

**Ashoka Education Foundation's**  
**ASHOKA BUSINESS SCHOOL**  
**COURSE OBJECTIVES AND OUTCOMES**  
**(As Prescribed by Savitribai Phule Pune University)**

Semester	I	Specialization	NA
Course code	<b>101</b>	Type	Generic core

Course Title: **Accounting For Business Decisions**

**Course Objectives:**

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.

**Course outcomes:**

Student shall be able to Understand the concepts of financial and management accounting and it will also help the student in developing the analytical abilities, which will, facilitate decision-making to face the challenges of accounting in business world.

Semester	I	Specialization	NA
Course code	<b>102</b>	Type	Generic core

Course Title: **Economic Analysis for Business Decisions**

**Course Objectives:**

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.

**Course outcomes:**

Student shall be able to gain the Knowledge of techniques of managerial economics and abilities of facing practical business problems and challenges.

Semester	I	Specialization	NA
Course code	<b>103</b>	Type	Generic core

Course Title: **Legal Aspects of Business**

**Course Objectives:**

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.

**Course outcomes:**

Student shall be able to Understand and gain the Knowledge of general business law and increasing ability to understand fundamental legal issues of the business world.

Semester	I	Specialization	NA
Course code	<b>104</b>	Type	Generic core

Course Title: **Business Research Methods**

**Course Objectives:**

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.

**Course outcomes:**

Student shall be able to Understand the concepts of business research. Enhancing the abilities and imparting the knowledge for using the information in business research area.

Semester	I	Specialization	NA
Course code	105	Type	Generic core

Course Title: **Organizational Behaviour**

**Course Objectives:**

1. To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.
2. To obtain frameworks and tools to effectively analyse and approach various Organizational situations.
3. To reflect upon your own beliefs, assumptions, and behaviours with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.

**Course outcomes:**

Student shall be able to Understand the concept of human behaviour at workplace and gain the Knowledge for increasing self-effectiveness and tackling the behaviour of group, individual and of organisation.

Semester	I	Specialization	NA
Course code	106	Type	Generic core

Course Title: **Basics of Marketing**

**Course Objectives:**

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 framework of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.

**Course outcomes:**

Student shall be able to Understand the concepts about basic ideas of marketing and increasing ability to understand the marketing environment in order to do a better decision making.

Semester	I	Specialization	NA
Course code	107	Type	Generic Elective

Course Title: **Management Fundamentals**

**Course Objectives:**

- 1 To explain the various concepts of management
- 2 To make the students understand the contemporary management practices
- 3 To highlight professional challenges that manager's face in various organization
- 4 To enable the students to appreciate the emerging ideas and practices in the field of management.

**Course outcomes:**

Student shall be able to Enhance abilities and learn emerging ideas and practices in the field of management. Understanding various concepts of the contemporary management practices.

Semester	I	Specialization	NA
Course code	108	Type	Generic Elective

Course Title: **Business Communication Lab**

**Course Objectives:**

- 1 To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
- 2 To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.
- 3 To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.

**Course outcomes:**

Student shall be able to Understand and Increase the necessary abilities to handle day-to-day managerial responsibilities and boosting self-confidence by projecting a positive image of one selves.

Semester	I	Specialization	NA
Course code	<b>109</b>	Type	Generic Elective

Course Title: **MS Excel and Advanced Excel Lab**

**Course Objectives:**

1. To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications.
2. To provide students hands on experience on MS Excel Utilities.
3. To gain proficiency in creating solutions for Data Management and Reporting.

**Course outcomes:**

Student shall be able to Understand basics of MS Excel and gain hands on experience on MS Excel in order to Enhance abilities of creating solutions for Data Management and reporting.

Semester	I	Specialization	NA
Course code	<b>113</b>	Type	Generic Elective

Course Title: **Personality Development Lab**

**Course Objectives:**

- 1 To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios.
- 2 To learn the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios.
- 3 To minimize nervousness while in social situations.

**Course outcomes:**

Student shall be able to gain the knowledge of basics of individual personality and Increase abilities towards business etiquettes required for business interaction scenarios.

Semester	I	Specialization	NA
Course code	114	Type	Generic Elective

Course Title: **Foreign Language – I Lab**

**Course Objectives:**

1. To provide the student with a Foreign Language Skill to manage basic oral and written communication.
2. To build a basic vocabulary in the selected Foreign Language.

**Course outcomes:**

Student shall be able to Increase the abilities to manage basic oral and written communication in the selected Foreign Language.

**SEMESTER III**

Semester	III	Specialization	NA
Course Code	301	type	Generic core

Course Title **Strategic Management**

**Course Objectives:**

- 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.

**Course outcomes:**

Student shall be able to understand the various concept in the field of strategic management and the ability to develop the skills for applying these concepts.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>302</b>	<b>type</b>	<b>Generic core</b>

Course Title **Enterprise Performance Management**

Course Objectives:

- 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

**Course outcomes:**

Student shall be able to learn and understand the various concept in the performance management in enterprise and will also know about various evaluation parameters for performance management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>303</b>	<b>type</b>	<b>Generic core</b>

Course Title **Startup and New Venture Management**

Course Objectives:

- 1 To instill a spirit of entrepreneurship among the student participants.
- 2 To provide an overview of the competence needed to become an entrepreneur

3 To give insights into the Management of Small Family Business

**Course outcome**

Student shall be able to learn and understanding the competence needed for becoming an entrepreneur and to enhance the knowledge in the management of small family business.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>304</b>	<b>type</b>	<b>Generic core</b>

Course Title **Summer Internship Project**

**Course Objectives:**

- 1 To offer the opportunity for the young students to acquire on job 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.

**Course outcome**

Student shall be able to gain the ability to acquire on job skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity and to gain deeper knowledge about specific functional areas.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
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<b>Course Code</b>	<b>305MKT</b>	<b>type</b>	<b>Generic core</b>
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Course Title **Contemporary Marketing Research**

**Course Objectives:**

- 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.

**Course outcome**

Student shall be able to learn and understand the basic areas of marketing research from both user's (management) and doer's (the researchers) perspective and the ability to design and produce, evaluate a research proposal, understand the quality of research studies to gain the knowledge about business research in marketing decision making.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>306MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Consumer Behaviour**

**Course Objectives:**

- 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.

**Course outcome:**

Student shall be able to learn and understand the importance of consumer behavior in marketing and differential consumer behavior in Indian context.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>307MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Integrated Marketing Communications**

**Course Objectives:**

- 1 To provide an overview of the range of tools available for Marketing Communications
- 2 To provide an understanding of the basic principles of planning and execution in Marketing Communications
- 3 To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
- 4 To sensitize students to the various facets of advertising, public relation and promotion management.
- 5 To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.

**Course outcome:**

Student shall be able to gain the knowledge about the various range of tools available for marketing communication, and the various facets of advertising, public relation and promotion management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>308MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Product Management**

**Course Objectives:**

- 1 To make the students appreciate the various facets of the job of a product manager.
- 2 To highlight the strategic role of product management in organizational and functional context.
- 3 To emphasize the financial and other metrics of effective product management.

**Course outcome:**

Student shall be able to learn understand the strategic role of product management in organizational and functional context and the financial and other merits and the knowledge about various facets of the job of a product manager.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>309MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Strategic Brand Management**

**Course Objectives:**

- 1 To introduce different approaches to measuring brand equity.
- 2 To provide conceptual framework for managing brands strategically.
- 3 To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.
- 4 To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.

**Course outcome**

Student shall be able to learn & Understand the different approaches to measure brand equity, conceptual framework for managing brands, roles of brand, concept of brand equity and the advantages of create strong brand.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>312MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Customer Relationship Management**

**Course Objectives:**

- 1 To introduce the core concepts of CRM paradigm
- 2 To emphasize CRM as a business strategy
- 3 To highlight the role of appropriate business process and technology management capabilities in managing customer relationships.
- 4 To help the students understand the organizational context of CRM.

**Course outcome**

Student shall be able to learn & understand the core concept of CRM paradigm, CRM as a business strategy and also the organizational context of CRM.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>305 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Direct Taxation**

**Course Objectives:**

4. To understand the basic concepts in Income Tax Act, 1961.
5. To Calculate Gross Total Income and Tax Liability of an Individual.
6. To acquaint with online filling of various forms and Returns

**Course outcome**

Student shall be able to learn & understand the basic concepts in Income Tax Act, 1961 and the way to calculate gross total income and tax liability of individual.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>306 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Financial Systems of India, Markets & Services**

**Course Objectives:**

- 1 To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.

**Course outcome**

Student shall be able to learn & understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>309 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Corporate Finance**

**Course Objectives:**

- 1 To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management
- 2 To highlight the importance of various decision making areas of financial management

**Course outcome**

Student shall be able to learn & acquire the knowledge about various concepts, tools and techniques used in Financial Management and to understand various decision making areas of financial management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>313 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Banking Operations – I**

**Course Objectives:**

- 1 To understand the basics of Banking and the emergence of Banking in India.
- 2 To get acquainted with the functionality of the Banks.
- 3 To know the meaning and use of commonly used technologies in Banking.

**Course outcome**

Student shall be able to learn the basics of Banking and the emergence of Banking in India and knowledge about functionality of the Banks and commonly used technologies in Banking.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>315 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Futures and Options**

**Course Objectives:**

- 1 To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.
- 2 To have an understanding of the analytical tools necessary to price such instruments.
- 3 To highlight the role of financial derivatives in the modern capital markets, in particular for risk management.

**Course outcome**

Student shall be able to learn understand the concepts of financial derivatives and the institutional structure of the markets on which they are traded, analytical tools necessary to price such instruments and the role of financial derivatives in the modern capital markets, in particular for risk management.

**OPERATIONS III**

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>305 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Planning & Control of Operations**

**Course Objectives:**

- 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.

**Course outcome**

Understanding planning and control of operation, roles of forecasting in the operations planning process and the importance of scheduling in operations management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>306 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title Inventory Management

Course Objectives:

- 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

Course outcome:

Understand various aspects of inventory, impact of types of inventory costs on inventory management decisions and the principles of JIT.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>307 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title Productivity Management

Course Objectives:

- 1 To understand and appreciate significance of productivity management
- 2 To study various productivity management methods
- 3 To learn applicability of popular productivity management tools

Course outcome

understand significance of productivity management , productivity management methods and to learn applicability of popular productivity management tools.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>311 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title Technology Management

Course Objectives:

- 1 To highlight the role of technology and innovation as drivers of value and competitive advantage.
- 2 To provide conceptual foundations in managing innovation and technology.

Course outcome :

Understand the roles of technology and conceptual foundations in managing innovation and technology

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>315 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title Project Management

Course Objectives:

- 1 To provide the students with a holistic, integrative view of Project Management.
- 2 To highlight the role of projects in modern day business organizations.
- 3 To sensitize the students to complexities of project management.

Course outcome

Provide knowledge with a holistic, integrative view of Project Management and the role of projects in modern day business organizations

<b>Semester</b>	<b>II</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	201	<b>Type</b>	Generic – Core



**Course Title: Marketing Management**

**Course Objectives:**

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.

**Course Outcomes:**

Student shall be able to get Introduced and understand the knowledge of Marketing Mix with the need, importance and process of Marketing Planning and Control. Enhancing their ability for the dynamic nature of Marketing Function.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	202	<b>Type</b>	Generic – Core

**Course Title: Financial Management**

**Course Objectives:**

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.

**Course Outcomes:**

Student shall be able to develop the analytical skills by understanding the various concepts, tools and techniques of financial management and enhancing their abilities of decision making in business situations.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	203	<b>Type</b>	Generic – Core

**Course Title: Human Resource Management**

**Course Objectives:**

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.

**Course Outcomes:**

Student shall be able to learn and understand the role of HRM to become capable in designing the HRM system and gaining the competitive advantage through people in an organization.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	204	<b>Type</b>	Generic – Core

**Course Title: Decision Science**

**Course Objectives:**

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.

**Course Outcomes:**

Student shall be able to Learn and understand the role and applications of various quantitative techniques as well as the process of decision problem formulation in managerial decision making.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	205	<b>Type</b>	Generic – Core

**Course Title: Operations and Supply Chain Management**

**Course Objectives:**

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.

**Course Outcomes:**

Students shall be able to Understand the strategic importance, issues related to design, manage and relationship between Operations and SCM with its techniques as well as enhancing the ability to provide a competitive advantage in the marketplace.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	206	<b>Type</b>	Generic – Core

**Course Title: Management Information Systems**

**Course Objectives:**

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.

**Course Outcomes:**

Students shall be able to Understand the use of Information Technology with its impact in managing a business and gaining the competitive advantage in business.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	207	<b>Type</b>	Generic – Elective

**Course Title: Emotional Intelligence and Managerial Effectiveness Lab****Course Objectives:**

1. To equip students with individual and group learning methods.
2. To understand intelligence and develop emotional competence.
3. To develop understanding and competence for personal and managerial effectiveness.

**Course Outcomes:**

Students shall be able Understand the concepts of learning methods and competences for personal and managerial effectiveness.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	210	<b>Type</b>	Generic – Elective

**Course Title: Life Skills****Course Objectives:**

1. To encourage students to develop and use balanced self-determined Behaviour.
2. To help students in enhancing self, increasing life satisfaction and Improving relationships with others.
3. To develop new ability to practice new problem solving skills in group and use these skills in personal life.

**Course Outcomes:**

Students shall be able to gain the ability of solving problems through understanding the various behavioural skills in group and personal life.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	214	<b>Type</b>	Generic – Elective

**Course Title: Foreign Language – II Lab****Course Objectives:**

1. To provide the student with listening, reading, speaking and writing skills in chosen foreign language.
2. To enhance the vocabulary in the selected Foreign Language.

**Course Outcomes:**

Students shall be able to Learn and understand the different language in terms of additional value for the growth of personal career.

<b>Semester</b>	II	<b>Specialization</b>	NA
<b>Course Code</b>	215	<b>Type</b>	Generic – Elective

**Course Title: Industry Analysis - Desk Research****Course Objectives:**

1. To help the students understand the dynamics of a specific industry.
2. To acquaint students with various issues particular to an industry.

3. To provide a cross-functional perspective of the functioning of a business enterprise and an industry.

**Course Outcomes:**

Students shall be able to Understand the dynamics, issues and the functioning of a business enterprise as well as industry.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>305 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Direct Taxation**

**Course Objectives:**

4. To understand the basic concepts in Income Tax Act, 1961.
5. To Calculate Gross Total Income and Tax Liability of an Individual.
6. To acquaint with online filling of various forms and Returns

**Course outcome**

Student shall be able to learn & understand the basic concepts in Income Tax Act, 1961 and the way to calculate gross total income and tax liability of individual.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>306 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Financial Systems of India, Markets & Services**

**Course Objectives:**

- 1 To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.

**Course outcome**

Student shall be able to learn & understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>309 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Corporate Finance**

**Course Objectives:**

- 1 To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management
- 2 To highlight the importance of various decision making areas of financial management

**Course outcome**

Student shall be able to learn & acquire the knowledge about various concepts, tools and techniques used in Financial Management and to understand various decision making areas of financial management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>313 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Banking Operations – I**

**Course Objectives:**

- 1 To understand the basics of Banking and the emergence of Banking in India.
- 2 To get acquainted with the functionality of the Banks.
- 3 To know the meaning and use of commonly used technologies in Banking.

**Course outcome**

Student shall be able to learn the basics of Banking and the emergence of Banking in India and knowledge about functionality of the Banks and commonly used technologies in Banking.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>315 FIN</b>	<b>type</b>	<b>Generic core</b>

Course Title **Futures and Options**

**Course Objectives:**

- 1 To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.
- 2 To have an understanding of the analytical tools necessary to price such instruments.
- 3 To highlight the role of financial derivatives in the modern capital markets, in particular for risk management.

**Course outcome**

Student shall be able to learn understand the concepts of financial derivatives and the institutional structure of the markets on which they are traded, analytical tools necessary to price such instruments and the role of financial derivatives in the modern capital markets, in particular for risk management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>Core</b>
<b>Course Code</b>	<b>305HR</b>	<b>Type</b>	<b>Specialization - Core</b>



Course Title: **Labour & Social Security Laws**

Course Objectives:

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.

**Course outcomes:**

Student shall be able to Understand rationale behind labour laws and increasing the knowledge of implementation of labour laws in required area of business world.

Semester	III	Specialization	Core
Course Code	<b>306HR</b>	Type	Specialization - Core

Course Title: **Human Resource Accounting & Compensation Management**

**Course Objectives:**

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.

**Course outcomes:**

Student shall be able to Understand the concepts human resource accounting so that it can help them to learn and apply the abilities of human resource accounting and compensation management.

Semester	III	Specialization	Core
Course Code	<b>309HR</b>	Type	Specialization - Elective

Course Title: **HR Audit**

**Course Objectives:**

1. To provide a balanced and comprehensive exposition of the concept of HRD Audit
2. To learn the tools and techniques required for its implementation

**Course outcomes:**

Student shall be able to learn about tools and techniques in order to Understand concept of human resource development audit and abilities required to implement the audit.

Semester	III	Specialization	Core
Course Code	<b>310HR</b>	Type	Specialization - Elective

Course Title: **Human Resource Information System**

**Course Objectives:**

1. To learn fundamental principles of HRIS
2. Developing specific HRIS skills competencies needed by professionals.

**Course outcomes:**

Student shall be able to learn about tools and techniques for in order to develop human Resource Information System needed by professionals.

Semester	III	Specialization	Core
Course Code	<b>314HR</b>	Type	Specialization - Elective

Course Title: **Lab in Recruitment and Selection**

**Course Objectives:**

1. To give hands on experience to students on Recruitment advertisements, profiling techniques
2. To acquaint students with different interviewing methods

**Course outcomes:**

Student shall be able to learn Knowledge of recruitment advertisements, profiling techniques and abilities of interviewing methods.

Semester	III	Specialization	Core
Course Code	<b>316HR</b>	Type	Specialization - Elective

Course Title: **Lab in Training**

**Course Objectives:**

- 1 To make students understand training need analysis
- 2 To help students design Training Programmes
- 3 To make students understand & design training methods

**Course outcomes:**

Student shall be able to Understand the overall tools and techniques required for training in professional world.

MBA SYLLABUS: SEMESTER IV

Semester	IV	Specialization	NA
Course Code	<b>401</b>	Type	Generic- core

Course Title: **Managing for Sustainability**

**Course Objectives:**

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.

**Course outcomes:**

Understanding general concepts of governance in a situation and knowledge of general ethical principles and solving contemporary moral problems.

Semester	IV	Specialization	NA
Course Code	402	Type	Generic- core

Course Title: **Dissertation**

**Course Objectives:**

- 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.

**Course outcomes:**

Acquire the abilities like skills, knowledge, attitudes and perceptions to constitute a professional identity and understanding the specific areas.

Semester	IV	Specialization	Marketing
Course Code	403MKT	Type	Generic- core

Course Title: **Services Marketing**

**Course Objectives:**

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.

**Course outcomes:**

Understanding the concept of successful service marketing and ability to face the challenge in service marketing.

Semester	IV	Specialization	Marketing
Course Code	404MKT	Type	Generic- core

Course Title: **Sales & Distribution Management**

**Course Objectives:**

- 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

**Course outcomes:**

Knowledge of sales and distribution management and ability of decision-making and implementation of decision in sales and distribution management.

Semester	IV	Specialization	Marketing
Course Code	405MKT	Type	Generic- Elective

Course Title: **Retail Marketing**

**Course Objectives:**

1. To provide insights into all functional areas of retailing.
2. To give an account of essential principles of retailing.
3. To give a perspective of the Indian retailing scenario.

**Course outcomes:**

Knowledge of all functional areas of retailing and essential principles of retailing. Understanding the concept of Indian retailing scenarios.

Semester	IV	Specialization	Marketing
Course Code	<b>406MKT</b>	Type	Generic- Elective

Course Title: **Rural Marketing**

**Course Objectives:**

1. To understand rural aspects of marketing
2. To learn nuances of rural markets to design effective strategies
3. To enhance deeper understanding of rural consumer behaviour

**Course outcomes:**

Understanding rural aspects of marketing and consumer behaviour. Abilities to design effective strategies.

Semester	IV	Specialization	Marketing
Course Code	<b>408MKT</b>	Type	Generic- Elective

Course Title: **International Marketing**

**Course Objectives:**

1. To make the students understand the concept and techniques of international marketing.

2. To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.

**Course outcomes:**

Understanding concepts and techniques of international marketing. Knowledge of developing plans and marketing strategies for entering into international marketing.

Semester	IV	Specialization	Marketing
Course Code	<b>410MKT</b>	Type	Generic- Elective

Course Title: **Marketing Strategy**

**Course Objectives:**

- 1 To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment.
- 2 To understand and apply the STP of marketing (segmentation, targeting, positioning).
- 3 To understand and appreciate the concept of marketing strategy formulation and implementation.

**Course outcomes:**

Understanding of marketing strategy and decision making in dynamic marketing environment and applying the STP of marketing.

Semester	IV	Specialization	Marketing
Course Code	<b>413MKT</b>	Type	Generic- Elective

Course Title: **E Marketing and Analytics**



**Course Objectives:**

- 1 To contextualize marketing concepts in electronic marketing and marketing analytics context.
- 2 To give insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value.

**Course outcomes:**

Understanding marketing concepts in electronic marketing and marketing analytics context and increase ability for creating customer value.

Semester	IV	Specialization	Marketing
Course Code	<b>403HR</b>	Type	Generic- Core

Course Title: **Employment Relations**

**Course Objectives:**

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

**Course outcomes:**

Knowledge of IR scenario in India and understanding laws governing IR, role of Government, society and trade union in IR.

Semester	IV	Specialization	Marketing
Course Code	<b>404HR</b>	Type	Generic- Core

Course Title: **Strategic Human Resource Management**

**Course Objectives:**

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

**Course outcomes:**

Understanding HR implications of organizational strategies and terms used to define strategy. Knowledge of HR strategies in Indian and Global perspective.

Semester	IV	Specialization	Marketing
Course Code	<b>407HR</b>	Type	Generic-Elective

Course Title: **Employee Reward Management**

**Course Objectives:**

- 1 To appraise students with reward management system practiced in organizations
- 2 To make students understand the process of setting reward management system
- 3 To give students exposure to the reward management practices followed various organizations

**Course outcomes:**

Understanding the reward management system and process of setting reward management system.

Semester	IV	Specialization	Marketing
Course Code	<b>408HR</b>	Type	Generic-Elective

Course Title: **Change Management**

**Course Objectives:**

1. To make students understand meaning of change and need for organizational Change.
2. To appraise students with the change management process

**Course outcomes:**

Understanding meaning of change and need for organizational Change. Abilities needed to change management process.

Semester	IV	Specialization	Marketing
Course Code	<b>410HR</b>	Type	Generic-Elective

Course Title: LAB in CSR

Course Objectives:

1. To help students understand & design CSR initiatives

**Course outcomes:**

Understanding the design of corporate social responsibility in business environment.

Semester	IV	Specialization	Marketing
Course Code	<b>413HR</b>	Type	Generic-Elective

Course Title: **Lab in Mentoring and Coaching**

**Course Objectives:**

1. To apprise students with role of Mentor, Coach & Counsellor
2. To demonstrate elements of Mentoring, Coaching & counselling vis-à-vis industry
3. To get clarity on how to consciously influence themselves and others so as to create productive behaviours that lead to optimal personal impact.

**Course outcomes:**

Knowledge of role of mentor, coach and counsellor. Ability to influence self and others to create productive behaviour with optimal personal impact.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>305MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Contemporary Marketing Research**

**Course Objectives:**

- 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.

**Course outcome**

Student shall be able to learn and understand the basic areas of marketing research from both user's (management) and doer's (the

researchers) perspective and the ability to design and produce, evaluate a research proposal, understand the quality of research studies to gain the knowledge about business research in marketing decision making.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>306MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Consumer Behaviour**

Course Objectives:

- 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.

**Course outcome:**

Student shall be able to learn and understand the importance of consumer behavior in marketing and differential consumer behavior in Indian context.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>307MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Integrated Marketing Communications**

**Course Objectives:**

- 1 To provide an overview of the range of tools available for Marketing Communications
- 2 To provide an understanding of the basic principles of planning and execution in Marketing Communications
- 3 To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
- 4 To sensitize students to the various facets of advertising, public relation and promotion management.
- 5 To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.

**Course outcome:**

Student shall be able to gain the knowledge about the various range of tools available for marketing communication, and the various facets of advertising, public relation and promotion management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>308MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Product Management**

**Course Objectives:**

- 1 To make the students appreciate the various facets of the job of a product manager.
- 2 To highlight the strategic role of product management in organizational and functional context.
- 3 To emphasize the financial and other metrics of effective product management.

**Course outcome:**

Student shall be able to learn understand the strategic role of product management in organizational and functional context and the financial and other merits and the knowledge about various facets of the job of a product manager.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>309MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Strategic Brand Management**

**Course Objectives:**

- 1 To introduce different approaches to measuring brand equity.
- 2 To provide conceptual framework for managing brands strategically.
- 3 To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.
- 4 To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.

**Course outcome**

Student shall be able to learn & Understand the different approaches to measure brand equity, conceptual framework for managing brands, roles of brand, concept of brand equity and the advantages of create strong brand.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>312MKT</b>	<b>type</b>	<b>Generic core</b>

Course Title **Customer Relationship Management**

**Course Objectives:**

- 1 To introduce the core concepts of CRM paradigm
- 2 To emphasize CRM as a business strategy
- 3 To highlight the role of appropriate business process and technology management capabilities in managing customer relationships.
- 4 To help the students understand the organizational context of CRM.

**Course outcome**

Student shall be able to learn & understand the core concept of CRM paradigm, CRM as a business strategy and also the organizational context of CRM.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>305 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Planning & Control of Operations**

**Course Objectives:**

- 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.

**Course outcome**

Student shall be able to understand to plan and control of operation, student shall also learn the roles of forecasting in the operations planning process and the importance of scheduling in operations management.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>306 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Inventory Management**

**Course Objectives:**

- 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

**Course outcome:**

Student shall be able to understand various aspects of inventory, impact of types of inventory costs on inventory management decisions and the principles of JIT.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>307 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Productivity Management**

**Course Objectives:**

- 1 To understand and appreciate significance of productivity management
- 2 To study various productivity management methods



3 To learn applicability of popular productivity management tools

**Course outcome**

Student shall be able understand significance of productivity management, productivity management methods and to learn applicability of popular productivity management tools.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>311 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Technology Management**

**Course Objectives:**

1 To highlight the role of technology and innovation as drivers of value and competitive advantage.

2 To provide conceptual foundations in managing innovation and technology.

**Course outcome:**

Student shall be able understand the roles of technology and conceptual foundations in managing innovation and technology

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>315 OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Project Management**

**Course Objectives:**

- 1 To provide the students with a holistic, integrative view of Project Management.
- 2 To highlight the role of projects in modern day business organizations.
- 3 To sensitize the students to complexities of project management.

**Course outcome**

Student shall be able gain the knowledge with a holistic, integrative view of Project Management and the role of projects in modern day business organizations

Semester	IV	Specialization	NA
Course Code	401	Type	Generic- core

Course Title: **Managing for Sustainability**

**Course Objectives:**

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.

**Course outcomes:**

Student shall be able to understand general concepts of governance in a situation with the help of cases and practices so as to gain the knowledge of general ethical principles and solving contemporary moral problems in business world.

Semester	IV	Specialization	NA
Course Code	402	Type	Generic- core

Course Title: **Dissertation**

**Course Objectives:**

- 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.

**Course outcomes:**

Student shall be able to acquire the abilities like skills, knowledge, attitudes and perceptions to constitute a professional identity and understanding the specific areas.

**FINANCIAL MANAGEMENT**

<b>Semester</b>	IV	<b>Specialization</b>	Finance
<b>Course Code</b>	404 FIN	<b>Type</b>	Specialization – Core

Course Title: **International Finance**

**Course Objectives:**

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.

**Course Outcomes:**

Students shall be able to Learn and understand the operations and complexities of managing finance of multinational firm in foreign exchange markets.

<b>Semester</b>	IV	<b>Specialization</b>	Finance
<b>Course Code</b>	406 FIN	<b>Type</b>	Subject – Elective

**Course Title: Financial Modeling using Excel**

**Course Objectives:**

1. To develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the finance functions of the business.
2. To master modeling techniques to eliminate the substantial risk of poor spreadsheet coding.

**Course Outcomes:**

Students shall be able to Understand and utilize the functionality of excel in framing the decisions and learning the techniques to eliminate the substantial risk of poor spreadsheet coding for solving the managerial problems in the finance functions of the business.

<b>Semester</b>	IV	<b>Specialization</b>	Finance
<b>Course Code</b>	409 FIN	<b>Type</b>	Subject – Elective

**Course Title: Banking Operations – II**

**Course Objectives:**

1. To get acquainted with the changed role of Banking post 1991 Reforms.
2. To know the lending and borrowing rates along with the various mandatory reserves.
3. To know the procedural compliances by bank's functionality.

**Course Outcomes:**

Students shall be able to Understand the role, lending and borrowing rates, procedural compliances with the various mandatory reserves of Bank.

<b>Semester</b>	IV	<b>Specialization</b>	Finance
<b>Course Code</b>	410 FIN	<b>Type</b>	Subject – Elective

**Course Title: Wealth and Portfolio Management****Course Objectives:**

1. To understand the concept of Wealth Management.
2. To understand the concept of Portfolio Management.
3. To understand various tools and methods of evaluating the portfolio.

**Course Outcomes:**

Students shall be able to Understand the various concepts, such as, wealth and portfolio management as well as the various tools and methods of evaluating the portfolio.

Semester	IV	Specialization	Marketing
Course Code	<b>403HR</b>	Type	Generic- Core

Course Title: **Employment Relations**

**Course Objectives:**

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

**Course outcomes:**

Student shall be able to gain the knowledge of IR scenario in India and understanding laws governing IR, role of Government, society and trade union in IR.

Semester	IV	Specialization	Marketing
Course Code	<b>404HR</b>	Type	Generic- Core

Course Title: **Strategic Human Resource Management**

**Course Objectives:**

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

**Course outcomes:**

Student shall be able to understand HR implications of organizational strategies and terms used to define strategy, Knowledge of HR strategies in Indian and Global perspective.

Semester	IV	Specialization	Marketing
Course Code	<b>407HR</b>	Type	Generic-Elective

Course Title: **Employee Reward Management**

**Course Objectives:**

- 1 To appraise students with reward management system practiced in organizations
- 2 To make students understand the process of setting reward management system
- 3 To give students exposure to the reward management practices followed various organizations

**Course outcomes:**

Student shall be able to understand the reward management system and process of setting reward management system; they will get the exposure to the reward management practices used in various management.

Semester	IV	Specialization	Marketing
Course Code	<b>408HR</b>	Type	Generic-Elective

Course Title: **Change Management**

**Course Objectives:**

1. To make students understand meaning of change and need for organizational Change.

2. To appraise students with the change management process

**Course outcomes:**

Student shall be able to understand meaning of change and need for organizational Change as they will learn the abilities needed to change management process.

Semester	IV	Specialization	Marketing
Course Code	<b>410HR</b>	Type	Generic-Elective

Course Title: LAB in CSR

Course Objectives:

1. To help students understand & design CSR initiatives

**Course outcomes:**

Student shall be able to understand the design of corporate social responsibility in business environment.

Semester	IV	Specialization	Marketing
Course Code	<b>413HR</b>	Type	Generic-Elective

Course Title: **Lab in Mentoring and Coaching**



**Course Objectives:**

1. To apprise students with role of Mentor, Coach & Counsellor
2. To demonstrate elements of Mentoring, Coaching & counselling vis-à-vis industry
3. To get clarity on how to consciously influence themselves and others so as to create productive behaviours that lead to optimal personal impact.

**Course outcomes:**

Student shall be able to Know the of role of mentor, coach and counsellor, also they will be able to understand the ability to influence self and others to create productive behaviour with optimal personal impact.

Semester	IV	Specialization	Marketing
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Course Code	403MKT	Type	Generic- core
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Course Title: **Services Marketing**

**Course Objectives:**

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.

**Course outcomes:**

Student shall be able to understand the concept of successful service marketing and ability to face the challenge in service marketing.

Semester	IV	Specialization	Marketing
Course Code	404MKT	Type	Generic- core

Course Title: **Sales & Distribution Management**

**Course Objectives:**

- 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

**Course outcomes:**

Student shall be able to gain the knowledge of sales and distribution management and ability of decision-making and implementation of decision in sales and distribution management.

Semester	IV	Specialization	Marketing
Course Code	<b>405MKT</b>	Type	Generic- Elective

Course Title: **Retail Marketing**

**Course Objectives:**

1. To provide insights into all functional areas of retailing.
2. To give an account of essential principles of retailing.
3. To give a perspective of the Indian retailing scenario.

**Course outcomes:**

Student shall be able to gain the knowledge of all functional areas of retailing and essential principles of retailing so as to understand the concept of Indian retailing scenarios.

Semester	IV	Specialization	Marketing
Course Code	<b>406MKT</b>	Type	Generic- Elective

Course Title: **Rural Marketing**

**Course Objectives:**

1. To understand rural aspects of marketing
2. To learn nuances of rural markets to design effective strategies
3. To enhance deeper understanding of rural consumer behaviour

**Course outcomes:**

Student shall be able to understand the rural aspects of marketing and consumer behaviour, so as to design effective marketing strategies.

Semester	IV	Specialization	Marketing
Course Code	<b>408MKT</b>	Type	Generic- Elective

Course Title: **International Marketing**

**Course Objectives:**

1. To make the students understand the concept and techniques of international marketing.
2. To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.

**Course outcomes:**

Student shall be able to understanding and learn concepts and techniques of international marketing. Knowledge of developing plans and marketing strategies for entering into international marketing.

Semester	IV	Specialization	Marketing
Course Code	<b>410MKT</b>	Type	Generic- Elective

Course Title: **Marketing Strategy**

**Course Objectives:**

- 1 To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment.
- 2 To understand and apply the STP of marketing (segmentation, targeting, positioning).
- 3 To understand and appreciate the concept of marketing strategy formulation and implementation.

**Course outcomes:**

Student shall be able to understand the of marketing strategy and decision making in dynamic marketing environment and applying the STP of marketing.

Semester	IV	Specialization	Marketing
Course Code	413MKT	Type	Generic- Elective

Course Title: **E Marketing and Analytics**

**Course Objectives:**

- 1 To contextualize marketing concepts in electronic marketing and marketing analytics context.
- 2 To give insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value.

**Course outcomes:**

Student shall be able to understand the marketing concepts in electronic marketing and marketing analytics context and increase ability for creating customer value.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>403OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Operations Strategy and Research**

**Course Objectives:**

- 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

**Course outcome**

Student shall be able to understand the key role of operations in bringing about the growth and profitability of organizations and also the

ideas, concepts and principles in operations strategy.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>404OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Total Quality Management**

**Course Objectives:**

- 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.

**Course outcome**

Student shall be able to learn & understand various perspectives on Quality and various contributors to Quality, QC tools and frameworks of Global Quality Awards.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>405OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Quality Management Standards**

**Course Objectives:**

- 1 To introduce various management system standards.
- 2 To explain the implementation and role of MR for IMS.

3 To help the students understand the implementation of IMS through cases in services and manufacturing

**Course outcome**

Student shall be able to understand & know the management system standards, role of MR for IMS.

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>406OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **World Class Manufacturing**

**Course Objectives:**

1 To bring out the relevance and basics of World Class Manufacturing.

2 To highlight the current state of Indian Manufacturing

3 To provide a road map for World Class Manufacturing

**Course outcome**

Student shall be able to learn & understand basics of World Class Manufacturing, current state of Indian Manufacturing and road map for World Class Manufacturing

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>407OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Business Process Reengineering**

**Course Objectives:**

- 1 To explain how organizational performance in terms of efficiency and effectiveness can be improved through BPR.
- 2 To introduce BPR as a change management tool.
- 3 To explore and master the fundamental principles of BPR.
- 4 To provide a practical framework and management techniques needed for implementation of BPR.

**Course outcome**

Student shall be able to understand how organizational performance in terms of efficiency and learn how effectiveness can be improved through BPR and practical framework and management techniques

<b>Semester</b>	<b>III</b>	<b>Specialization</b>	<b>NA</b>
<b>Course Code</b>	<b>411OPE</b>	<b>type</b>	<b>Generic core</b>

Course Title **Business Process Management**

**Course Objectives:**

- 1 Students will be able to model processes for subsequent implementation in Business Process Management Systems.
- 2 Students will be able to discern between technologies for human-centric process automation and system-centric process automation.
- 3 Students will understand the difference between Business Processes and Business Rules, and be able to select an appropriate information system.
- 4 Students will know the different phases of the process management lifecycle, supporting technologies, and how to transition between the phases of the lifecycle
- 5 Students will understand the technical capabilities of Business Process Management Systems, how they relate to concepts such as SOA and EAI
- 6 Students will be able to develop an implementation and integration strategy for processes that leverages organizational and technical capabilities of an enterprise.

**Course outcome**

Student shall be able to understand and learn the model processes for subsequent implementation in Business Process Management Systems, difference between Business Processes and Business Rules and technical capabilities of Business Process Management Systems.