

## **MBA Programme Objectives (PO)**

The MBA programme prepares a student for a career in diverse sectors of the industry domestically and globally. The MBA programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand for managerial skills is not limited to the industry. Managerial talent is much sought by the Government Sector, NGOs, non-corporate sector as well.

Students also expect to become entrepreneurs. Their aspirations also require a broad based learning encompassing the end to end processes involved in developing entrepreneurial skills. Institutes, Faculty and Students need to move away from the excessive focus on industry and look at needs and demands of broader sections of the society also.

### **Specifically the objectives of the MBA Programme are:**

1. To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment.
2. 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.
3. To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
4. To harness entrepreneurial approach and skillsets

# **Course Objectives (CO)**

## **101: Accounting For Business Decisions**

1. To understand the basic concepts of financial accounting, cost accounting and management accounting.
2. To know various tools from accounting and cost accounting this would facilitate the decision making.
3. To develop analytical abilities to face the business situations.

## **102: Economic Analysis for Business Decisions**

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.
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.
3. To develop economic way of thinking in dealing with practical business problems and challenges.

## **103. Legal Aspects of Business**

1. To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders
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.

## **104: Business Research Methods**

1. To understand the concept and process of business research in business environment.
2. To know the use of tools and techniques for exploratory, conclusive and causal research.
3. To understand the concept of measurement in empirical systems.
4. To use statistical techniques for analysis of research data.

## **105: Organizational Behaviour**

1. To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
2. To obtain frameworks and tools to effectively analyze and approach various Organizational situations.
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.

### **106: Basics of Marketing**

1. To introduce marketing as a business function and a philosophy
2. To emphasize importance of understanding external environment in marketing decision making
3. To expose students to a systematic frame work of marketing &implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizationalbuyers.

### **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

### **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**

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 give an insight into the working of the real organizations
4. To gain deeper understanding in specific functional areas.
5. To appreciate the linkages among different functions and departments.
6. To develop perspective about business organizations in their totality.
7. To help the students in exploring career opportunities in their areas of interest.

### **305MKT: Contemporary Marketing Research**

1. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
2. To design and produce, evaluate a research proposal & understand the quality of research studies.

3. To learn the basic skills to conduct professional marketing research.
4. To understand the applications of business research tools in Marketing decision making.

### **306MKT: Consumer Behaviour**

1. To highlight the importance of understanding consumer behavior in Marketing.
2. To study the environmental and individual influences on consumers
3. To understand consumer behavior in Indian context.

### **305FIN: Direct Taxation**

1. To understand the basic concepts in Income Tax Act, 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.

### **305 IT: IT Management & 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 develop understanding of managerial 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

### **305OPE: Planning & Control of Operations**

1. To give an overview of Planning & Control of Operations
2. To explain the role of forecasting in the operations planning process
3. To explain the need for aggregate planning and the steps in aggregate planning.
4. To explain how is capacity planning done in organizations and what is its relationship with MRP
5. To highlight the importance of scheduling in operations management.

### **306OPE: Inventory Management**

1. To give an overview of various aspects of inventory.
2. To explain the impact of types of inventory costs on inventory management decisions.
3. To explain the principles of JIT

### **305HR: Labour & Social Security Laws**

1. To make the students understand rationale behind labour laws
2. To equip students with important provisions of various labour laws
3. To give students insight into the implementation of labour laws.

### **306HR: Human Resource Accounting & Compensation Management**

1. To orient the students with the concepts related to human resource accounting & compensation management.
2. To facilitate learning related to human resource accounting & compensation management for employees.

### **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.

### **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

### **306 SCM: 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.

#### **401: Managing for Sustainability**

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.

#### **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.

#### **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.

#### **404 FIN: 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.

#### **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

#### **403OPE: Operations Strategy and Research**

1. To emphasize the key role of operations in bringing about the growth and profitability of organizations.
2. To impart ideas, concepts and principles in operations strategy
3. To understand use of quantitative tools in solving typical Operations Domain Problems

#### **404OPE: Total Quality Management**

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.

#### **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

#### **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.

#### **403SCM: Strategic Supply Chain Management**

1. To understand the role and objectives of Strategic Supply Chain Management
2. To recognize the role and importance of strategic partnerships and alliances in Supply Chain Management
3. To appreciate the increasing scope of Supply Chain Management and its future challenges

#### **404SCM: Knowledge Management in Supply Chains**

1. To know Supply Chain Systems Classification
2. To understand the role of IT as an enabler of Supply Chain Management for today's businesses

## Course Outcomes(O)

Subject Name & Code	High level	Medium level	Low level
101:Accounting for Business Decisions		✓	
102: Economic Analysis for Business Decisions	✓		
103: Legal Aspects of Business		✓	
104: Business Research Methods	✓		
105: Organizational Behaviour	✓		
106: Basics of Marketing	✓		
201: Marketing Management	✓		
202: Financial Management		✓	
203: Human Resource Management	✓		
204: Decision Science		✓	
205: Operations & Supply Chain Management		✓	
206: Management Information Systems		✓	
301: Strategic Management	✓		
302: Enterprise Performance Management	✓		
303: Startup and New Venture Management		✓	
304: Summer Internship Project	✓		
401: Managing for Sustainability		✓	
402: Dissertation		✓	
305MKT :Contemporary Marketing Research	✓		
306MKT: Consumer Behaviour	✓		
403MKT: Services Marketing		✓	
404MKT: Sales and Distribution Management	✓		

305 FIN :Direct Taxation		✓	
306 FIN :Financial System of India , Markets and Services	✓		
306 FIN :Financial System of India , Markets and Services		✓	
404 FIN: International Finance	✓		
305 IT :I T Management and Cyber Laws		✓	
306 IT E-Business and Business Intelligence		✓	
403 IT: Software Project Management	✓		
404 IT: Enterprise Resource Planning (ERP)	✓		
305 OPE: Planning & Control of Operations		✓	
306 OPE: Inventory Management		✓	
403 OPE: Operations Strategy and Research		✓	
404 OPE :Total Quality Management	✓		
305 HR: Labour & Social Security Laws		✓	
306 HR: Human Resource Accounting & Compensation Management	✓		
403 HR: Employment Relations		✓	
404 HR: Strategic Human Resource Management	✓		
305 IB: International Business Economics	✓		
306 IB: Export Documentation and Procedures		✓	
403 IB :International Business Environment	✓		
404 IB :Indian Economy and Trade Dependencies		✓	
305 SCM: Essentials of Supply Chain Management	✓		
306 SCM: Logistics	✓		

Management			
403 SCM :Strategic Supply Chain Management	✓		
404 SCM: Knowledge Management in Supply Chains	✓		