able to manage the challenges in executing change, resistance to change. 3. Students will learn to diagnose the need for change, implementing and managing the change. 4. The students will acquire the skills required to implement OD interventions to manage any change effectively which in turn helps in individual and the organization development. 5. Students will demonstrate technical and strategic interventions to bring in organizational restructure for achieving the organizational excellence.
18MBAP45	Project Work	<ol style="list-style-type: none"> 1. The students shall apply the theoretical knowledge of research methodology practically. 2. Students will get exposure to understand the industry performance and company analysis. 3. Students shall apply the statistical methods practically. 4. Exposure to interpret the analysis and framed hypotheses. 5. Preparation of the effective research report.



Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BENGALURU-56
 (An Autonomous Institution, Affiliated to VTU, Approved by AICTE, Accredited by NAAC)

Master of Business Administration

2016-2018

I SEMESTER		
Course Code	Course Name	Course Objectives
MBA11	MANAGEMENT AND BEHAVIORAL PROCESS	<ol style="list-style-type: none"> 1. The students will be to demonstrate their conceptual skills, principles, functions of management and also will understand the historical development of management. 2. The students will be able to evaluate the global context for taking managerial actions of Planning, Organizing ,Staffing, Directing and Controlling. 3. The students will be able to demonstrate the understanding and application of Concepts and principles of Organizational behavior. 4. The students will be able to understand the foundations of individual behavior and also will have knowledge on personality, perception, learning, attitude and emotions. 5. The students will be able to compare and contrast motivational and leadership theories and understand individual behavior in groups, dynamics of groups, team building and employee stress.
MBA12	MANAGERIAL ECONOMICS	<ol style="list-style-type: none"> 1. Student will be able to understand the law of demand and demand forecasting 2. Student will be able to do the product analysis 3. Student will understand the importance of cost profit and profit analysis 4. Student will understand the different types of market 5. Student will come to know the external business environment and business cycle.
MBA13	QUANTITATIVE METHODS AND TECHNIQUES	<ol style="list-style-type: none"> 1. The student will be able to present the data using charts and graphs. 2. The student will be able to demonstrate the use of basic statistical tools and index numbers. 3. The student will be able to demonstrate the use of correlation, regression and index numbers. 4. The student will be able to determine the probabilities associated with business decisions. 5. The student will be able to demonstrate the ability to use LPP and build a project network.

MBA14	ACCOUNTING FOR MANAGERS	<ol style="list-style-type: none"> 1. Student is clearly able to apply the knowledge of accounting concepts in understanding the Business Environment. 2. Student is capable of preparing the basic accounting Statements. 3. Student will be able to prepare the Financial Statements of both Business Firms 4. Student will be able to apply concepts learnt to demonstrate the understanding of the published reports of business firms and companies and also demonstrate the ability to draw meaningful conclusions about the financial performance of business firms and companies. 5. Student will be able to show the knowledge of recent trends in accounting.
MBA15	MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. Students will be able to understand the concepts of marketing, functions & the marketing environment. 2. Students will be able to analyze the consumer behavior & buying decision process. 3. Students will be able to understand the bases for segmenting the market, target market & positioning strategies. 4. Students will be able to demonstrate the stages involved in developing new product & product life cycle, pricing & promotional tactics & channel decisions of a company. 5. Students will be able to design marketing planning to the business, product line, and product.
MBA16	MANAGERIAL COMMUNICATION	<ol style="list-style-type: none"> 1. Students will apply the critical and creative thinking abilities necessary for effective communication in today's business world. 2. Students will practice writing of business letters and reports. 3. Students would learn the effective presentation skills 4. Students will demonstrate the usage of communication networks and adopt employment communication for career growth. 5. Students will learn the effective use of social communication.
MNC 01	COMPUTERS APPLICATION FOR BUSINESS	<ol style="list-style-type: none"> 1. The student will be improved their knowledge on basic concepts of computer. 2. The students will be able to increase their capacity to handle MS Office Word. 3. The students can be proficient to work in MS office Excel. 4. The students can be capable to create presentation slides using MS office power point.

		<p>5. The students can able to understand Internet, web browsers, Application of Internet for emails, IT networks, ethical and security issues in technology.</p>
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II SEMESTER

MBA21	BUSINESS LAW & POLICY	<ol style="list-style-type: none">1. Demonstrate understanding of basic provisions of law of contract, Law of Agency and bailment and pledge.2. The student will demonstrate understand the Companies Act.3. Demonstrate understanding of basic provisions of the Intellectual property law, The Consumer Protection Act and The Environment protection Act.4. The student understands the importance of public policies for business decisions and Student will come to know the corporate social responsibility.5. Student will follow the corporate governance and business ethics in working place.
MBA22	ENTREPRENEURSH IP DEVELOPMENT	<ol style="list-style-type: none">1. The student will understand the different types of entrepreneurs2. The student will be able to make business proposals and Student will come to know the facilities from official institutions for entrepreneurship3. The student will understand the family businesses4. Student will come to know the entrepreneurial opportunities at global level5. The student will study the informal risk capital and venture capital
MBA23	FINANCIAL MANAGEMENT	<ol style="list-style-type: none">1. The student will exhibit the conceptual understanding of various steps involved in raising, allocation and distribution finance.2. The student will be able to determine the future value and present value of cash flows and find out the cost of capital.3. The student will be able to evaluate the capital budgeting decision of the firm Project the Cash flows.4. The student will be able to determine the working capital requirements and operating cycle.5. The student will be able to plan the capital structure and the student will get insights of the emerging trends in financial management.

MBA24	HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none">1. The practical application of HRM concepts, functions and practices builds career opportunities to the students in HR field.2. The students will apply knowledge in arriving at the effective human resource planning.3. The students will demonstrate their knowledge in Recruitment and selection, right sizing, training and development in the corporate to keep them updated.4. Students will equip themselves to apply the knowledge of performance measurement, compensation.5. Students will learn to maintain a congenial relationship with employees for a industrial peace.
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MBA25	OPERATIONS MANAGEMENT	<ol style="list-style-type: none"> 1. The students are enhanced their knowledge on operations at various organization. 2. The students are able to understand plant layout and maintenance. 3. The students will get practical exposure to handle inventory at an organization. 4. The students will be mould to understand and gain knowledge on quality control and create charts and gain understanding on total quality management concepts. 5. The students get an exposure on logistics and supply chain management activities.
MBA26	BUSINESS RESEARCH METHODS	<ol style="list-style-type: none"> 1. The student will be able understand research concepts, define a research problem and review literature review and its application at Business. 2. The students are proficient to identify the research design for a research problem. 3. The student will be capable to device a suitable sampling techniques for data collection and the students are able to clearly understand scaling techniques and its applications. 4. The students will be gain knowledge on Defining hypothesis, selection of tools and analysis. 5. The student will be able analysis the data and prepare the report.
MNC02	BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1. Students will understand various types of etiquettes in detail. 2. Students would get in-depth knowledge of employment communication, writing their Bio-data /Resume /CVs. 3. Students would be familiar on business etiquette, professional image, networking 4. Students will learn the details of business letters and made familiar with variety of business letters 5. Students would be familiar on the Media Management, Meeting Documentation
III SEMESTER		
MBA31	STRATEGIC MANAGEMENT	<ol style="list-style-type: none"> 1. The students will be able to reveal a fair understanding on the concepts related to strategic management. 2. The students will acquire knowledge on strategy formulation and will be able to highlight the importance of strategic intent and will have an understanding of how to analyze company's external environment. 3. The students will be able to appraise company's resources and competitive position along with different generic competitive strategies. 4. The students will be able to demonstrate on Formulating long term and Grand Strategies and understand the concept of Strategy

		<p>Implementation.</p> <p>5. The students will be able to comprehend the concept of Strategic Control.</p>
MBA32	BANKING AND INSURANCE	<ol style="list-style-type: none"> 1. Students will understand banking structure and banker – customer relationship. 2. Students will understand the development of banking technology and Assets Liability Management committee. 3. Students will understand the Non-Performing Assets of Banks and International Banking services. 4. Student will understand the Indian Insurance Sector activities. 5. Students will come to know the various types of life and general insurance products.
MBA311	CONSUMER BEHAVIOR	<ol style="list-style-type: none"> 1. The students will be able to exhibit the concept of consumer behavior, decision making by consumers and also able to use quantitative and qualitative research methods on consumer behavior. 2. The students will gain knowledge on Individual Influences on Consumer Behaviour viz., motivation, personality and perception and will be able to interpret the role of learning, attitudes and persuasive communication 3. The students will be able to analyze social, cultural and sub-cultural factors that effect consumer behavior. 4. The students will be able to reveal External Influences on Consumer Behaviour viz., groups, family and reference groups. 5. The students will be able to construe the concept of opinion leadership, diffusion of innovation, adoption process and Post Purchase Processes.

<p>MBA312</p>	<p>SERVICES MARKETING</p>	<ol style="list-style-type: none"> 1. Students will be able to understand the concept of service, GAP model of service quality and consumer behavior in services. 2. Students will gain an insight into types of service research and also the customer retention strategies. 3. Students can gain knowledge regarding hard & soft standards, service designing and positioning. 4. Students will be able to understand the employee and customer's role in service delivery, key intermediaries for service delivery. 5. Students will be able to understand the key reasons for GAP 4 and the various approaches to pricing services, types of service scapes and the guidelines for physical evidence strategies.
<p>MBA313</p>	<p>BUSINESS MARKETING</p>	<ol style="list-style-type: none"> 1. Students will be able to understand the nature of industrial market, organizational procurement characteristics & business market environment. 2. Students will be able to understand the models of buying behavior and conflict resolution in joint decision making. 3. Students can gain knowledge about market research, value analysis and vendor analysis in business market. 4. Students will be able to understand business market segmentation, industrial product mix determinants and formulation of channel strategy. 5. Students will be able to understand pricing & promotional strategies of business market.
<p>MBA314</p>	<p>SALES & RETAIL MANAGEMENT</p>	<ol style="list-style-type: none"> 1. The student will understand the sales management procedures. 2. The student will understand the recruitment procedure for sales force. 3. The student will come to know the actual position and policies for retail business. 4. The student will understand the procedure to start the retail organisation. 5. The student will know the FDI.
<p>MBA321</p>	<p>PORTFOLIO MANAGEMENT</p>	<ol style="list-style-type: none"> 1. The students will be able to demonstrate the different investment alternatives and its attributes.

		<ol style="list-style-type: none"> 2. The students will be able to evaluate the securities. 3. The students will be able to understand the various types of risks and returns associated with securities. 4. The students will be able to advice on the issues of investment based on fundamental and technical analysis and behavioral finance. 5. The students will be able to understand modern portfolio theory and demonstrate the knowledge of managing the portfolios.
MBA322	INVESTMENT BANKING & FINANCIAL SERVICES	<ol style="list-style-type: none"> 1. Student will be capable of handling the Investment banking services with clarity of issue management procedure. 2. Student is able to carry on the activities of depository systems & assist the company in raising of capital from the capital market. 3. Students will be showing the knowledge about the various kinds of financial services of funding agencies outside the capital market. 4. Student will understand clearly the implications of the decision of Leasing & Hire purchase agreement. 5. Student will be exposed to understand the importance of Credit rating Agencies. Students will have clarity about the specialized financial services of raising capital to the corporate.
MBA323	ADVANCED FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. The student will be able to demonstrate the conceptual application of categorizing the inventory in an organization. 2. The students will be able to demonstrate the procedure to manage the cash and surplus of cash. 3. The student will be able to demonstrate the conceptual application of various liquidity management dimensions through receivables management. 4. The students will be able to understand the application of capital structure theories. 5. The students' will be able to demonstrate the pros and cons of dividend decisions and the conceptual application of EVA and MVA.

<p>MBA324</p>	<p>STRATEGIC COST MANAGEMENT</p>	<ol style="list-style-type: none"> 1. The student will be capable of applying the cost concepts for the Management Decisions. 2. The students will be capable identifying the different overheads and its distribution. 3. The student will be able to advice the company on important decision making activity with the thorough knowledge of Marginal costing & exhibits the skill of applying & adopting the advanced costing method for managing corporate affairs. 4. The student will be able to apply the cost & Management control systems in performing the activity in the organization. 5. The student will be able to understand the complexities of reporting to Management and will effectively the cost & Management audit related activities of a company.
<p>MBA331</p>	<p>RECRUITMENT AND SELECTION</p>	<ol style="list-style-type: none"> 1. Students will Understand the necessity of studying recruitment and selection from a critical perspective exploring, in particular and in ethical dimensions 2. Students will get the knowledge of different sources of recruitment. 3. Students will get a clear picture of different stages of recruitment process. 4. Students will understand the process of conduction of interview, and critical success factors for interview process. 5. Students will be able to recognize the basis through which the candidates can be evaluated through background check for the selection.
<p>MBA332</p>	<p>INDUSTRIAL RELATION & LEGISLATIONS</p>	<ol style="list-style-type: none"> 1. 1.The Student will be able to demonstrate a conceptual understanding of the dynamics of Industrial Relations system in real time. 2. Students will equip themselves to apply the knowledge of bargaining process and negotiation techniques. 3. Students will apply the learnt knowledge in maintaining the discipline by handling grievance and indiscipline in real time & also to prevent women harassment at workplace. 4. To apply the various legislations to resolve labour issues related to Factories act, & other acts in an organization with fair understanding of the labour enactments of India. 5. To apply the various legislations like payment

		of wages act, Payment of Gratuity act, ESI act, EPF Act, Bonus act in their job.
MBA333	LEARNING & DEVELOPMENT	<ol style="list-style-type: none"> 1. The student will learn to apply the concepts of Learning and Development & Learning Process. 2. Students will practically implement training need analysis which helps in designing effective training programmes, 3. Students will learn to use traditional & modern training methods & demonstrate the skills to evaluate the effectiveness of training programme . 4. Students will demonstrate their ability in employee development and career management. 5. Enable the students to use New Technologies for Learning, arranging Virtual Learning for Business Enhancement.
MBA334	COMPENSATION MANAGEMENT	<ol style="list-style-type: none"> 1. 1Students will be able to recognize how pay decisions help the organization achieve a competitive advantage. 2. Students will gain knowledge of the economic theories of wages, which will help in deciding the basis for wage system. 3. Students will demonstrate comprehension by constructing a compensation system. 4. Students will know the possibilities of compensation mix and its suitability to a particular industry. 5. Students will learn the laws relating to compensation system, which will help to consider the legal and global comprehensions while designing the compensation system.
MNC03	BUSINESS SOFTWARE APPLICATIONS	<ol style="list-style-type: none"> 1. Students will understand the different areas where MS Excel has been used in the Businesses. 2. Students would increase their knowledge on SPSS 20 to carry out their research projects. 3. Students will be able install & run the Tally ERP-9 & to create a company & generate the accounting reports 4. Students would be mastering their analytical skills and Interpret results of the tests using SPSS 20. 5. Student is able to run the operations of Payroll & calculate the contributions of Employer to

		PF & ESI. The student has learnt to generate reports.
IV SEMESTER		
MBA41	INTERNATIONAL BUSINESS MANAGEMENT	<ol style="list-style-type: none"> 1. Students will be able to understand the concept of globalization, international business environment and international research. 2. Students will be able to understand international trade mechanisms, instruments of international trade, GATT and WTO. 3. Students can gain an insight into export marketing. 4. Students can obtain the knowledge of trade blocks and multinational corporations. 5. Students will be able
MBA42	Project work	<ol style="list-style-type: none"> 1. The students shall apply the theoretical knowledge of research methodology practically. 2. Students will get exposure to understand the industry performance and company analysis. 3. Students shall apply the statistical methods practically. 4. Exposure to interpret the analysis and framed hypotheses. 5. Preparation of the effective research report.
MBA415	STRATEGIC BRAND MANAGEMENT	<ol style="list-style-type: none"> 1. Students will be able to understand the concept of brand, functions and the brand management process. 2. Students will gain an insight into brand equity, brand identity, brand positioning & brand value. 3. Students will be able to understand the various brand elements and the secondary brand knowledge. 4. Students will understand the brand value chain, methods of measuring & managing the brand equity. They can gain the knowledge of brand extension, brand hierarchy & repositioning strategies. 5. Students will be able to understand brand imitation, first mover advantages & free rider effects.

<p>MBA416</p>	<p>RURAL MARKETING & E- MARKETING</p>	<ol style="list-style-type: none"> 1. The students will be able to gain understanding on the concept of rural marketing and rural consumer behaviour. 2. The students will be able to construe the concept of marketing of FMCGs in rural areas. 3. The students will be able to understand the concept of dristribution strategy in rural areas. 4. The students will be able to comprehend the concept of e-marketing and their models. 5. The students will be able to evaluate the performance and identify the role of e-marketing in the present context.
<p>MBA417</p>	<p>INTEGRATED MARKETING COMMUNICATIONS</p>	<ol style="list-style-type: none"> 1. The students will be able to comprehend their knowledge on IMC and can develop an IMC program. 2. The students will be able to analyze communication process, advertising objectives, budgeting and ad agencies. 3. The students are able to apprehend media planning strategy and evaluate various media tools. 4. The students accustom to media evaluation & IMC tools and construe International advertising. 5. The students will gain familiarity into emerging issues in IMC.

<p>MBA418</p>	<p>INTERNATIONAL MARKETING MANAGEMENT</p>	<ol style="list-style-type: none"> 1. The students will be able to exhibit their conceptual understanding international marketing & research. 2. The students will be able to analyze social and cultural environment, identify foreign markets and interpret India's Export – Import policy and will be able to demonstrate their knowledge on products and services for consumers and businesses respectively. 3. The students will be able to reveal their conceptual knowledge on international pricing framework and international promotion decisions. 4. The students will be able to demonstrate their conceptual knowledge on international distribution and international retailing. 5. The students will be able to construe the concept of Recent trends in India's foreign trade.
<p>MBA425</p>	<p>MERGERS ACQUISITION CORPORATE RESTRUCTURING</p>	<ol style="list-style-type: none"> 1. The students update their knowledge on merger & acquisition, types & strategic implication. 2. The students will be able to apprehend merger integration process and the students will capture practical exposure on methods of financing merger. 3. The students are able to value the business using valuation approaches. 4. The students accustom to restructuring forms and its various decision. 5. The students will gain familiar to legal aspects of Merger, Amalgamations, Acquisitions and Takeovers
<p>MBA426</p>	<p>TAX MANAGEMENT</p>	<ol style="list-style-type: none"> 1. Student will be able to exhibit knowledge of the basic Concepts of tax laws of the country & the structure of the tax system. 2. Student will be capable of analyzing & implying the Tax liability of different forms of business with the computational skills. 3. Student is able to exhibit the knowledge of tax provisions of Capital gains. 4. Student is able to compute & advice individuals in filing the returns with solutions to tax saving. 5. Student is acquainted with the shift in the Indirect tax procedures to be followed in maintaining of tax records.

MBA427	RISK MANAGEMENT & DERIVATIVES	<ol style="list-style-type: none"> 1. The students will be able to demonstrate their ability to identify and manage various types of risks. 2. The student will be come to know the various types of derivatives and also assess the value of futures and forwards. 3. The students will be able to determine the value of options. 4. The students accustom the knowledge of swaps and commodity derivatives. 5. The students will be able to demonstrate their acquaintance on interest rate markets credit risk and approaches to VAR.
MBA428	INTERNATIONAL FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. Student will come to know the international financial management, international flow of funds and monetary policy. 2. Students will be able to determine the foreign exchange calculations. 3. Students will come to know the international financial markets and instruments. 4. Students will come to know the international parity relationship. 5. Students will understand the procedure for preparation of international capital budgeting.
MBA435	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. Students will understand the concept of International Human Resource Management 2. Students would learn the concept of globalization through the concept of alliance. 3. Students will get an idea about the recruitment and selection. 4. Students would learn the methods of training, performance management in International Perspective. 5. Students will be taught the workforce diversity and HRM practices global compensation methods.
MBA436	COMPETENCY MAPPING AND PERFORMAN CE MANAGEMEN T	<ol style="list-style-type: none"> 1. Students would be able to analyze the importance of competency and its relationship with effective execution of the job. 2. Students will understand the various ways in which they can collect the information pertaining to a job and execution of the job

		<p>successfully.</p> <ol style="list-style-type: none">3. Students will get an in depth knowledge of process of performance management.4. Students will recognize the difference between performance management and performance appraisal and the different methods of performance appraisal.5. Students will be able to plan their career and learn how succession planning will help them to be shrewd.
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<p>MBA437</p>	<p>PERSONAL GROWTH & INTERPERSONAL EFFECTIVENESS</p>	<ol style="list-style-type: none"> 1. The Student will to discover the inner springs of one's own behaviour system, develops positive attitude, right beliefs and good habits to enhance personal growth. 2. Students will demonstrate life and time Management through spiritual foundations. & also learn to manage the human resources by understanding various human personalities. 3. Students will apply positive psychology principles to adopt the changes in a range of environments for personal Growth and interpersonal effectiveness. 4. Students will apply creative mind in solving the business problems which is most important in today's scenario. 5. Students will learn to nurture the Relationships by demonstrating the empathy and self confidence.
<p>MBA438</p>	<p>ORGANIZATIONAL CHANGE AND DEVELOPMENT</p>	<ol style="list-style-type: none"> 1. The Student will be able to demonstrate their conceptual knowledge on fundamentals of initiating the change and change models. 2. Students will be able to manage the challenges in executing change, resistance to change. 3. Students will learn to diagnose the need for change, implementing and managing the change. 4. The students will acquire the skills required to implement OD interventions to manage any change effectively which in turn helps in individual and the organization development. 5. Students will demonstrate technical and strategic interventions to bring in organizational restructure for achieving the organizational excellence.
<p>MNC04</p>	<p>PERSONALITY DEVELOPMENT</p>	<ol style="list-style-type: none"> 1. Students would learn strengths and weaknesses of their personalities 2. Students can acquire good communication skills, attitudes and self-confidence. 3. Students would practically apply various leadership styles 4. Students are able to demonstrate interpersonal skills and learn to handle stress at workplace 5. Students receive the direction to overcome conflict and learn time management.