

M.B.A. (2 Years Program)

Program Educational Objectives (PEOs)

PEO1. To equip students with a high level of conceptual, analytical and descriptive abilities.

PEO 2. To enable them to comprehend and understand complex environment and handle their job competitively and effectively.

PEO 3. To strengthen their decision-making skills.

PEO 4. To increase business awareness and entrepreneurial abilities among educated youth for speeding up the process of industrialization required for industrially backward region like Marathwada.

Program Outcome (POs)

After the completion of the program, students will be able to

PO1: Shoulder the managerial positions in various sector of the economy with conceptual, analytical and descriptive abilities.

PO2: Comprehend different business complex environment challenges and work accordingly.

PO3: Become good decision makers with critical thinking and problem solving skills.

PO4: Inculcate managerial as well as entrepreneurial skills and contribute to the economical development of the nation.

MBA I Semester

Course Code	Course Name	Course Objectives	Course Outcome
I/137-1/C1	Principles & Practice of Management	To familiarize the student with basic management concepts, the principal activities of the management process, the different skills that managers must have and the roles that they can fill	The student is acquainted with the context in which he/she needs to work, the tasks to be shouldered and the challenges to be met in the light of environmental happenings
I/137-1/C2	Accounting for Managers	<i>The objective of this course is acquainting candidates with the accounting tools and techniques of accounting & Utilization of financial and accounting information of planning and decision making helpful for managers.</i>	<p>I. Students will be able demonstrate progressive learning in the elements of managerial decision making, including planning directing and controlling activities in business environment.</p> <p>II. To encourage the acquisition of knowledge and skills relating to the application of accounting concepts and techniques for business decisions.</p> <p>III. Students will learn relevant managerial accounting career skills, applying data quantitative and qualitative knowledge to their future careers in business.</p>
I/137-1/C3	Managerial Economics	<i>The objective of the course is to provide conceptual understanding on theories of Managerial economics and appreciate its role in decision making and forward planning and develop skills required for planning and forecasting of Demand.</i>	After end of this course the student is expected to make the applications of Demand function, Supply function, Production and cost function for efficient forward planning and decision making in dynamic macroeconomic environment.
I/137-1/C4	Legal aspects of Business	<i>The objective of this course is to provide the theoretical knowledge about various laws along with case studies, along with legal environment in which a consumer and businesses operates</i>	<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context. 2. Identify the fundamental legal principles behind contractual agreements. 3. Examine how businesses can be held liable in tort for the actions of their employees. 4. Understand the legal and fiscal structure of different

			forms of business organizations and their responsibilities as an employer. 5. Acquire problem solving techniques and to be able to present coherent, concise legal argument.
I/137-1/C5	Quantitative Techniques & Business Mathematics	<i>To impart basic concepts in quantitative techniques and business mathematics, to develop skills in structuring and analysis problems and develop aptitude to implement the solutions of the decision problems. To assist in decision making and problem solving.</i>	After learning this course, the learner of this course will be able to solve Transportation and Assignment Problems, queuing theory (strategy to avoid waiting line) solutions; game and replacement strategies will be learnt along with application of business mathematics in business world.
I/137-1/C6	Organizational Behavior	<i>To familiarize students with the behavioral patterns of human beings at individual and group levels in organizational context.</i>	By the end of this course students shall be able to: 1. Identify and evaluate OB challenges faced by managers. 2. Analyze workplace behaviors from one or more theoretical perspectives. 3. Recommend solutions for key OB related challenges managers face
I/137-1/SEC1	Computer Applications in Management # # # AND		
I/137-w1/SEC1	Excel lab (Practical)		

MBA II Semester

Course Code	Course Name	Course Objectives	Course Outcome
II/137-1/C7	Marketing Management	<i>To understand the meaning of marketing, marketing concept, marketing management; how marketing concept and marketing mix are integrated in practice, thus resulting in marketing process and strategy; and the relevance of marketing in a developing economy</i>	<i>The student comprehends the personality of a marketer, the dynamics of marketing environment and the tasks as well as activities to be performed for ensuring success in marketing</i>
II/137-1/C8	Financial Management	<i>To provide students with theoretical background and the quantitative tools to make sound financial decisions in managerial roles leading to the maximization of the value of the firm.</i>	<i>By the end of this course students shall be able to:</i> <ol style="list-style-type: none"> <i>1. Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders.</i> <i>2. Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances.</i> <i>3. Assess the factors affecting investment decisions and opportunities presented to an organization.</i> <i>4. Analyze a company's performance and make appropriate recommendations.</i>
II/137-1/C9	Production & Operations Management	<i>The objective of the course is to explore students to operations management and appreciate role of operations planning & control & other tools of operations management in decision making in production function of an organization.</i>	<i>After end of this course the student is expected to understand rationale behind operations strategy. Tools such as layout engineering, Work study, PPC to be used for increasing industrial productivity. Further he should be able to solve basic issues related with network analysis with the help of CPM and PERT, he should be</i>

			<i>able to use of inventories efficiently avoiding stock outs.</i>
II/137-1/C10	Human Resource Management	<i>Develop the student's ability to think critically and analyze opportunities to improve organizational performance through human resources management. Provide the student with analytical skills to utilize Human Resources metrics and technological applications to enhance the effectiveness of recruitment, training, development and retention of human resources. Strengthen the student's understanding how the alignment of human resources strategy with the organization as a whole. Develop the student's ability to make ethical decisions based on human resource professional standards and practices that are in the best interest of the organization. Strengthen the student's abilities to work in and lead teams that culturally and geographically diverse.</i>	<p>on completion of this course, students are able to: <i>Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations.</i></p> <ol style="list-style-type: none"> <i>1. Formulate human resources policies and practices that help promote the organization's strategic goals.</i> <i>2. Use strategic decision making to resolve human resource challenges and make effective business decisions.</i> <i>3. Employ statistical and computer tools to analyze complex questions and business problems and reach defensible conclusions.</i> <i>4. Develop an understanding of the challenges of human resources management and successfully manage and resolve conflict.</i> <i>5. Assume leadership positions in different organizations and manage many types of people and groups.</i> <i>6. Evaluate legal and ethical issues as they apply to human resource management locally and globally.</i> <i>7. Understand and engage in research utilizing sound methods learned to add value to his work and the community.</i> <i>8. Demonstrate a commitment to lifelong learning by participation in professional development activities.</i>

II/137- 1/AECC 1 A	Research Methodology #	<i>The primary objective of this course is to: develop understanding of the basic framework of research process, develop an understanding of various research designs and techniques and identify various sources of information for literature review and data collection. Also develop an understanding of the ethical dimensions of conducting applied research and appreciate the components of scholarly writing and evaluate its quality.</i>	<i>By the end of the subject students should be able to:</i> <ol style="list-style-type: none"> 1. <i>Demonstrate the ability to choose methods appropriate to research aims and objectives.</i> 2. <i>Understand the limitations of particular research methods.</i> 3. <i>Develop skills in qualitative and quantitative data analysis and presentation.</i> 4. <i>Develop advanced critical thinking skills.</i> 5. <i>Demonstrate enhanced writing skills</i>
II/137- 1/AECC 1 B	Statistics for Management	<i>To understand basics of statistics and their applications in business, to learn the measures of central tendency, to learn and understand the correlation and regression analysis, further students will learn time series analysis and use of statistical testing in business decision.</i>	<i>After completion of this course students are able to: demonstrate their skills in understanding the statistics and their application in business, they also able to calculate the central tendency, correlation and regression and able to understand use of time series analysis and various statistical tests used in research and business.</i>
II/137- 1/C 11	Business Environment	<ol style="list-style-type: none"> 1. <i>To help students to develop among candidates the knowledge base of environmental factors affecting business.</i> 2. <i>To acquaint the students to the emerging trends in business environment.</i> 3. <i>To inculcate values of Environmental</i> 	<ol style="list-style-type: none"> 1. <i>Students will gain an understanding on Scanning of Business Environment</i> 2. <i>Students will be able to identify the Strengths & Weakness of the Companies & identify Opportunities & Threats in Business Environment</i> 3. <i>Students will come to know about different Policies of Government which Effect the Business</i>

		<i>ethics amongst the students.</i>	
II/137- 1/SEC2 A	Management of Creativity and Innovations OR	<i>To help students reflect on their own level of creativity and develop and innovative mindset, also create awareness of those factors, characteristics and procedures that make individuals and organizations creative and innovative.</i>	<i>By the end of this course students shall be able to:</i> <ol style="list-style-type: none"> 1. <i>Learn to apply tools to unlock creativity and innovation.</i> 2. <i>Improve their innovation capabilities as managers by developing a corporate culture conducive for creativity and innovation.</i> 3. <i>Develop an appreciate and influence the personal and organizational factors that influence organizational creativity and innovation.</i>
II/137- 1/SEC2 B	Principles of Banking & Finance	<i>To study the Banking sector in India, i.e. RRB, NABARD, RBI, Negotiable instrument, Capital Markets – Money Markets, Role of SEBI etc.</i>	<ol style="list-style-type: none"> 1. <i>Introduce the Basics of Indian Banking Systems.</i> 2. <i>Students can understand the functioning of Money Market and Capital Market.</i> 3. <i>Provide the basic objectives of Regulating Agencies like SEBI.</i>
II/137- 1/SEC3	E-Business	<i>This paper would help the students to understand modern business techniques and business automation in addition to the internet usage for the same.</i>	<i>On successful completion, the students would be able to identify and suggest new business avenues in terms of technological aspects of applications.</i>

MBA III Semester

Course Code	Course Name	Course Objectives	Course Outcome
III/137-1/C12	Business Policy & Strategic Management	<i>This paper will help the students understand and scan through the business aspects of the policies and various strategies related to business management.</i>	<i>On completion the students will develop insight for the strategic planning development and control in tune to the management of the businesses.</i>
III/137-1/SEC4 A	Entrepreneurship Development ##	<i>To sensitize candidates about entrepreneurship, to encourage candidates to develop their own business plan, to motivate candidates to set up their own business ventures, to create awareness about project management.</i>	<i>The student is aware about pros and cons of entrepreneurship career option and also the role of government in entrepreneurship development. He/she identifies himself/herself with the entrepreneurial personality.</i>
III/137-1/SEC4 B	Entrepreneurship project	<i>To understand the meaning of project report and discuss the formulation of a project.</i>	The student learns the contents of a project report and learn the skills required for preparation of a project report.
III/137-1/C13	International Business Management	<i>The aim of this course is to enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on international business operations. This course will also provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.</i>	<p><i>The students will be able to:</i></p> <ol style="list-style-type: none"> <i>1. Explain how international factors affect domestic concerns;</i> <i>2. Explain regional economic integration and economic and political integration;</i> <i>3. Explain the main institutions that shape the global marketplace;</i> <i>4. Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.</i> <i>5. Conduct, evaluate and present market research</i>

			<p><i>to support an organization's international business decision-making.</i></p> <ol style="list-style-type: none"> <i>6. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain.</i> <i>7. Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.</i> <i>8. Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives.</i> <i>9. Develop and present an international marketing plan, and evaluate sales strategies that support an organization's integrative trade initiatives.</i> <i>10. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.</i> <i>11. In-class exercises, mini-projects as well as homework and case studies will demonstrate real-world applications of international business and management concepts.</i>
III/SCM S/AECC 4/304	Operations Research	<p><i>The objective of the course is to equip the candidate with basic quantitative tools required to perform the role as a manager. This will enable him to do analytical evaluation and arrive at logical conclusions & inferences to the decisions.</i></p>	<p><i>After learning operations research course, learners will be able to understand and apply quantitative tools required to perform the role as a manager. This will enable students to use analytical evaluation and arrive at logical conclusions & inferences to the decisions.</i></p>

III/SCM S/SEC5/ 305-A	French OR	<p><i>This FLE (French as a Foreign Language) component of the M.B.A. program will introduce learners to the French language and culture. This course aims at teaching learners to communicate in basic daily life situations and to exchange basic information, in both oral and written form in French. It will introduce the basic concepts of French grammar and phonetics so that learners are able to carry out basic communication in French in formal and informal situations.</i></p>	
III/SCM S/SEC6/ 305-B	PRODUCTIVITY AND QUALITY MANAGEMENT (Internal)	<p><i>The Productivity & Quality Management course provides students with the knowledge and techniques required to improve product quality and process efficiency by identifying and measuring production process variability which, if not successfully addressed, leads to inconsistent product quality, costly wastage, non-standardization and other reliability and productivity problems.</i></p> <p><i>This course introduces basic quality management concepts and definitions and builds on that knowledge to explore quality improvement techniques as a means to diagnose, reduce and eliminate causes of variation and to assist in process improvement, production control, production planning and decision-making. A brief review of the fundamentals of statistics and probability and their applications in quality</i></p>	<p>After completing this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the concepts of Total Quality Management and Total Quality Education. 2. Diagnose problems in the quality improvement process. 3. Identify ethical and unethical behavior in Quality Management. 4. Apply various quality improvement techniques. 5. Describe and apply the development and nature of quality control charts. 6. Apply the basic concepts of statistics and probability to quality management and control. 7. Perform process capability and specification studies. 8. Explain each total quality implementation phase then list the steps that are associated with each. <p>Propose how business leaders might plan and execute</p>

		<i>management is provided, and various measurement and control techniques, for example charts for variables and attributes are presented.</i>	quality management strategies to gain and sustain a competitive advantage in today's global business arena.
III/SCM S/GE1/3 05-A	Tally Practical		
III/SCM S/DSE1/ 305-B	CUSTOMAR RELATIONSH IP MANAGEME NT (External)	<ol style="list-style-type: none"> 1. <i>The purpose of this course is that the students should gain an understanding on Basics of Relationship Management, Functional aspects of Customer Relationship Management</i> 2. <i>To gain familiarity with Current Trends Customer Relationship Management, implementation of IT in Customer Relationship Management.</i> 	<ol style="list-style-type: none"> 1. <i>Students will get a detailed knowledge on the Functional aspects of Customer Relationship Management</i> 2. <i>They will be able to implement the CRM strategies to the Companies</i>
III/SCM S/DSE2/ 306-A	CONSUME R BEHAVIOU R AND MARKETIN G RESERACH	<i>To provide understanding among the candidates about buyer behavior in a holistic manner, to analyze consumer behavior and apply that knowledge in designing marketing strategies and in enhancing effectiveness of marketing programs. To make the candidates aware about the nature and significance of marketing research and enable them to apply the relevant and appropriate techniques of marketing research in an effective manner</i>	<i>The students become aware about the challenges in creating customers and understanding consumer behavior and also the procedure of conducting marketing research. They become fully conversant with various career opportunities in marketing research as well as consumer behaviour.</i>

III/SCM S/DSE3/ 306-B	ADVERTISING, SALES PROMOTION, SALES & DISTRIBUTION MANAGEMENT	<i>To provide an insight in the area of Advertising, sales and distribution management for developing career in the field.</i>	<i>At the end of this course the student is expected to understand various media options and noise. He should be able to understand logic of choices amongst media options for effective advertising program. Further he should know rational of sales and distribution program. He should appreciate the role of distribution mix in overall marketing success of the firm.</i>
III/SCM S/DSE4/ 306-C	RURAL MARKETING	<i>The objective of the course is to provide conceptual understanding on rural and Agricultural marketing with special reference to Indian context and develop skills required for planning of rural and Agricultural marketing.</i>	<i>After end of this course the student is expected to explore huge opportunities available at bottom of pyramid market, understand rural environment and appreciate serving rural markets at profit with help designing state of art products affordable to these markets, design the communication program, choosing innovative media channels and distribution networks.</i>
III/SCM S/DSE5/ 306-D	INDUSTRIAL MARKETING	<i>Business or Industrial marketing offers immense potential for marketing of many goods and services. The objective of this course is that the candidate should acquire theoretical framework of Industrial marketing and practical knowledge about business marketing with the help of case studies.</i>	<i>After end of this course the student should be able to explore bulk opportunities available institutional markets and understand managing relations with key customers at mutual benefits. Further he should be able to develop marketing mix strategies customized for these markets.</i>

III/SCM S/DSE6/ 307-A	SECURITY ANALYSIS AND PORTFOLI O MANAGEM ENT	<i>To enable the candidates to understand the securities market, to develop the analytical skills to evaluate the securities on the basis of risk and returns and to construct, value and manage the portfolios.</i>	<i>After learning this course, students will be able to make investment decisions in the share market based on the evaluation of risk and returns of the portfolio.</i>
III/SCM S/DSE7/ 307-B	STRATEGI C FINANCIA L MANAGEM ENT	<i>The modern industrial or service firm must conduct its business in a rapidly changing and highly competitive environment. A premium is placed on the ability to react quickly and correctly to constantly changing market conditions. The objective of the course is to make candidate aware of the strategic decisions to be undertaken to familiarize with finance function.</i>	<i>By the end of this course students shall be able to:</i> <ol style="list-style-type: none"> <i>1. To be aware of the responsibilities of a financial manager while acquire the skills necessary to analyze typical business situations from a financial perspective.</i> <i>2. Understand finance as part of the overall strategy of the firm</i> <i>3. Understand the basic concepts and terminologies of acquisition, valuation and capital structure planning.</i>
III/SCM S/DSE8/ 307-C	FINANCIA L DERIVATI VES	<i>The course aims to develop an understanding of the importance of financial derivatives and the institutional structure of the markets on which they are traded as well as developing the analytical tools necessary to price such instruments.</i>	<i>After end of this course the student should be able to understand risk arising out of price fluctuations and its impact on business operations. Further he should be able to manage the risk with the futures, options and swap derivatives contract.</i>

III/SCMS/DSE9/307-D	INTERNATIONAL FINANCIAL MANAGEMENT	<i>Student is expected to understand various currency pairs and understand risk arising in international markets and learn how to manage this risk.</i>	<i>To enable the candidates to understand the international finance, currency convertibility and foreign exchange market.</i>
III/SCMS/DSE10/308-A	HUMAN RESOURCE PLANNING	<i>The candidate should be understanding concept of Human resource planning, development, job analysis, job design, career planning, HR forecasting and Human capital accounting.</i>	<i>On completion of this course students can be able to manage the human resource planning in the organization and it will also helpful for proper planning of available resource of the organisation.</i>
III/SCMS/DSE10/308-B	HUMAN RESOURCE TRAINING AND DEVELOPMENT	<i>The purpose of this course is to provide an in-depth under-standing of the role of training in the HRD. This course also deals with the process of training and developing people in organizations. It covers a variety of approaches to instruction and learning and contrasts these with their practical application. It also includes the study of core functions of human resource development and the development of an understanding of workplace competency standards. You will learn to design and conduct needs analyses and to plan, implement and evaluate training</i>	<i>On successful completion of the course, students will be able to:</i> <ol style="list-style-type: none"> <i>1. Identify skills which are transferable from teaching to training.</i> <i>2. Identify and describe learning styles.</i> <i>3. Relate learning styles to activity types and tasks.</i> <i>4. Define motivation and relate it to training contexts.</i> <i>5. Relate teacher levels of experience to issues and challenges in delivering.</i> <i>6. Training analyse problems and provide solutions to enable effective</i> <i>7. presentation of Input and activities provide constructive feedback to trainees.</i> <i>8. Evaluate training materials for trainees of</i>

		<i>programs. You will also learn training techniques and the skills required to deliver a training program.</i>	<i>different experiential levels. 9. Establish a checklist of evaluation criteria. 10. Express valid, measurable learning outcomes. 11. Deliver a teacher training activity to peers</i>
III/SCM S/DSE1 2/308-C	MANAGEMENT OF INDUSTRIAL RELATIONS & EMPLOYMENT LAWS	<ol style="list-style-type: none"> 1. <i>The purpose of this course is that the students should gain an understanding on the Basic concept of industrial relations and its management.</i> 2. <i>To acquaint students with the knowledge of different employment laws.</i> 	<ol style="list-style-type: none"> 1. <i>Students will get a clear understanding on the Concept of Industrial Relations, trade unions, Industrial Disputes & machinery for grievance handling.</i> 2. <i>Students will have an understanding & learning's of the different Employment Laws which can affect the Business so that as a HR Manager they will be able to tackle the practical Legal problems in Employment Law area.</i>
III/SCM S/DSE1 3/308-D	STRATEGIC HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. <i>To acquaint students with the understanding of various strategies involved in the field of Human Resource Management.</i> 2. <i>To get the learning's on the Implementation & Evaluation of Strategies of HRM.</i> 	<ol style="list-style-type: none"> 1. <i>Students will understand the various strategies & their importance in the field of Human Resource Management</i> 2. <i>Students will be able to implement these strategies & evaluate their results.</i>
IV/SCM S/SEC7/ 401A	MANAGERIAL COMMUNICATION (External 2)	<i>The objective of this course is to impart communication skills amongst the candidates so that on completion of the course they will be equipped with communication skills.</i>	<i>The new corporate role is demanding. In corporate one has to interact and compete. If properly not prepared, it is difficult to survive in the new competitive environment. This syllabus is made keeping in mind all such factors so that the students will get benefitted in their career, not only in getting job but also build</i>

	Credits)		<i>confidence in facing the present stiff competition.</i>
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MBA IV Semester

Course Code	Course Name	Course Objectives	Course Outcome
IV/SCMS/SEC7/401B	COMMUNICATION LAB (Internal)	<ol style="list-style-type: none"> <i>To enable learners to develop their communicative competence.</i> <i>To facilitate them to hone their soft skills.</i> <i>To equip them with employ-ability skills to enhance their prospect of placements.</i> 	<p><i>At the end of the course, learners should be able to</i></p> <ol style="list-style-type: none"> <i>Take international examination such as IELTS and TOEFL</i> <i>Make presentations and Participate in Group Discussions.</i> <p><i>Successfully answer questions in interviews.</i></p>
IV/SCMS/DSE18/402-A	CORPORATE GOVERNANCE, BUSINESS ETHICS & ETHOS	<i>This course aims at helping candidates think about some of the important ethical Implications of the day-to-day happenings and practices of Indian industry and business. It is designed to stimulate discussion and debate rather than to formulate principles, and to raise further questions rather than to dictate answers. The objective of course is to acquaint the candidates Ethics and Indian Ethos along with its relevance to managerial decision making.</i>	<i>The problem in business are multifold. One of the major social challenges faced by business is to balance ethics and economics. Society wants business to be ethical and economically profitable at the same time. This syllabus will help the students in the same aspect.</i>
IV/SCM	LOGISTICS	<i>To enable students about various activities of</i>	<i>After end of this course the student is expected to</i>

S/DSE1 9/402-B	AND SUPPLY CHAIN MANAGEM ENT	<i>logistics, warehousing and other activities of SCM for better decision making and designing of supply chain networks for competitive advantages.</i>	<i>understand inbound and ou bound logistics activities, evaluate competitive performance and interdependencies of various modes of transportations. He should be able to understand trends in purchasing management and learn about Design and measure the performance of supply chain networks.</i>
IV/SCM S/SEC8/ 403-A	MANAGEM ENT CONTROL SYSTEM	<i>The course is aimed at identification of the potential of the information and knowledge for the achievement of the success in the business.</i>	<i>On undergoing the course, the students would be able to identify the need and development of proper information system tailored for the business.</i>
IV/SCM S/SEC9/ 403-B	STARTUP AND NEW VENTURE MANAGEM ENT	<ol style="list-style-type: none"> 1. <i>To enable the candidates to comprehend the conceptual framework of MSMEs with a special focus on initiation and procedural formalities, government rules and regulations.</i> 2. <i>To inculcate the spirit of entrepreneurship and provide an overview of the entrepreneurial competencies.</i> 	<i>After Learning this subject, it is expected from learner to explore huge opportunities exist as self-employment, he should be able to develop required proposal and evaluate profitability of various projects.</i>
IV/SCM S/SEC1 0/403-C	ENTERPRI SE PERFORM ANCE MANAGEM	<ol style="list-style-type: none"> 1. <i>To familiarize the student with various perspectives of effective enterprise management, key performance indicators</i> 2. <i>To comprehend functional knowledge of business intelligence and organizational strategy</i> 	<i>The student is equipped with different aspects of performance management as well as performance evaluation</i>

	ENT		
IV/SCM S/GE2/4 04-A	MANAGEMENT INFORMATION SYSTEM		
IV/SCM S/GE3/4 04-B	DISASTER MANAGEMENT	<i>To explain the role and significance of management in tackling disaster situations, To understand various perspectives of disaster management.</i>	<i>The student understands various types of disasters - causes of their occurrence and also consequences; and develops confidence about proper management of all kinds of disasters.</i>
IV/SCM S/SEC1 1/405-A	INTERVIEW SKILLS LAB	<i>To make the students aware about the different kinds of interviews and interviewing techniques. The course aims to develop confidence in students for mastering the art of giving interview and taking interview.</i>	<i>By the end of this course students shall be able to:</i> <i>1. Learn the importance of interviewing skills.</i> <i>2. Through practical knowledge, students develop confidence for interviewing.</i> <i>3. Get experience of different kinds of interviews.</i> <i>4. Understand the assessment methods in different interviews.</i>
IV/SCM S/GE4/4	FOREIGN LANGUAG	3.	

05-A	E -II (SPANISH / FRENCH)		
IV/SCM S/GE5/4 05-B	AUDITING	<ol style="list-style-type: none"> <i>To promote the knowledge of advance auditing, to professionals for excellency in the field of advanced auditing.</i> <i>To promote the decision-making skills and administrative competence relevance to auditing in private and government organisations.</i> 	<i>After completion of this course candidates will be able to get the practical knowledge of various audit procedure in compliance with statutory obligations.</i>
IV/SCM S/DSE2 0/406-B	SERVICE AND RELATION SHIP MARKETIN G	<ol style="list-style-type: none"> <i>To acquaint candidates to the uniqueness of the services characteristics and its marketing implications.</i> <i>To analyze several facets in the area of services marketing essential for the success of a service enterprise.</i> 	<i>After the completion of this course, the students will be able to implement relationship development strategies and develop profitable customer relationship.</i>
IV/SCM S/DSE2	RETAIL MANAGEM	<ol style="list-style-type: none"> <i>The purpose of this course is that the candidates should gain an understanding on Basics of Retailing, and Functional</i> 	<ol style="list-style-type: none"> <i>Students will be able to understand the problems & prospects in the field of Retailing in India</i> <i>They will have get the detailed knowledge on the practical aspects in Retailing such as Store Design,</i>

1/406-C	ENT	<p><i>aspects of Retailing and 4 P's in Retail Marketing</i></p> <p>2. <i>To acquaint the students with the Current Trends in the field of Retailing & Application of IT in Retailing</i></p>	<p><i>Store Layout, Store Location, Advertising and Sales Promotion in Retailing</i></p>
IV/SCMS/DSE2 2/406-D	PRODUCT AND BRAND MANAGEMENT	<p><i>To explore the various issues related to Product & Brand Management and to enhance the understanding and appreciation of this important intangible strategies.</i></p>	<p><i>Learner is expected to appreciate the importance of product strategies in the overall success of the firm. He/she should be able to appraise product lines and product mixes of the organizations for maximization of the profit. He/she should be able to understand process of building and managing strong brands for long run.</i></p>
IV/SCMS/DSE2 3/407-B	CORPORATE INCOME TAX AND PLANNING (BUSINESS TAXATION)	<p><i>The course aims to develop an understanding of the importance of Tax Planning & Tax Management.</i></p>	<p><i>The students will be able to do the assessment of companies based on Computation of Income from House Property, Income from Business, Capital Gains, Other Sources. The students will be able to do tax planning.</i></p>
IV/SCMS/DSE2	FINANCIAL SERVICES	<p><i>To focus on research, strategy and application specific to decision making in the highly competitive and rapidly growing</i></p>	<p><i>Student should be able to explore cross functional opportunities that exists in financial services management. He should understand Financial system in India and various opportunities and strategies to tap</i></p>

4/407-C	MANAGEMENT – (Group – B)	<i>services sector.</i>	<i>these opportunities in financial services.</i>
IV/SCMS/DSE2 5/407-D	BANKING SERVICES OPERATION– (Group – B)	<i>The objective of the course is to develop the skills required for understanding India’s most challenging and important financial services sector. Banking services operation will enable the management candidate to have an insight to the banking sector and how it works.</i>	<i>Learner is expected to understand basic operations management at Branch level in the bank. He should be able to interpret mechanism framework for retail banking and explore opportunities in this sector.</i>
IV/SCMS/DSE2 6/408-B	INTERNATIONAL HUMAN RESOURCE MANAGEMENT – (Group – C)	<ol style="list-style-type: none"> 1. <i>The purpose of this course is that the candidates should gain an understanding on International HRM, Basics of IHRM, The Functional Aspects of IHRM, I</i> 2. <i>Students should gain an understanding on HRM Practices in Selected Countries, and Special Issues in IHRM.</i> 	<ol style="list-style-type: none"> 1. <i>Students will get detailed understanding on the Recruitment, Selection, Staffing & Training in International context.</i> 2. <i>As a HR Manager, the students will be in a good position to handle the problems of Human Resource Management in International Scenario.</i>
IV/SCMS/DSE2	LEADERSHIP SKILLS AND	<i>To give students a sound knowledge regarding the role and concepts of organizational change and how</i>	<i>By the end of this course students shall be able to:</i> <ol style="list-style-type: none"> 1. <i>To conceptualise how change occurs in organisations, and factors involved in organisations</i>

7/408-C	CHANGE MANAGEMENT – (Group – C)	<i>management, and in particular the role of leadership in bringing about successful organizational change.</i>	<i>that can foster and resist change.</i> 2. <i>Identify the key role of leadership in the effectiveness of the change process.</i> 3. <i>Develop skills to be more effective members of teams, and acquire skills in the management of such teams to communicate more effectively with members of your organisation.</i>
IV/SCMS/DSE28/408-D	PERFORMANCE MANAGEMENT & RETENTION STRATEGIES – (Group – C)	<i>The goal of this subject is to effectively implement and manage a Performance Management System in support of the strategic goals of the organization.</i>	<i>Upon successful completion of this course, the student will have reliably demonstrated the ability to:</i> 1. <i>Students will Gain a working knowledge of performance management systems.</i> 2. <i>Gain an enhanced ability to communicate effectively on issues relating to performance management.</i> 3. <i>Learn appropriate terminologies and practices regarding performance management.</i> 4. <i>Learn effective techniques for conducting an effective performance appraisal, and ways to Coach members of management.</i>
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