



Course outcome for All courses

Bachelor of Commerce (Honours)

Programme Code: BCH

Duration – 3 Years Full Time

Course Code	Course Title	Course Outcome
FIRST SEMESTER		
BCH101	Business Organization & Management	This course aims to provide students with an understanding of the principles and practices of organization and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.
BCH102	Basic Concepts of Financial Accounting	To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.
BCH103	Microeconomic Theory & Applications – I	The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.
BBM101	Elementary Business Mathematics	The course is designed to orient the students towards the basic concepts of mathematics and its applications in the business world.
BCL125	Business & Economic Laws - I	The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws
EVS142	Environmental Studies – I	
BCH107 BCH108 BCH109	Select any one of the following: <ul style="list-style-type: none">Indian HistoryMathematicsDemocracy & Governance in India	<ul style="list-style-type: none">Briefly surveys the history of India. After a short sketch of pre-modern history of India, it will examine the arrival of the Europeans in India. The transformation of Indian polity, economy and society during the colonial period, the rise of nationalism and the consequent freedom struggle will be studied.The objective of this course is to impart basic and fundamental mathematical knowledge to students who are from non-mathematic background.

		<ul style="list-style-type: none"> This course is to impart basic and fundamental knowledge of Indian Democracy and Governance systems to students in order to educate them about the political and regulatory environment of business.
BCU 141	Communication Skills –I	course is intended to familiarize students with the basics of English language and help them to learn to identify language structures for correct English usage.
BSU 143	Behavioural Science- I	<p>Imparting an understanding of:</p> <ul style="list-style-type: none"> Self and the process of self-exploration Learning strategies for development of a healthy self esteem Importance of attitudes and its effect on personality Building emotional competence
FLU 144 BCH145 BCH146 BCH147 BCH148	Foreign Language - I French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To familiarize the students with the French language with the phonetic system, with the syntax, with the manners, with the cultural aspects To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany To enable students, acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language. There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

SECOND SEMESTER

BCH201	Financial Accounting – II	To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.
BCH202	Microeconomic Theory & Applications – II	This paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.
BCM201	Advanced Business Mathematics	To familiarize the students with basic mathematical tools and the application of the same to business and economic situations.
CSE 201	Computer Applications in Business Management	To provide computer skills and knowledge for commerce students, and to make them complacent with the use of new tools of IT.

BCL225	Business & Economic Laws - II	course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws
EVS 242	Environmental Studies - II	
BCH2 07	Psychology & Ethics	<ul style="list-style-type: none"> To enable students to understand the nature and characteristics of psychology. To enable the student, identify the variables involved in human process so as to infer their role in running business organization To understand the needs of humans as an individual and a member of an organization. To sensitize them to proper ideals and norms within which they should perform their roles. To empower them to cultivate professional norms and ethics.
BCU 241	Communication Skills –II	To understand the different aspects of communication using the four macro skills – LSRW (Listening, Speaking, Reading, Writing)
BSU 243	Behavioural Science- II	<p>This course aims at enabling students towards:</p> <ul style="list-style-type: none"> Understand the importance of individual differences Better understanding of self in relation to society and nation Facilitation for a meaningful existence and adjustment in society Inculcating patriotism and national pride
FLU 244 BCH245 BCH246 BCH247 BCH248	Foreign Language - II French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French. To make them learn the basic rules of French Grammar. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany Introduction to Grammar to consolidate the language base learnt in Semester I To enable students, acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense. To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives. Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it means horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.


Registrar

Amity University Madhya Pradesh
Gwalior

TERM PAPER

THIRD SEMESTER

BCH301	Corporate Accounting – I	This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.
BCH302	Cost Accounting – I	To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.
BCH303	Microeconomic Theory & Applications – III	The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.
BBM301	Business Statistics	To provide basic understanding of quantitative tools and their elementary application to business problems.
BCL325	Corporate Laws – I	To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law
BCL326	Income Tax Law & Practice – I	To prepare the students with the concepts and theory of income tax accounting and to give a practical exposure to them.
BCH307	E-Commerce	The subject will provide students with the knowledge to cover wide-ranging aspects of conducting business on the Internet.
BCU341	Communication Skills –III	To emphasize the essential aspects of effective written communication necessary for professional success.
BSU 343	Behavioural Science- III	To enable the students: <ul style="list-style-type: none"> • Understand the process of problem solving and creative thinking. • Facilitation and enhancement of skills required for decision-making.
FLU 344 BCH345 BCH346 BCH347 BCH348	Foreign Language – III French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • To provide the students with the know-how. To master the current social communication skills in oral and in written. To enrich the formulations, the linguistic tools and vary the sentence construction without repetition. • To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany • To enable students, acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease. To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further. • Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure, so they are almost

		always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person
BCH330	Term Paper (Evaluation)	A term (or research) paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress of the paper will be monitored regularly by the faculty. At the end of the semester the detailed paper on the topic will be submitted to the faculty assigned. The evaluation will be done by Board of examiners comprising of the faculties

FOURTH SEMESTER

BCH401	Corporate Accounting – II	This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.
BCH402	Cost Accounting – II	To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.
BCH403	Microeconomic Theory & Applications – IV	The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.
BCM401	Statistical Methods in Research	To provide basic understanding of quantitative tools and their elementary application to business problems.
BCL425	Corporate Laws – II	To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law
BCL426	Income Tax Law & Practice – II	To prepare the students with the concepts and theory of income tax accounting and to give a practical exposure to them
BCH407	Auditing	To provide knowledge of auditing principles, procedures and techniques in accordance with the professional standards and requirements.
BCU441	Communication Skills –IV	This course is designed to develop the skills of the students in preparing job search artefacts and negotiating their use in GDs and interviews.
BSU 443	Behavioural Science- IV	To inculcate an elementary level of understanding of group/team functions. To develop team-spirit and to know the importance of working in teams
FLU444 BCH445 BCH446 BCH447 BCH448	Foreign Language – IV French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To enable students: To develop strategies of comprehension of texts of different origin. To present facts, projects, plans with precision. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen

		<p>their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar Language and Professional Jargon</p> <ul style="list-style-type: none"> • To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease. • To enable the students to comfortably interact using basic Japanese. Teaching is done in roman as well as Japanese script, students will be taught katakana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese. • The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
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SUMMER INTERNSHIP – 8 – 10 WEEKS

FIFTH SEMESTER

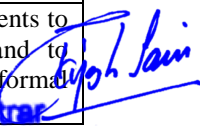
BCH501	Management Accounting – I	To provide the students' knowledge about the use of costing data for planning, control and decision making.
BCH502	Macro Economics	To provide the basic knowledge of macroeconomic concepts.
BBM501	Operations Research	This paper is to make students familiar with basic concept and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.
BCU541	Communication Skills –V	To enable the students to adopt strategies for effective reading and writing skills. The course would enhance student's vocabulary, language and fluency. It would also teach the students to deliver professional presentations.
BSU543	Behavioural Science- V	course aims at enabling students towards: Understand the importance of individual differences Better understanding of self in relation to society and nation. Facilitation for a meaningful existence and adjustment in society. To inculcate patriotism and National pride. To enhance personal and professional excellence
FLU544 BCH545 BCH546 BCH547 BCH548	Foreign Language - V French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • To furnish some basic knowledge of French culture and civilization for understanding an authentic document and information relating to political and administrative life • To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar and Business Language and Professional Jargon • To enable students, acquire working knowledge of the language; to give them vocabulary, grammar,

		<p>voice modulations/intonations to handle everyday Spanish situations with ease.</p> <ul style="list-style-type: none"> To enable the students to converse, read and write language comfortably and be able to converse using different patterns and forms taught throughout. Students are taught and trained enough to get placed themselves in Japanese companies. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
BCH550	Summer Internship (Evaluation)	<p>There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal classroom situations. These attributes are intellectual ability, professional judgment and decision-making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.</p> <p>In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.</p>
Any four courses from the following four groups (not more than two courses from a group)		
GROUP 1		
BCH504	Financial Management – I	To give insight into financial decision making, valuation concept, cost of capital and capital budgeting.
BCH505	Fundamentals of Investment – I	To introduce students to different investment alternatives – its valuation analysis and investor protection.
BCH506	Financial Markets, Institutions & Financial Services – I	To introduce students to different financial institutions, Markets and the services which are available in India.
BCH507	Insurance & Risk Management - I	This course enables the students to know the fundamentals of Insurance.
GROUP 2		
BCH508	Principles of Marketing – I	To help students to understand the concept of marketing and its applications, also to expose the Students to the latest trends in marketing.
BCH509	International Business – I	To help students to understand the concepts and various dimensions of international business.
BCH510	Advertising & Personal Selling - I	To help students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

BCH511	Service Marketing – I	The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.
GROUP 3		
BCH512	Human Resource Management - I	To help students to understand the concept of human resource management to enable them to better manage the most important asset of any organization which are people.
BCH513	Compensation Management - I	To help students to understand the concept of compensation management and wage policies keeping in view the labour legislations.
BCL524	Industrial Relations & Labour Laws - I	To help students to understand the importance and various aspects of industrial relations and labour laws.
BCH515	Human Resource Accounting - I	To help students to understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.
GROUP 4		
BCH516	Corporate Tax Planning – I	The course is designed to provide knowledge of direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India
BCH517	Computerized Accounting System - I	To help students to understand the computerization of accounting system and the use of the software Tally
BCH518	Business Data Processing - I	To help students to understand the DBMS concepts with oracle as a tool.
BCH519	Comparative Accounting Systems - I	To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.

SIXTH SEMESTER

BCH601	Management Accounting - II	To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.
BCH602	Indian Economy – Performance & Policies	To provide the basic knowledge of the Structure and the Current developments in the Indian Economy.
BBM601	Analytical Skill Building	To develop in students' skills of analytical and logical reasoning which will be a great asset for them in their future careers.
BCU641	Communication Skills –VI	The main emphasis of this course is to enable students to learn the dynamics of social communication and to demonstrate the ability to learn the nuances of information communication.


 Registrar

BSU 643	Behavioural Science- VI	To develop an understanding the concept of stress its causes, symptoms and consequences. To develop an understanding the consequences of the stress on one's wellness, health, and work performance.
FLU644 BCH645 BCH646 BCH647 BCH648	Foreign Language - VI French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To strengthen the language of the students both in oral and written so that they can: <ul style="list-style-type: none"> i) express their sentiments, emotions and opinions, reacting to information, situations. ii) narrate incidents, events. iii) perform certain simple communicative tasks. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar and Business Language and Professional Jargon To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations in Present as well as in Present Perfect Tense with ease. To enable the students to converse in the language with the help of verbs and the usage of different sentence patterns, which help them to strengthen the language. Students are taught and trained enough to get placed in Japanese companies. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
BCH655	Dissertation	The aim of the dissertation is to provide students with an opportunity to further their intellectual and personal development in their chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of degree.
Any four courses from the following four groups (not more than two courses from a group)		
GROUP 1		
BCH604	Financial Management – II	To give insight into financial decision making and composition of different securities in the total Capital structure
BCH605	Fundamentals of Investment - II	To introduce students to different investment alternatives – its valuation analysis and investor protection.
BCH606	Financial Markets, Institutions & Financial Services – II	To introduce students to different financial institutions, Markets and the services which are available in India.
BCH607	Insurance & Risk Management - II	This course enables the students to know the fundamentals of Insurance.
GROUP 2		
BCH608	Principles of Marketing – II	To help students to understand the concept of marketing and its applications, also to expose the Students to the

		latest trends in marketing.
BCH609	International Business – II	To help students to understand the concepts and various dimensions of international business.
BCH610	Advertising & Personal Selling - II	To help students to understand the concept of advertising and personal selling used in marketing for communicating with customers.
BCH611	Service Marketing – II	The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.
GROUP 3		
BCH612	Human Resource Management - II	To help students to understand the concept of human resource management to enable them to better manage the most important asset of any organisation which are people.
BCH613	Compensation Management - II	To help students to understand the concept of compensation management and wage policies keeping in view the labour legislations.
BCL624	Industrial Relations & Labour Laws - II	To help students to understand the importance and various aspects of industrial relations and labour laws.
BCH615	Human Resource Accounting - II	To help students to understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.
GROUP 4		
BCH616	Corporate Tax Planning - II	To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.
BCH617	Computerized Accounting System - II	To help students to understand the computerization of accounting system and the use of the software Tally
BCH618	Business Data Processing - II	To help students to understand the DBMS concepts with oracle as a tool.
BCH619	Comparative Accounting Systems - II	To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.


 Registrar
 Amity University Madhya Pradesh
 Gwalior

Bachelor of Business Administration

Programme Code: BBA

Duration – 3 Years Full Time

FIRST SEMESTER

Course Code	Course Title	Course Outcomes
BBA 101	Management Foundations	The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.
BBA 102	Business Environment	The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.
BBA 103	Managerial Economics	The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.
CSE 101	Computers in Management	The objective of this subject is to provide conceptual knowledge of the information technology to the future Managers. This subject highlight the topics like Database Management, Networking, Internet, E-commerce etc., which can help managers to take routine decisions very efficiently.
BBA 105	Financial Accounting	To understand the basics of accounting and concepts of double entry system. The students will be given a detailed grounding on recording of transactions and preparation of final accounting statements for business organizations
BBM 101	Elementary Business Mathematics	The course is designed to orient the students towards the basic concepts of mathematics and its applications in the business world
BBA 107	Polity & Society	This paper focuses on understanding the basic concepts, theories and functioning of state and government.
EVS142	Environmental Studies – I	
BCU 141	Communication Skills –I	The course is intended to familiarize students with the basics of English language and help them to learn to identify language structures for correct English usage.
BSU 143	Behavioural Science- I	This course aims at imparting: Understanding self & process of self-exploration, Learning strategies for development of a healthy self-esteemImportance of

		attitudes and its effective on personality, Building Emotional Competence
FLU 144 BBA 145 BBA 146 BBA 147 BBA 148	Foreign Language – I French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To familiarize the students with the French language, with the phonetic system, with the syntax, with the manners, with the cultural aspects To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany To enable students, acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary. To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language. There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

SECOND SEMESTER

BBA 201	Macro Economics for Business	This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.
BBA 202	Corporate Accounting	This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.
BBA 203	Organizational Behaviour	The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels
CSE 201	Computer Applications in Business Management	To provide computer skills and knowledge for commerce students, and to make them complacent with the use of new tools of IT.
BBA 205	Sales and Distribution Management	The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

EVS 242	Environmental Studies – II	
BCU 241	Communication Skills –II	To understand the different aspects of communication using the four macro skills – LSRW (Listening, Speaking, Reading, Writing)
BSU 243	Behavioural Science- II	This course aims at enabling students towards: Understand the importance of individual differences, Better understanding of self in relation to society and nation, Facilitation for a meaningful existence and adjustment in society, Inculcating patriotism and national pride
FLU 244 BBA 245 BBA 246 BBA 247 BBA 248	Foreign Language – II French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French. To make them learn the basic rules of French Grammar. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany Introduction to Grammar to consolidate the language base learnt in Semester I To enable students, acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

SUMMER ASSIGNMENT/ PROJECT

THIRD SEMESTER

BBM 301	Business Statistics	To provide basic understanding of quantitative tools and their elementary application to business problems.
BBA 302	Basics of Financial Management	To take decisions which are effective, a manager in any of the functional areas be it Marketing, HR or IT requires a thorough cost and benefit analysis and a feel for Finance so as to look at the long-term implications of his/her decision. This course is a "nut and bolts" course on Finance where the basic Financial decisions will be explained through problems and exercises, thus giving the student an understanding and a feel for Financial decision making.
CSE 301	Management Information Systems	This course focuses on the relationships among management, information, and systems as well as the relationship between a manager's need for information and his/her position in the organization, how hardware software, data, people, and procedures are combined to

		form an information system, how information technology can be used by a business organization to gain a competitive advantage why a knowledge of information systems is crucial to anyone who plans a career in business Organization.
BBA 304	Marketing Management – I	The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be both on developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. However, in order to do justice to the varying diversity of a real marketplace, will be on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.
BBA 305	Cost & Management Accounting	The course aims at developing an insight into cost accounting, its need and the various methods used to determining the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.
BBL 326	Business Laws	The objective of the course is to acquaint the students with the fundamentals of business-related laws, which have an important role over smooth conduct of business.
BCU 341	Communication Skills –III	To emphasize the essential aspects of effective written communication necessary for professional success.
BSU 343	Behavioural Science- III	To enable the students: Understand the process of problem solving and creative thinking.Facilitation and enhancement of skills required for decision-making.
FLU 344 BBA 345 BBA 346 BBA 347 BBA 348	Foreign Language – III French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • To provide the students with the know-how. To master the current social communication skills in oral and in written. To enrich the formulations, the linguistic tools and vary the sentence construction without repetition. • To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. • To enable students, acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease. • To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further. • The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
BBA 360	Summer Assignment/ Projects (Evaluation)	Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety

		of experimental techniques, and state-of-the-art instrumentation.
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FOURTH SEMESTER

BBA 401	Corporate Financial Management	In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager should understand all areas of management. The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.
BBA 402	Marketing Management – II	To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.
BBA 403	Research Methodology and Report Preparation	To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research; To develop contents and organization of both the written report and oral presentation for which the research study was done.
BBA 404	Entrepreneurship Development	The objective of the course is to provide students an understanding of entrepreneurship & the process of creating and grooving a new venture. The course also focuses on giving the students the concept of an entrepreneurs who is willing to accept all the risks & put forth the effort necessary to create a new venture.
BBA 405	E-Commerce	In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful
BBA 406	Human Resource Management	The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.
BCU 441	Communication Skills –IV	This course is designed to develop the skills of the students in preparing job search artifacts and negotiating their use in GDs and interviews.
BSU 443	Behavioural Science- IV	To inculcate an elementary level of understanding of group/team functions. To develop team-spirit and to know the importance of working in teams.
FLU 444 BBA 445 BBA 446 BBA 447 BBA 448	Foreign Language – IV French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To enable students: To develop strategies of comprehension of texts of different origin, to present facts, projects, plans with precision. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar Language and Professional Jargon. To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

		<ul style="list-style-type: none"> To enable the students to comfortably interact using basic Japanese. Teaching is done in roman as well as Japanese script, students will be taught katakana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
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SUMMER TRAINING (8 WEEKS)

FIFTH SEMESTER

BBA 501	International Business Management	To introduce students to the contemporary issues in International Business that illustrate the unique challenges faced by managers in the international business environment.
BBA 502	Personal Financial Planning	Post Liberalization, India has witnessed a phenomenal growth in her GDP. With the advent of MNC's, and growth in private business, individual's income and saving pattern has changed. Therefore, the need arises to manage these funds in a manner that it is no more called as savings but addressed as a need for Personal financial planning. This course is essential for every student irrespective of the specialization as every individual needs to plan his finances
BBM 501	Operations Research	The objective of this paper is to make students familiar with basic concept and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.
BCU 541	Communication Skills –V	To enable the students to adopt strategies for effective reading and writing skills. The course would enhance student's vocabulary, language and fluency. It would also teach the students to deliver professional presentations.
BSU 543	Behavioural Science- V	This course aims at enabling students towards: Understand the importance of individual differences Better understanding of self in relation to society and nation Facilitation for a meaningful existence and adjustment in society. To inculcate patriotism and National pride. To enhance personal and professional excellence
FLU 544 BBA 545 BBA 546 BBA 547 BBA 548	Foreign Language – V French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To furnish some basic knowledge of French culture and civilization for understanding an authentic document and information relating to political and administrative life. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar and Business Language and Professional Jargon. To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease. To enable the students to converse, read and write language comfortably and be able to converse using different patterns and forms

		<p>taught throughout. Students are taught and trained enough to get placed themselves in Japanese companies.</p> <ul style="list-style-type: none"> The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
BBA 550	Summer Training (Evaluation)	There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal classroom situations. These attributes are intellectual ability, professional judgment and decision-making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc

Elective Courses - either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses maybe opted.

Marketing

BBA 504	Consumer Behaviour	To develop an understanding of how consumers, behave and use the knowledge to adopt appropriate marketing strategies.
BBA 505	Service Marketing	The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.
BBA 506	International Marketing	After giving students an introduction of marketing management, it is necessary to give them an overview about the international scenario keeping in view the ever-growing importance of international market.

Finance

BBA 507	Financial Services	The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus, you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.
BBA 508	Principles of Investment Management	The course aims at equipping the undergraduate students with financial tools, which help in making decisions for investment in financial securities. It is also aimed at imparting a basic understanding of the influence of changing economic scenario on the decisions and important theories and models, techniques and regulations underlying these decisions.
BBA 509	Financial Derivatives	This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can

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		be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study
HR		
BBA 510	Organizational Development & Change	It aims to provide a conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership
BBA 511	Training & Development	The objective of the course is to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations.
BBA 512	International Human Resource Management	The main objective of this course is to explore the dynamics of global business development and to prepare the students about examining significant business investment opportunities and maximization of returns in context with human resources.
IT		
BBA 513	Relational Database Management System	The objective of the course is to give knowledge of the Relational Database Management Software, in particular ORACLE. It is expected that a student at the end of the course would attain a good conceptual and practical understanding of databases.
BBA 514	Software Project Design & Analysis	This module will introduce and develop concepts that are seen as central to the effective management of software projects. You will be expected to develop an appreciation of key, generic project management concepts and techniques as well as those techniques and approaches that are specific to the management of software projects. As well as knowing the core techniques, you will be expected to apply them across a limited range of software project management scenarios.
BBA 515	Programming with Microsoft Visual Basic	The objective of the course is to offer the students all key concepts and capabilities to be bound in Microsoft Visual Basic. This course seeks to provide very clear and straightforward implementation of key features of Visual Basic with explanations of each work. The student should walk away with an in-depth understanding of how to utilize all of Visual Basic's capabilities for building industrial strength enterprise application and understand the process of software development. The course will make the students learn real world context.
Law		
BBA 516	Law of Crimes	The basic objective of this course is to give an insight of the basic principles of crime and the law determining criminal liability and punishment.
BBA 517	Investment & Competition Law	Understanding the basics of investment and competition laws of India in the contest of new economic order.
BBA 518	Law & Technology	Understanding the legal measures for handling issues

		related Technological development in various fields. To develop a better understanding of Techno- legal aspects for the development of society and business.
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SIXTH SEMESTER

BBA 601	Business Policy & Strategic Management	The aim of the course is to orient the students in theories and practices of Strategic Management so as to apply the acquired knowledge in formulation and implementation of strategies for better decision-making. This is a gateway to the real world of management and decision-making.
BBM 601	Analytical Skill Building	To develop in students' skills of analytical and logical reasoning which will be a great asset for them in their future careers.
BME 601	Production & Operations Management	The course is oriented to familiarize the students with fundamentals of Production and Operations Management, and tools and techniques used in taking decisions in operating and controlling the Production and Service Industries. Further this course will familiarize the students with Quality Management and Current Quality Tools used in Production and Service Industries.
BBA 604	Public Relations & Corporate Image	The course is aimed at developing in students an understanding of Corporate Image and the tools of Public relations applicable in today's business scenario.
BCU 641	Communication Skills –VI	The main emphasis of this course is to enable students to learn the dynamics of social communication and to demonstrate the ability to learn the nuances of informal communication.
BSU 643	Behavioural Science- VI	To develop an understanding the concept of stress its causes, symptoms and consequences. To develop an understanding the consequences of the stress on one's wellness, health, and work performance.
FLU 644 BBA 645 BBA 646 BBA 647 BBA 648	Foreign Language – VI French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To strengthen the language of the students both in oral and written so that they can: express their sentiments, emotions and opinions, reacting to information, situations; narrates incidents, évents; performé certain simple communicative tasks. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar and Business Language and Professional Jargon. To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations in Present as well as in Present Perfect Tense with ease. To enable the students to converse in the language with the help of verbs and the usage of different sentence patterns, which help them to strengthen the language. Students are taught and trained enough to get placed in Japanese companies.

		<ul style="list-style-type: none"> The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
BBA 655	Dissertation	The aim of the dissertation is to provide students with an opportunity to further their intellectual and personal development in their chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of degree.
Elective Courses – Either 2 Marketing, 2 Finance, 2 HR, 2 IT, 2 Law courses (same stream as chosen in the 5th semester has to be continued).		
Marketing		
BBA 605	Brand Management	The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.
BBA 606	Advertising & Sales Promotion	The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.
BBA 607	Retail Management	Keeping in view the growth of retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.
Finance		
BBA 608	Corporate Tax Planning	The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.
BBA 609	Banking & Financial Institutions	The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance
BBA 610	Advanced Corporate Finance	The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance
HR		
BBL 629	Industrial Relations & Labour Law	The objective of the course is to acquaint students with the origin and importance of Labour laws governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws. This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial

		democracy.
BBA 612	Performance Management System	This course will help students understand the significance of appraisal for an organization and individuals. It will develop an understanding of various Performance Appraisal tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance.
BBA 613	Compensation & Reward Management	The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.
IT		
BBA 614	Object Oriented Programming with Java	The objective of the course is to give knowledge of 5th Object Oriented approach to development of software using Java Language, It is expected that a student at the end of the course would attain a good conceptual understanding and logical approach of software development.
BBA 615	Data Communication & Network	The objective of the course is to give knowledge of the Object-Oriented approach to development of software using C++ Language. It is expected that a student at the end of the course would attain a good conceptual understanding and logical approach of software development.
BBA 616	Web Database Programming with ASP	The objective of the course is to capacitate students to build and deploy dynamic web applications that interact with a powerful database. The modules provide background on subjects such as HTML, client-side scripting and relational databases. At the end of the course, the students will be able to set up their own personal dynamic web site using a Microsoft web server to illustrate web site creation and administration principles. The curriculum will make the students learn real world context.
Law		
BBA 617	Intellectual Property Rights	The objective of this course is to acquaint the students with basics of intellectual property rights with special reference to Indian law and practice.
BBA 618	Human Rights	The objective of this course is to lay the foundation of the Human Rights law and acquaint the students with basic human rights institutions.
BBA 619	Industrial Relations & Labour Law	The objective of the course is to acquaint student's with the origin and importance of Labour laws governing general functioning of employees in an organisation. Also, to educate student with the important provisions under these laws. This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy.


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 Gwalior

Bachelor of Arts (Honours) - Economics

Programme Code: BAE

Duration – 3 Years Full Time

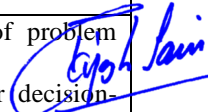
FIRST SEMESTER

<u>Course Code</u>	<u>Course Title</u>	<u>Course Outcomes</u>
BAE 101	Principles of Economics	The main objective of this paper is to introduce the students into the field of economics basic concept of the area what they are going to study. It aims at providing the relevant inputs to the participant so that they could study systematically the various areas of Economics.
BAE 102	Microeconomics - I	The course aims at familiarizing the students with Economic Theories; Concepts of models so that they can apply economic theories and models in the execution of managerial problems & functions.
BAE 103	Mathematical Methods for Economics	The main objective of inclusion of this course in Economics is to familiarize the students with basic quantitative & algebraic tools & techniques which will be needed for the understanding of the core subject and the students can apply the quantitative techniques in the analysis of managerial problems.
BAE 104	Economic History of India (1857-1947)	It will throw light on the economic history which will subsequently help the students to understand the trend of economic growth & development.
BAE 105	Environmental Studies	The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.
BAE140	English	The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.
BAE 143	Behavioural Science – I	This course aims at imparting an understanding of: Self and the process of self-exploration Learning strategies for development of a healthy self esteem Importance of attitudes and its effect on personality Building emotional competence.
BAE 144 BAE 145 BAE 146 BAE 147 BAE 148	Foreign Language - I French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • To familiarize the students with the French language, with the phonetic system, with the syntax, with the manners, with the cultural aspects. • To enable the students to converse, read and write in the language with the help of the basic rules

		<p>grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.</p> <ul style="list-style-type: none"> • To enable students, acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary • To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language. • The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
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SECOND SEMESTER

BAE 201	Micro Economics - II	The main objective of the course is to provide a deeper knowledge on some specific field of Microeconomics such as game theory, factor pricing, oligopoly & welfare.
BAE 202	Indian Economic Development since 1947	This subject covers the major features of Indian Economy at Independence in the field of agriculture industry and other infrastructure of the economy. It also deals with growth of development of different phases on the current issues in Indian economy policy.
BAE 203	Statistical Methods in Economics - I	This subject will deal with all fundamental statistical methods of tools which the students have to use in economic analysis and decision-making problems.
BAE 204	Agricultural Economy of India	This subject is aimed at providing knowledge on the agricultural economy of India, its development, productivity, rural indebtedness and defects in the agricultural market and to develop a critical study on recent agricultural crises in India To familiarize the agricultural situation in India To provide sound knowledge base on India's Agricultural economy before green revolution and after it. To develop a critical study on recent Agricultural crises in India.
BAE 205	Mergers & Acquisitions	The main objective of this course is to familiarize the students with the basic aspects of mergers and acquisitions.
BAE 240	English	The course is intended to give a foundation of English Language. The literary texts are intended to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond from different perspectives.
BAE 243	Behavioural Science – II	To enable the students: Understand the process of problem solving and creative thinking. Facilitation and enhancement of skills required for decision-making.


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BAE 244 BAE 245 BAE 246 BAE 247 BAE 248	Foreign Language - II French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French. To make them learn the basic rules of French Grammar. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Grammar to consolidate the language base learnt in Semester I. To enable students, acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense. To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

THIRD SEMESTER

BAE 301	Macro Economics - I	This course aims at introducing the fundamentals of Macro economic theories, policies and models in a historical perspective. It will enable the students to develop a critical insight on Classical and Keynesian macro-economic models, to understand the relationship between inflation and employment by providing exposure to the constructions of Friedman, Phelps & Phillips.
BAE 302	Public Finance	This subject is primarily aimed at introducing principles of public finance, role of different governments, public expenditure, taxation, budget and fiscal policy in India. To give exposure to the student, the role and the function of the government in a modern economy. The government plays different roles and performs varied functions which are different from earlier societies. In this context the public financial functions of the government need to be understood by a student, by studying the relevant theory and empirical analysis.
BAE 303	Industrial Economics	The core idea behind the inclusion of this subject is to introduce the students on the industrial developmental side of India, its different facts, different arena, policies & future prospect.
BAE 304	Legal Aspects of Business	the course is designed to provide a broad understanding of legal issues impacting upon business and the legal processes involved in the management of an organization. Besides the legal aspects of contract management, the course will focus on important legal issues in business and management especially in today's knowledge economy and the internet environment.
BAE 305	Statistical Methods in Economics - II	This subject will lead the students into the field of probability and hypothesis testing. Each one of them has a lot of application in the practical problems of economics.

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BAE 330	Term Paper (Evaluation)	A term (or research) paper is primarily a record of intelligent articulation through several sources on a particular topic of a given subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned/chosen. The progress of the paper will be monitored regularly by the faculty. At the end of the semester the detailed paper on the topic will be submitted to the faculty assigned/chosen. The evaluation will be done by Board of examiners comprising of the faculties.
BAE 341	Communication Skills - I	To form written communication strategies necessary in the workplace.
BAE 343	Behavioural Science - III	This course aims at imparting an understanding of: <ul style="list-style-type: none"> • Interpersonal communication and relationship. • Strategies for healthy interpersonal relationship • Effective management of emotions. • Building interpersonal competence.
BAE 344 BAE 345 BAE 346 BAE 347 BAE 348	Foreign Language - III French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • To provide the students with the know-how. To master the current social communication skills in oral and in written. To enrich the formulations, the linguistic tools and vary the sentence construction without repetition. • To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. • To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease. • To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further. • The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.


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FOURTH SEMESTER

BAE 401	International Economics	This course focuses on the basic issues, concepts and theories related to the international economics. It includes different trade policy & welfare, international trading system, WTO, Balance of Payments Fixed and Flexible exchange rate systems, IMF & others.
BAE 402	Business Information & Data Base System	This subject aims at providing the basic knowledge on Business information and Data Base System. To enable students to gain knowledge on effectiveness and efficiency of information systems in business functions. To develop skills on internet, communication channels and communication network.
BAE 403	Principles of Management	To provide a basis of understanding to the students with reference to working of business organization through the process of management. On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles.
BAE 404	Comparative Economic Development (1850 –1950)	The objective of this course is to make a comparative study of the economic development among the developed countries- Britain, German, USA, Japan & USSR. The student will also get to know about the role of the state in economic development.
BAE 405	Research Methodology	The need of this subject is for those concerned with research to pay due attention to the designing and adhering to the appropriate methodology for improving the quality of research.
BAE 441	Communication Skills - II	To teach the participants strategies for improving academic reading and writing. Emphasis is placed on increasing fluency, deepening vocabulary, and refining academic language proficiency.
BAE 443	Behavioural Science - IV	To inculcate an elementary level of understanding of group/team functions. To develop team-spirit and to know the importance of working in teams.
BAE 444 BAE 445 BAE 446 BAE 447 BAE 448	Foreign Language - IV French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To enable students: To develop strategies of comprehension of texts of different origin, to present facts, projects, plans with precision. To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease. To enable the students to comfortably interact using

		<p>basic Japanese. Teaching is done in roman as well as Japanese script, students will be taught katankana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese.</p> <ul style="list-style-type: none"> The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
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FIFTH SEMESTER

BAE 501	Macro Economics - II	The course mainly aims to lead the students to a higher level of macroeconomics. It will deal with, New Keynesian models: - Keynesian & classical unemployment & structuralist macroeconomics.
BAE 502	Operations Research	Operations Research provides managers with qualitative basis for decision making or enhances a managers' ability to make long range plans and to solve the everyday problems of running a concern. Linear programming is used to find a solution for optimizing a given objective, similarly Network analyses help the manager to plan, schedule monitor & control large projects. Queuing theory deals with the situation in which queue is formed.
BAE 503	Money & Financial Markets	The main objective of the course is to impart knowledge about money & financial markets, financial instruments & money, Demand for & Supply of money, financial deepening etc.
BAE 504	Business Environment	To develop your capacity to think strategically about a company, its business position, how it can develop a sustainable competitive advantage and how its strategy can be implemented and executed successfully. To build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment. To integrate the knowledge gained in earlier courses in order to achieve sound strategic options, evaluate action alternatives, assess its business risk and create action-oriented plans.
BAE 505	Strategic Management	The objective of this course is to develop an understanding of: The integrative role of all areas of management in business. The prescriptive and descriptive ideas of theorist's practitioners and researchers in the field., The principles of management and their relevance in business. The methods and techniques of strategic choice and strategic implementation over different industries. Measurement of performance in various business and effect of strategies, Difference between traditional and contemporary business management.

BAE 550	Summer Training (Evaluation)	There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship programme can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal classroom situations. These attributes are intellectual ability, professional judgment and decision-making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.
BAE 541	Communication Skills - III	To equip the participant with linguistic skills required in the field of science and technology while guiding them to excel in their academic field.
BAE 543	Behavioural Science – V	This course aims at enabling students towards. Understand the importance of individual differences. Better understanding of self in relation to society and nation. Facilitation for a meaningful existence and adjustment in society. To inculcate patriotism and National pride. To enhance personal and professional excellence.
BAE 544 BAE 545 BAE 546 BAE 547 BAE 548	Foreign Language - V French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • This course aims at enabling students towards: Understand the importance of individual differences. Better understanding of self in relation to society and nation. Facilitation for a meaningful existence and adjustment in society. To inculcate patriotism and National pride. To enhance personal and professional excellence. • To furnish some basic knowledge of French culture and civilization for understanding an authentic document and information relating to political and administrative life • To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar and Business Language and Professional Jargon. • To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

		<ul style="list-style-type: none"> To enable the students to converse, read and write language comfortably and be able to converse using different patterns and forms taught throughout. Students are taught and trained enough to get placed themselves in Japanese companies. What English words come from Chinese? Some of the more common English words with Chinese roots are ginseng, silk, dim sum, fengshui, typhoon, yin and yang, T'ai chi, kung-fu. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
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SIXTH SEMESTER

BAE 601	Economic System & Society	This course will reflect the socio-economic change in historical perspective, capitalism as an economic system, structure of capitalism and capitalism in global context.
BAE 602	Economic Growth & Development	This course will enable the students to acquire advanced knowledge as to how policies facilitate the economic growth and development in advanced countries. It also enables the students to understand important growth models and help them to familiarize with factors that contribute to economic growth. It will provide a strong knowledge base on India's economy both during pre and post reform periods and help in developing a critical study on recent development in the Indian Economy in the context of the world economic scenario.
BAE 603	Econometrics—Basic Theory & Application	This course presents the basic econometrics techniques emphasizing numerical estimation of economic relationships as applied to practical economic and managerial problems. To enable the students to learn the basic econometric techniques relating to the estimation of parameters. On successful completion of the course the students should have understood the estimation techniques, learned the difficulties involved in the estimation process, evaluation of parameters and enable understanding of scientific decision-making process.
BAE 604	Business Ethics & Corporate Governance CBCS	The objective of the course is to help the students understand the nature of business ethics and issues in corporate governance and its application to the Indian corporate scene.
BAE 655	Dissertation	The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree. The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

BAE 641	Communication Skills - IV	To enhance the skills needed to work in an English-speaking global business environment.
BAE 643	Behavioural Science – VI	To develop an understanding the concept of stress its causes, symptoms and consequences. To develop an understanding the consequences of the stress on one’s wellness, health, and work performance.
BAE 644 BAE 645 BAE 646 BAE 647 BAE 648	Foreign Language - VI French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • To strengthen the language of the students both in oral and written so that they can: express their sentiments, emotions and opinions, reacting to information, situations; narrates incidents, events; performe certain simple communicative tasks. • To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. • To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations in Present as well as in Present Perfect Tense with ease. • To enable the students to converse in the language with the help of verbs and the usage of different sentence patterns, which help them to strengthen the language. Students are taught and trained enough to get placed in Japanese companies. • The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.


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Master of Business Administration

Programme Code: MBA

Duration – 2 Years Full Time

FIRST SEMESTER

Course Code	Course Title	Course outcomes
MBA101	Organization Behavior	To help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.
MBA102	Financial Reporting, Statements and Analysis	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will be able to use complex accounting information as a platform for decision-making and also will build an increasingly sophisticated level of understanding of the language of accounting and its key concepts. In addition, the course develops skills in interpreting earnings statements, balance sheets, and cash flow reports. The ability to analyze financial statements will enable students to deal more effectively with strategic options for their businesses or business units.
MBA103	Managerial (Micro) Economics	To familiarize the students with theoretical concepts of

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		modern Economic Analysis so that they can use these as inputs in managerial decision-making process. Emphasis would be laid on the understanding of key economic variables both at micro and macro level which influence the business operations and strategies of the firm and the business environment under which they operate. This course will impart the knowledge of Economics and decision-making capacity related to business.
MBA104	Marketing Management	The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer. It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant. Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student has to be well versed with and this would be coupled with development of leadership skills and the ability to work in teams. The broader learning outcomes of this course will provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions
MBA105	Computer Applications for Business	This course will provide knowledge of computers, understanding and various applications of MS Word, Excel, MS Access and other tools of computers used in current business environment. This course will provide expertise in the use of personal computers which will help students in Critical thinking, Business Analysis, Problem Solving and Innovative Solutions of various business-related problems.
MBA106	Business Statistics and Analytics for decision Making	This course will help to students familiar with basic statistical techniques and their applications in managerial decision making. Students will get clear understanding of graphical representation of data, measures of central tendency, dispersion and asymmetry. Basic probability concepts as an aid to business decision making. Student can choose a statistical method for solving practical problems and based on the acquired knowledge to interpret the meaning of the calculated statistical indicators
MBA107	Legal and Business Environment (Micro & Macro)	To give insight to various Legal Aspects of Business so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises. Student will learn about the various legal aspect of business to implement it in society. This course will also help out to create the social responsibility amongst them.


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MBA108	Indian Ethos and Business Ethics	The objective of this course is to help the students appreciate the essential complementarity between 'VALUES' and 'ETHICS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.
MBA109	Indian Financial system and Financial Markets	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics. After the completion of this course the students will understand the Role of Financial Services in producing and maximizing value. The course will help in understanding basic Financial Services and their need, Factors determining dynamism in the Financial Services industry. Students will get clear understanding of the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry.
BCM141	Business Communication- I	This course is designed to hone the communication skills of the budding managers and enable them to be an integral part of the corporate communication network.
BSP143	Behavioural Science- I	This course aims at imparting an understanding of: Self and the process of self-exploration Learning strategies for development of a healthy self esteem Importance of attitudes and their effect on work behavior Effective management of emotions and building interpersonal competence.
FLP144 MBA145 MBA146 MBA147 MBA148	Foreign Language – I French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To familiarize the students with the French language with the phonetic system, with the accents, with the manners, with the cultural aspects ,To enable the students ,to establish first contactsto , identify things and talk about things To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. To enable students, acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary. To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language.

		<ul style="list-style-type: none">• The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
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SECOND SEMESTER

MBA201	Human Resource Management	This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Teamwork, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization
MBA202	Corporate Finance	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tool used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.
MBA203	Indian Economy & Policy	This is the course which provides the basic knowledge of the Structure and the Current developments in the Indian Economy. This course will help out students to understand the trends in different Macro Economic Variable and their inter relationship for global exposure.
MBA204	Marketing Research	The course aims to provide a thorough understanding of the essential characteristics and the basic tenets of research methodology and report preparation. For this we begin by explicating the role of business environment and develop the domain knowledge of the course through critical thinking, business analysis, problem solving and honing skills for finding innovative solutions. The course will focus on quantitative and descriptive research methods and techniques that are essential for the validity and reliability of the research process. The course will identify and review the components essential for preparation of research proposals, research reports, business proposals and feasibility studies in order to develop report writing and formal presentation skills of the research projects undertaken. For the same, the course will also focus on enhancement of effective communication skills. A researcher also has to be sensitive towards their social responsiveness and the expected ethical standards of research. Through various class activities, the course will also aim at developing the abilities of working in teams and leading a team.
MBA205	Operations Management	The aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various

		decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.
MBA206	Quantitative Techniques	This course will help to students to understand the basic operations research concepts and terminologies involved in optimization techniques, understand the mathematical tools that are needed to solve optimisation problems. Student should be able to apply probability distributions as an aid to business decision making and operational excellence may become a source of sustained competitive advantage in both manufacturing and service operations.
MBA207	Entrepreneurship	The course is designed to understand the business environment and the domain knowledge of the entrepreneurial process. It will take the participants through the process of critical thinking, business analysis, problem solving and creating of innovative solution in the context of Organizational and Entrepreneurial behaviour - how it differs from that of professional management, organizational and Entrepreneurial processes - the activities involved in taking ideas to the commercial realization, group project to develop an appreciation for the special challenges in entrepreneurial companies that are important for today's innovative climate. With that the course will also aim at developing effective communication skills, leadership skills and the ability to work in teams. Finally, the course will sensitise participants on the social responsiveness and expected ethical behaviour from an entrepreneur.
MBA208	Organizational Design	This course is designed to enhance the ability to analyze the soundness of the organizational structure of a company. It also focuses on enhancing ability to understand and overcome the main changes that entail the management of change inside an organization. It will be helpful to develop skills for understanding the impact of environment, strategy, technology, organizational culture, and organizational size on organizational and inter organizational relationships
MBA209	Corporate Strategy	The course is designed to help students understand the concept of strategy and strategic management process. This starts with a clear understanding of business environment and the domain knowledge of what the top management of an organisation does. The course will further enhance critical thinking skills, business analysis skills, problem solving skills and the ability to come up with creative and innovative solutions. The course also aims at acquainting students with basic concepts and principles of strategic management; develop and prepare organizational strategies that will be effective for the

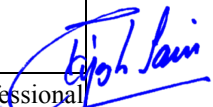
		current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction. This will also cover global exposure and cross-cultural understanding to create an understanding of how global firms operate. The course will culminate with sensitizing participants regarding their responsibilities towards the society through training on social responsiveness and ethics.
BCM241	Business Communication- II	To develop the writing skills of the students so that they can communicate efficiently.
BSP243	Behavioural Science- II	This course aims at imparting an understanding of: <ul style="list-style-type: none"> • To develop an understanding the concept of stress its causes, symptoms and consequences. • To develop an understanding the consequences of the stress on one's wellness, health, and work performance. • Enhancing personal effectiveness and performance through effective interpersonal communication • Enhancing their conflict management and negotiation skills
FLP244 MBA245 MBA246 MBA247 MBA248	Foreign Language – II French German Spanish Japanese Chinese	<ul style="list-style-type: none"> • To enable the student to talk about his time schedule to talk about travel • To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany • Introduction to Grammar to consolidate the language base learnt in Semester – I • To enable students, acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense. • To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives. • The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical

		skills and nurturing them to interact with a Chinese person.
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SUMMER INTERNSHIP (8 -10 WEEKS)

THIRD SEMESTER

MBA301	Project Management	Project Management is a broad multi-level activity. The objectives of this course are to provide a thorough understanding of its various essentials to the student. At the completion of the course, the student should be able to apply criteria of selection for identification of a project and carry out a rational appraisal. He/ She should be able to do project planning and be familiar with project control systems. To develop the thorough understanding of the subject, tools and techniques used for managing projects.
BCM341	Business Communication- III	To enhance the communicative competence of the learners equipping them with efficient interpersonal communication and leadership abilities.
FLP 344 MBA345 MBA346 MBA347 MBA348	Foreign Language – III French German Spanish Japanese Chinese	<ul style="list-style-type: none"> To furnish linguistic tools, to talk about work and problems related to work ,to perform simple communicative tasks (explaining a setback, asking for a postponement of appointment, give instructions, place orders, reserve),to master the current social communication skills ,oral (dialogue, telephone conversation),Written (e-mails, reply to messages) To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. To enable students, acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease. To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.
MBA350	Summer Internship (Evaluation)	There are certain phases of every Intern's professional


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		development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship programme can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal classroom situations. These attributes are intellectual ability, professional judgment and decision-making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.
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ELECTIVE (Any six courses out of any two programmes in a combination of 4+2 or 3+3)

ENTREPRENEURSHIP & LEADERSHIP

MBA303	Entrepreneurial Lab	This is a hands-on course that provides students with an experience of experimenting with various aspects of entrepreneurship. It starts with an analysis of the business environment and a focus on the domain knowledge of entrepreneurship. Creating effective team players and exemplary leaders is another target of the course. Course content is targeted towards honing the critical thinking, business analysis, problem solving and innovating solutions skills. The practical application course will also aim at developing participants to be effective communicators.
MBA304	Innovation Technology Management	The objective is to introduce, to the students, an important new expression of Innovation and to familiarize its usefulness in management. To make them familiar with several proven principles, and processes. The aim is also to make them familiar with Innovation management system's suitability for generating superior degrees of short and long term profitability, employment stability and stakeholder loyalty through innovation.
MBA305	Technology Appreciation and Intellectual Property Rights	The objective of this course is to acquaint the students with basics of intellectual property rights with special reference to Indian law and practice. To create an entrepreneurial level understanding and appreciation of the business-opportunity-laden technologies like information and digital technology, material science and nanotechnology, life science and biotechnology.
MBA306	Entrepreneurial Marketing	This is a subject of vital importance to all the entrepreneurs. Starting with the basics of business environment and the domain knowledge of marketing, the course will shift into more extensive skills of critical thinking, business analysis, problem solving and developing innovative solutions. The course aims at sensitizing participants with the fundamentals of marketing for a new venture, thereby equipping the entrepreneur to launch and

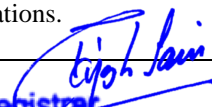
		grow innovative products/services successfully through teamwork and exemplary leadership. The course also aims at honing participants to become effective communicators
FINANCE & ACCOUNTING		
MBA307	Valuation	The goal of the course is to provide students with practical tools and methods to value a broad range of assets. While the course is designed first and foremost to be very practical, the tools and methods covered in this course are presented in the framework of generally accepted financial theory.
MBA308	Project Appraisal and Finance	The objective of the course is to make the students familiar with the planning, analysis, selection, implementation and review the capital expenditure investments. The aim is to acquaint the student with the application of mathematical and statistical tools for analyzing managerial problems in order to arrive at a decision w.r.t. The capital expenditures. Students will get the insight of Business Environment and Domain Knowledge. This course will help in Effective Communication, Leadership and Teamwork
MBA309	International Finance	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. The International Finance aims at equipping the students with regard to role of finance manager with concepts, tools that enable financial decisions making in a global market and help better achieve the objectives of the firm.
MBA310	Financial markets and Financial Services	At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.
MBA311	Investment Analysis and Portfolio Management	This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.
HUMAN RESOURCE		


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MBA312	Employee Relations	The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations, Also the best possible integration of the employee at work and on the other hand, better business organization as regards its relations with employees. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.
MBA313	Manpower Planning, Recruitment, and Selection	The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem solving ability of students.
MBA314	Performance Management Systems	This course will help students to understand the significance of appraisal for an Organization and Individual Provide students with knowledge of the key concepts of performance management. Enable students to apply relevant conceptual frameworks for solving performance management problems
MBA315	Understanding Self-Indian Perspective	The course aims to provide concept , essence of self-awareness and provide detail insight of Indian culture . The course has both theoretical aspects and practical exercises to impart learning related to self-awareness
MBA316	Strategic Human Resource Management	This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources. Methodology: Lectures, Case studies, Application exercises, Group or Class learning activities, Experiential Exercises

INTERNATIONAL BUSINESS

MBA317	International Trade Finance	Understand ways in which International Trade is undertaken, settled and financed; Appreciate the need and role of various entities engaged in International Trade and Finance. Recognize the terminology used in International Trade, Finance and commercial contracts; Know how to avail finance from International Financial Markets & Institutions for trade and global business; Understand international payment systems & Regulatory compliances; Study Global Mergers & Acquisition trends.
MBA318	International Labour Organization and International Labour Laws	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of the main provisions of International and National labour standards, concepts, institutions and approaches to industrial relations and collective bargaining. The course will help students to develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.


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MBA319	International Economics and Trade Laws	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of International Trade & Globalization, International Economic Indicators & their terminologies. Also students will get exposure to World Economies, Transformations & Emerging markets and also to make students familiar with how to Visualize & cope with Global Changes in Business scenario, Understanding the role of Govt., understanding International Institutions & Trade Policies.
MBA365	International Trade Procedures & Documentation	Learning the importance, procedural & documentation aspects of export-import of goods and services ; impart knowledge of governments, departments, international institutions involved ; teach an Export Manager to develop a systematic methodology to handle exports ; understand the relevance and importance of various government policy measures for export as well as import.
MBA366	Foreign Exchange Management	Understand the basics & trading mechanics of Indian & International FX Markets ; Read, understand, convert, calculate rates and negotiate FX rates ; Understand linkages of money markets, interest rates, economic & world events to FX rates ; Understand FX Hedging, Speculation & Arbitrage trading strategies ; Use FX Derivatives (Forwards/Futures/Options/Swaps) to hedge FX risk ; Know Regulatory compliances
INSURANCE MANAGEMENT		
MBA367	Application of General Insurance	The subject is designed by keeping in view about the requirement of knowledge of History of the Insurance in India, various aspects of the insurance, basic principles of Insurance along with their implementation in to operation with the help of legal and financial principals. Basic and mandatory activity of any Insurance Organization.
MBA368	Life Insurance – Underwriting & Claims	The course will provide an understanding of the basic concepts and principles of life insurance, its functions and benefits. Besides product pricing method, the broad features of individual and group products, social security schemes, reinsurance etc. will help students develop and understanding of different facets of life insurance. The course also provides understanding of policies of health, property and assets insurance.
MBA369	Regulatory Framework of Insurance	The course will provide an understanding of insurance regulations in pre and post nationalization period with latest updating. Details of various Acts, their implications and limitations will also be discussed with real life case.
MBA370	Risk Management & Insurance	This course Aim is to introduce student to the concept and application of systematic risk identification and measurement.

		Concept of Risk Control and Examination of various risk control option. Second part of the course is to introduce students to the principles and practice of insurance, including an examination of the main type of Insurance policies currently available to develop an understanding of the use of insurance as an effective risk management tool.
INFORMATION TECHNOLOGY		
MBA371	Business Process System	This course will expose the students to describe process development by making a distinction between the development processes, the management process and supporting process in line with evolving standards. It also introduces object- oriented approach to provide a better balance with conventionally structured systems approach. It then describes the use of models to precisely define systems, processes, data and their co-relation.
MBA372	Management of Software Projects	This course is to familiarizing students the concept of Software Project Management, which is an umbrella activity within software engineering. It begins before any technical activity is initiated and continues throughout the definition, development and maintenance of computer software.
MBA373	Decision Support & Business Intelligence Systems	This course can help students to have a more comprehensive knowledge of the factors affecting the business. The Business Intelligence focuses on learning how analytics and technology can be used to enhance, decision-making, and performance. This course is designed to train students in skills, methodologies, and knowledge how to accomplish data management tasks with the applications of BI tools and techniques
MBA374	Service Oriented Architecture & IT Service Management	SOA is a core part of the service-oriented computing platform that brings with its new concepts, technologies and challenges. First two modules of this paper will explore key parts of this platform to provide well rounded coverage of the multi-faceted world of building service-oriented automation solutions. Now a days providers of IT services can no longer afford to focus on technology and their internal organization, they now have to consider the quality of the services they provide and focus on the relationship with customers, ITSM provides you with customer's perspective of IT's contribution to the business. ITSM stands in deliberate contrast to technology-centered approaches to IT management and business interaction, the third and fourth modules of this paper will talk about the ITSM as concept and ITIL for the implementation of the same.
MBA375	Web-enabled Business Processes	Students will be taught how to web-enable a real time business process. Students will learn how web-enabled business processes can increase profitability and performance and improve customer relationships. Business on the web provide enterprise-wide process integration as well as connect businesses with global business partners. These concepts will be put into practice through the industry specific project.
MARKETING & SALES		

MBA376	Consumer Behaviour	This course enables the students to know about how the markets, consumers behave under different situations. This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior. At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value
MBA377	Retailing Management	This course will enable the students to explore the field of highly competitive retail environment, establish and maintain relationships in retail business. This course also intends to understand the basic principles of retail strategy and decisions made in managing a retail business. By the end of this course the students will be able to formulate strategies for creating customer experience
MBA378	Sales and Distribution Management	This course will enable the students to understand the importance of managing sales and distribution in the competitive market. It provides framework for channel creation and formation. By the end of this course, the students will be able to comprehend and differentiate the concept of sales and distribution, design, develop, and manage sales and distribution in the changing business scenario.
MBA379	Product & Brand Management	In congruence with the aim of marketing to convert a commodity into an identifiable product and to a subsequent brand, the course involves the objective of imparting comprehensive understanding of the process of product strategy and the fundamentals of building, measuring, and managing a brand. There is a two prong aim of the course to this end. One is to enhance critical thinking, business analysis, problem solving and the ability to develop innovative solutions. The second is to graduate the participants into managers who can communicate effectively.
MBA380	Business to Business Marketing	The objective of the course is to provide students with insight into the B2B environment and theories of special interest for business marketing. The course deals with special challenges of marketing in and between companies/institutions and how to optimize the marketing mix efforts. It also provides basic concepts and practices of CRM in modern businesses
OPERATIONS MANAGEMENT		
MBA381	Management of Technology & Innovation	The objective of this course is to introduce the concepts and importance of technology management and innovation. The course seeks to emphasis further their strategic role and aspects of implementation in organisations.
MBA382	Supply Chain Management	The aim of this course is to develop the understanding of the various components of the integrated supply chain. The learning is focused on developing the supply chain to suit domestic as well as global markets.
MBA383	Project Management	Project Management is a broad multi-level activity. The

		objectives of this course are to provide a thorough understanding of its various essentials to the student. At the completion of the course, the student should be able to apply criteria of selection for identification of a project and carry out a rational appraisal. He should be able to do project planning and be familiar with project control systems.
MBA384	Manufacturing Competitiveness	The objective is to familiarize the students with manufacturing competitiveness, practices and importance to enhance it in international markets as well as the changes required in the operational technologies with rapidly changing environments. The aim is to develop understanding about the practical aspects of selection of process technology, management of technological resources.
MBA385	Total Quality & Competitive Advantage	The course deals with the integrative role and philosophy of Total Quality, Business Policy and resulting Competitive advantage between all areas of management in business; the prescriptive and descriptive ideas and the principles of management and their relevance in business; the methods and techniques of strategic choice and strategic implementation in operational areas. It also underscores measurement of performance in various business and effect of strategies, and difference between traditional and contemporary business practices.
RETAIL MANAGEMENT		
MBA386	Fundamentals of Retailing	The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.
MBA387	Merchandising Management	The course highlight's the finer details of the retail operation called merchandising. Apart from giving the theoretical overview of the concepts and important terms, procedures and practices, the contents emphasize the planning and control aspect along with the extended applications like retail branding decisions.
MBA388	Retail Supply Chain & Logistics Management	The aim of this course is to develop the understanding of the various components of the integrated supply chain. The learning is focused on developing the supply chain to suit domestic as well as global markets.
MBA389	Franchising in Retailing	The course aims at imparting the basic knowledge on the concept and applications of Franchising. The contents cover a diverge spectrum of fundamentals of Franchising, legal aspects like patenting and copyrights, documentation, taxation. The course aims to prepare the students for taking up job assignments with franchisors as well as franchisees. It also aims at developing the consulting and entrepreneurial skills among students.
MBA390	Retailing of Insurance Products &	The course aims to help in understanding the concept and

	Financial Services	practices of insurance products and financial services in India. It will acclimatize students to the marketing environment in the financial sector. Financial services is a fast growing sector and thus, offers good career opportunities.
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FOURTH SEMESTER

MBA401	Corporate Social Responsibility and Sustainability	The biggest challenge facing corporate today is the lack of vision in corporate governance. From legal, economic and social to environmental degradation can be attributed to poor governance and the fallouts are reversible but environmental degradation has brought planet earth to the brink of the sixth mass extinction event. The course begins by analyzing the corporate citizenship of an organisation in its business environment and the domain knowledge of business ethics and social responsibility and responsiveness. Further, the course will develop the concept of global exposure and cross-cultural understanding to make globally responsive managers.
MBA420	Managerial Skills For Effectiveness	The course is designed to enhance managerial skills. Focuses on critical thinking problem solving and innovation. This course will help students to develop their leadership skills, team skills and team building skills.
BCM441	Business Communication- IV	This course is designed to teach students to accept and respect the cultural differences because of globalization and to understand the role of nonverbal cues in Business Communication. This course will make the students sensitive to Business Etiquette and Protocol.
BSP443	Behavioural Science- IV	This course aims to enable students to: <ul style="list-style-type: none"> • Understand the concept and building of teams • Understand the concept of Self Leadership and Leadership Excellence • Understand the leadership Styles in organizations • Facilitate better team management and organizational effectiveness through universal human values.
FLP444 MBA445 MBA446 MBA447 MBA448	Foreign Language – IV French German Spanish Japanese Chinese	To strengthen the language of the students with both oral and written To provide the students with the know-how <ul style="list-style-type: none"> • to master the tenses – present, past and future • to express emotion • to accomplish simple tasks of day-to-day programmes to prepare résumé To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany. Introduction to Advanced Grammar Language and Professional

		<p>Jargon</p> <p>To enable students, acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.</p> <p>To enable the students to comfortably interact using basic Japanese.</p> <p>The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.</p>
MBA455	Dissertation (Commencing Sem – III)	The aim of the dissertation is to provide students with an opportunity to further their intellectual and personal development in their chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of degree.
ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)		
ELECTIVE (Any six courses out of any two streams (same as in Sem III) in a combination of 4+2 or 3+3)		
ENTREPRENEURSHIP & LEADERSHIP		
MBA402	Indian Models in Entrepreneurship	At the end of this course, students will be able to understand various Indian Models in Entrepreneurship, analyze the practical application of different models of Entrepreneurship in India. Develop innovations to complement the existing models. The course will help the students to understand the concept of entrepreneurship & its business environment and develop the critical thinking, innovation analysis & problem-solving approach. Also, the course will help to enhance the leadership and motivation of the students and will make the student more responsible socially.
MBA403	Family Business Management	This course addresses many of the unique situations family businesses face. These topics range from successor ship & family dynamics to continuity planning and strategic performance. The course will benefit family foundations and family investment offices, family firm successors, entrepreneurs, consultants and advisers, and investors for the following reasons: Leading consulting firms are developing family business practice areas. The class will involve case discussions, guest speakers, field and research assignments, and class presentations of new ideas in family enterprises.
MBA404	Venture Valuation and Accounting	Understanding the venture valuation techniques, grasping the complexity of the financial instruments involved with entrepreneurial ventures, and to reviewing Accounting principles, including the introduction of tools and resources to better manage financial issues in an entrepreneurial venture
MBA405	Social Entrepreneurship	The course will help the student to understand the concept of


		social entrepreneurship & its environment and will develop the critical thinking, innovation, and analysis & problem-solving approach of the student. Also, the course will help the student to develop the leadership and motivation and will make the student more socially & ethically responsible.
FINANCE & ACCOUNTING		
MBA406	Taxation	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Social Responsiveness and Ethics. Students will get clear understanding of the direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India. In addition to this the course enable students to have understanding of the basic concepts of GST Law introduced in India and to develop skills of computing GST and in filing all the returns involved under the GST.
MBA407	Financial Derivatives	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. The course enable the students to think innovative solutions to financial problems with particular emphasis on understanding new risks, which the changing scenario of finance is creating for individuals and firms and equip them with innovative tools of financial engineering called derivatives and skills to use them in forming effective strategies to cope with the changing environment and hedge against the financial risks.
MBA408	Managing Banks and Financial Institutions	The aim of the course is to orient the finance students to the changes in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus, familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.
MBA409	Mergers, Acquisitions and Corporate Restructuring	This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. The course will develop an understanding of Mergers and Acquisitions (M&A) in detail. In addition, students will familiarise with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.
MBA410	Behavioral Finance	This course will help students to develop Business Environment

		and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of the psychological impact on market investors, portfolio managers and finance economists.
HUMAN RESOURCE		
MBA411	Compensation and Benefit Management	The purpose of the course is to provide exposure to the tangible and intangible aspects of compensation, as well as the use of compensation to motivate and reward employee performance. It also highlights the importance of maintaining the capable education qualification, the value of developing their skills, and the significance of providing the appropriate atmosphere for them. Student will learn basic compensation concepts and the context of compensation practice and Legally required employee benefits.
MBA412	Human Resource Metrics and Analytics	This course introduces the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting. The student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making. It will enhance the ability of student to communicate effectively the HR metrics.
MBA413	International HRM: Approaches	The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essentials differences in managing human Resources, at all levels in foreign environment.
MBA414	Manpower Planning, Recruitment, and Selection	The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem solving ability of students.
MBA415	Team Dynamics at Work	The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.
INTERNATIONAL BUSINESS		
MBA416	Foreign Trade Policy	Know the world's top economies and their Trade Policies, Regional & bi-lateral agreement.; Learning the direction, composition & procedures of India's Foreign Trade Policy 2009-2014; Knowing which Assistance, Promotion Schemes and Incentives exporters enjoy; knowing Import Tariffs & Customs duties; Learning International Documentary & Govt. Regulatory compliances
MBA417	International Supply Chain	

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	Management	
MBA418	International Cross Culture & Diversity Management	Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.
MBA419	Global Outsourcing: Issues & Perspective	Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.
MBA465	International Marketing	The course aims at providing clear understanding of the nature and practices of international marketing and helps in distinguish international marketing mechanics from the domestic marketing models and approaches. The course would develop a general perspective about managing international business both in operational as well as strategic context and in developing international marketing strategies.
INSURANCE MANAGEMENT		
MBA466	Commercial Insurance Underwriting & Operations	The subject is designed by keeping in view the various aspects of the industrial, manufacturing and business activity. The various non-life insurance for the same, safety and security and its impact in terms of insurance 'To Do and Not To Do' in case of any claim and duties of insured for minimization of loss at the time of loss and claim process.
MBA467	Insurance Accounts & Fund Management	To develop an understanding of final accounts pertaining to life & general insurance to enable the students to have an insight as to how the insurance companies allocate & manage their financial resources to meet their financial goals. To apprise the students of the tax related benefits pertaining to both life & general insurance.
MBA468	Insurance Marketing & Client Management	The aim of this course is to help students develop among the students an understanding of differences between traditional marketing concepts and concepts related to insurance marketing. The distribution channels, new markets and product development with reference to insurance will also be discussed. Acquiring customers and satisfying their needs being crucial for success of insurance companies, it is aimed to discuss use of Customer Relationship Management Technologies.
MBA469	Product Development & Pricing	To familiarize students with product and pricing concepts and strategies, the methods and tools used in developing and

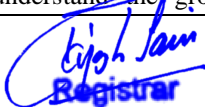
		programming. Enabling them to develop strategies and plans and to develop the judgment parameters required in product and pricing management.
INFORMATION TECHNOLOGY		
MBA470	System Analysis & Design	This course covers the system development life-cycle (SDLC) phases, with respect to the waterfall approach, also describes the prototype approach for developing software systems. The object-oriented (OO) analysis and design concepts are also introduced.
MBA471	Enterprise Management	Today Enterprise comprises of various stakes holders, such as employer, partners, customers and managing them is the key factor. Today enterprise is better known as extended enterprise and this course gears towards familiarizing the various components of Ext. Enterprises such as ERP, KM, CRM, SCM, business intelligence etc.
MBA472	Information Security & Risk Management	In today's competitive global economy, Information is the key resource which is growing day – by - day it is very critical to protect that information from all aspects. This course is designed to familiarize students with the importance of information, Risk involved in managing them and How to protect this information?
MBA473	Marketing of IT Solutions	“Marketing and Management of Software Solutions” course is in two parts, the first one exposes the students to various typical features of solutions marketing and the second part to the Management of software solutions
MBA474	Software Quality Assurance	Quality is the essence of life. Information Technology by virtue of its various products, broadly software and hardware, is enabling quality in various aspects. It thus becomes more imperative that the software, which is actually becoming life line of any organization, adheres to certain quality norms. The students must understand the various aspects of quality, tools to implement quality in software development and monitoring the same.
MARKETING & SALES		
MBA475	Integrated Marketing Communication/Promotion Strategy	This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.


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MBA476	Digital and Social Media Marketing	The death of a salesman in the B2B channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.
MBA477	Marketing to Base of Pyramid Consumers	This course will enable the students to identify the opportunities of BOP market and also to appreciate the differences and similarities between urban and BOP markets. By the end of this course the students will be able to apply the concepts of BOP marketing into practice and design strategies suitable for BOP markets.
MBA478	International Marketing	In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders and will delve into global exposure and cross-cultural sensitivity. Thus, the course aims at exposing the students to the international business activities and taking a keen look at business environment along with the domain knowledge to manage an MNC. The course would develop a general perspective about managing international business both in operational as well as strategic context through critical thinking, business analysis, problem solving and seeking innovative solutions at an international level. The course will further enhance the effective communication skills of the participant and will also sensitise them to international considerations of social responsibility and ethics.
MBA479	Services Marketing	The course has been designed to equip students to become more effective managers of any service organization by familiarizing them with the basic characteristics of services, their implications on design and delivery, and the ways to achieve sustainable competitive advantage by managing critical parameters. This training begins with imparting domain knowledge of services and the knowledge of the business environment. To make an effective manager, the participants need to hone skills related to critical thinking, business analysis, problem solving, innovating solutions and effective communication. To meet this end, the participants will also be developed to be better team players and effective leaders.

OPERATIONS MANAGEMENT

MBA480	Service Operations Management	The objective of the course is to understand the growing
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		significance and impact of services on the growth and economy and the scientific ways to run the operations so as to optimize the business and brand returns.
MBA481	Operations Strategy	The objective is to develop understanding about the practical aspects of operations strategy, selection of process and infrastructure development. The aim of this course is to make the students familiar with the changes required in the operational strategy with rapidly changing environment.
MBA482	Lean Six Sigma	At the end of this course the student will: Understand the importance of a measurement-based strategy, which focuses on process and sub-processes improvement through the application of Principles and methods of Lean Six Sigma. Develop the understanding of technical skills required to implement Lean Six Sigma and to implement them to significantly improved business results. Learn to use Minitab software tool for analyzing data to help him evaluate quality in an objective, quantitative way.
MBA483	Facility Planning & Total Productive Maintenance	The aim of this course is to develop the understanding of the concept of facility planning and total productive maintenance – its application and uses in business organizations.
MBA484	Process Analysis & Theory of Constraints	This course is to familiarize students to the fundamentals of operational process analyses with a view to improving productivity and performance towards fulfilling the overall business goals. It is also to further enable them to learn the concepts, principles, and application of the theory of constraints approach in this regard.
RETAIL MANAGEMENT		
MBA485	Mall Dynamics & Real Estate Management	The course contents provide a detailed outline of Malls and its design and retail components. Special emphasis is given to the practical aspects. The objective of the course is to impart skills necessary for taking up positions in Mall administration. The student may also opt for specific functional aspects like Marketing apart from being entrepreneurs by way of developing Malls.
MBA486	Visual Merchandising & Space Planning	The course contents highlight and explain the various design and display elements that impact space management and merchandise display in retail outlets. It also focuses on specific impact of each element on store profitability and efficiency. The aim is to prepare students to take up jobs as creative visual merchandisers with majors retail players. Space Management skills shall help them in being effective department, floor and store managers.
MBA487	Retail Sales & Category Management	The aim of this course is to develop the understanding of the various components related to retail sales and Category Management, It also focuses on dynamics of changes in the retail sector. Keeping in view the growth of retail industry, the course has been designed to familiarize students with the basics

		of retail industry and give them an overview about retail sales and category Management.
MBA488	Retail Branding & CRM	The course involves the objective of imparting comprehensive understanding of the fundamentals of building, measuring, and managing a brand. The emphasis is also on enhancing life time value of customers and developing partnering relationships with profitable loyal customers.
MBA489	E-Retailing	The course is designed to explain the emergence, proliferation and prospects of E-retailing across the globe, with special reference to India. After studying the course, students shall be equipped with the basic knowledge to design, operate and manage e-retailing operations of a retail enterprise.


Doctor of Philosophy in Management

**Programme Code: 14078 FT
14303 PT**

**Duration – 3 Years Full Time
4 Years Part Time**

FIRST SEMESTER

Course Code	Course Title	Course outcomes


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MGT 104	Practicing Strategic Human Resource Management	To help in understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will generate an understanding of human resource management within a strategic dimension to illustrate the concept of competitive advantage applied to human resources.
MGT 105	Financial Markets and Financial Services	At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics
MGT 106	Integrated Marketing Communication/Promotion Strategy	This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.
PRM 101	Research Methodology (Including Quantitative Techniques & Computer Applications)	On completion of the course, the students will be able to analyse different types of research methodology, hypothesis and research design. Students will gain knowledge about the primary source of data collection and various statistical analytical tools.
PRP 102	Research & Publication Ethics	On completion of the course, the students will be able to understand publication ethics and its significance. Students will gain knowledge about plagiarism analytical tools, how to identify predatory publications. They will also gain knowledge about indexing matrix, citation data base and open access publication


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