

## PROGRAM OUTCOMES & COURSE OUTCOMES OF MBA PROGRAMME

### MBA: Program objectives:

1. To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment.
2. To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
3. To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
4. To harness entrepreneurial approach and skill sets.

### MBA: Program Specific Outcomes:

Program Specific Outcomes or PSOs are abilities that a MBA Programme professional should have after successful completion of the program. Following PSOs have been defined:

*A graduate will have*

- i. An ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment.
- ii. An ability to develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
- iii. An ability to develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
- iv. An ability to communicate effectively.

### MBA: Course specific outcomes:

MBA SEM I			
Course Code	Course Name	Course Objective	Course Outcome
101	Accounting For Business Decisions	<ol style="list-style-type: none"> <li>1. To understand the basic concepts of financial accounting, cost accounting and management accounting.</li> <li>2. To know various tools from accounting and cost accounting this would facilitate the decision making.</li> <li>3. To develop analytical abilities to face the business situations.</li> </ol>	Students will able to: <ol style="list-style-type: none"> <li>1. Understand the basic concepts of financial accounting, cost accounting and management accounting in students.</li> <li>2. Make use of various tools of accounting for analyze business situation and take decision</li> <li>3. Able to analyze the business financial position</li> </ol>
102	Economic Analysis for Business Decision	<ol style="list-style-type: none"> <li>1. To equip the students of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.</li> <li>2. To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.</li> </ol>	Student will- <ol style="list-style-type: none"> <li>1. Understand tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.</li> <li>2. Explore the economics of information and network industries</li> <li>3. Understand how economics affect the business strategy of companies in these industries.</li> <li>4. Develop economic way of thinking in dealing with practical business</li> </ol>

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
		3. To develop economic way of thinking in dealing with practical business problems and challenges.	problems and challenges.
103	Legal Aspects of Business	1. To acquaint students with general business law issues to help become more informed sensitive and effective business leaders. 2. To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.	Students will able to 1. Acquaint with the general business law issues to become more informed, sensitive and effective business leaders. 2. Understand fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.
104	Business Research Methods	1. To understand the concept and process of business research in business environment. 2. To know the use of tools and techniques for exploratory, conclusive and causal research. 3. To understand the concept of measurement in empirical systems. 4. To use statistical techniques for analysis of research data.	Student will 1. Relate the concept and process of business research in business environment. 2. Familiar to the use of tools and techniques for exploratory, conclusive and causal research. 3. Apply concept of measurement in empirical systems. 4. Interpret the result of statistical techniques for analysis of research data
105	Organisational Behaviour	1. To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective. 2. To obtain frameworks and tools to effectively analyze and approach various Organizational situations. 3. To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.	Student will 1. Able to relate the different aspects of the human behavior to the individual, group & organizational perspectives of the workplace. 2. Able to apply the frameworks & tools effectively to analyze & approach various Organizational situations. 3. Able to modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase the own effectiveness.
106	Basics of Marketing	1. To introduce marketing as a business function and a philosophy 2. To emphasize importance of understanding external environment in marketing decision making 3. To expose students to a systematic framework of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.	Student will 1. Identify core concepts of marketing and the role of marketing in business and society. 2. Expose to the global nature of marketing and explore appropriate measures to operate effectively in international settings. 3. Able to develop marketing strategies based on product, price, place and promotion objectives
108	Business Communication Lab	1. To acquaint the students with fundamentals of communication and help them to transform their communication abilities. 2. To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making	Students will able to 1. Understand fundamentals of communication and able to use concept in day to day world 2. Demonstrate necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
		speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public. 3. To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.	communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public. 3. Build confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.
109	MS Excel & Advanced Excel Lab	1. To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications 2. To provide students hands on experience on MS Excel Utilities 3. To gain proficiency in creating solutions for Data Management and Reporting	Student will 1. Get familiarize with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications 2. Hands on experience on MS Excel Utilities 3. Create solutions for Data Management and Reporting
113	Personality Development Lab	1. To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios. 2. To learn the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios. 3. To minimize nervousness while in social situations.	Student will 1. Adapt business etiquettes practices for different business scenarios. 2. Learn the etiquette requirements for meetings, entertaining, telephone and Internet business interaction scenarios. 3. Show minimize nervousness while in social situations.
115	Enterprise Analysis - Desk Research	1. To acquaint students with basic aspects of an Enterprise. 2.To guide the students in analyzing an Enterprise w.r.t a set of basic parameters. 3.To help the students assimilate basic jargon and its meaning w.r.t. Enterprise Analysis.	Student will 1. Learn basic aspects of an Enterprise. 2. Analyze an Enterprise w.r.t a set of basic parameters. 3. Relate basic jargon and its meaning w.r.t. Enterprise Analysis.

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
201	Marketing Management	1. To introduce the concept of Marketing Mix as a framework for Marketing Decision making. 2. To emphasize the need, importance and process of Marketing Planning and Control. 3. To sensitize the students to the dynamic nature of Marketing Function.	Students will able to 1. Relate Marketing Mix as a framework for Marketing Decision making. 2. Understand the need, importance and process of Marketing Planning and Control. 3. Learn and examine the students to the dynamic nature of Marketing Function. 4. Acquire an understanding of fundamental concepts of Marketing.
202	Financial Management	1. To understand various concepts related to financial management.	Student will-

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Course Code	Course Name	Course Objective	Course Outcome
		2. To study in detail, various tools and techniques in the area of finance. 3. To develop the analytical skills this would facilitate the decision making in Business situations.	1. Understand various concepts related to financial management. 2. Able to use various tools and techniques in the area of finance 3. Develop analytical skills this which facilitate the decision making in Business situations.
203	Human Resource Management	1.To understand the role of HRM in an organization 2.To learn to gain competitive advantage through people 3.To learn to study and design HRM system	Student will- 1. Demonstrate the role of HRM in an organization 2. Utilize the knowledge to gain competitive advantage through people 3. Develop and Design HRM system
204	Decision Science	1. To understand role of quantitative techniques in managerial decision making. 2. To understand process of decision problem formulation. 3.To understand applications of various quantitative techniques in managerial settings.	Student will- 1. Adapt quantitative techniques in managerial decision making. 2. Understand process of decision problem formulation 3. Utilize of applications of various quantitative techniques in managerial settings.
205	Operation and Supply Chain Management	1. To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace 2. To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources. 3. To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.	Student will- 1. Analyze importance of Operations & SCM and how it can provide a competitive advantage in the marketplace 2. Classify the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources. 3. Experiment with the knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.
206	Management Information System	1. To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business 2. To learn to use Information Technology to gain competitive advantage in business 3. To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce	Student will- 1. Record the current issues of information technology and relate those issues to the firm 2. Reproduce a working knowledge of concepts and terminology related to information technology 3. Analyze how information technology impacts a firm 4. Describe the role of information technology and information system in business.
207	Life Skill Lab	1. To encourage students to develop and use balanced self- determined Behavior. 2. To help students in enhancing self, increasing life satisfaction and	Student will- 1. Develop and use balanced self-determined Behavior 2. Analyze enhancing self, increasing life satisfaction and

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Course Code	Course Name	Course Objective	Course Outcome
		Improving relationships with others. 3. To develop new ability to practice new problem solving skills in group and use these skills in personal life.	Improving relationships with others. 3. Construct new ability to practice new problem solving skills in group and use these skills in personal life.
208	Statistical Software Lab	1. To give an overview of the capabilities of popular statistical software packages. 2. To train students in handling data files and carry out basics statistical analysis. 3. To give hands on experience about basic hypothesis testing using t tests, Chi Square tests and ANOVA. 4. To train students in using advanced tools such as regressions, MDS, Factor Analysis etc.	Students will get- 1. Experience on of popular statistical software packages. 2. Experts in handling data files and carry out basics statistical analysis. 3. Test basic hypothesis using t tests, Chi Square tests and ANOVA. 4. Expose to advanced tools such as regressions, MDS, Factor Analysis etc
213	Computer Aided personal productivity tool Lab	1. To give students mastery of MS Office . 2. To enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint 3. To impart skills of using MS Outlook and basic social networking tools	Student will- 1. Demonstrate students' mastery of MS Office. 2. Apply personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint 3. Use MS Outlook and basic social networking tools
215	Industry Analysis Desk Research	1. To help the students understand the dynamics of a specific industry. 2. To acquaint students with various issues particular to an industry. 3. To provide a cross-functional perspective of the functioning of a business enterprise and an industry.	Student will- 1. Understand the dynamics of a specific industry. 2. Compare various issues particular to an industry. 3. Develop cross-functional perspective of the functioning of a business enterprise and an industry.

**MBA SEM III**

Course Code	Course Name	Course Objective	Course Outcome
301	Strategic Management	1. To expose participants to various perspectives and concepts in the field of Strategic Management 2. To help participants develop skills for applying these concepts to the solution of business problems 3. To help students master the analytical tools of strategic management.	Student will- 1. Explore participants to various perspectives and concepts in the field of Strategic Management 2. Develop skills for applying these concepts to the solution of business problems 3. Create mastery in analytical tools of strategic management.
302	Enterprise Performance Management	1. To acquaint the students with a perspective of different facets of management of an enterprise 2. To provide inputs with reference to the Investment Decisions along with the techniques for those decisions 3. To inculcate the evaluation parameters of enterprise in terms of	Student will- 1. Acquaint with perspective of different facets of management of an enterprise 2. Understand inputs with reference to the Investment and take decisions along with the techniques for those

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Course Code	Course Name	Course Objective	Course Outcome
		expenses, control systems and pricing 4. To develop the knowledge of the concept of auditing and its applicability as performance management tool	decisions 3. Evaluate parameters of enterprise in terms of expenses, control systems and pricing 4. Summarize concept of auditing and its applicability as performance management tool 5. Develop proficiency in driving a practical view of the performance management, advise improvements and provide means to recognize the next levels of initiatives for improving performance,
303	Startup and New Venture Management	1. To instill a spirit of entrepreneurship among the student participants. 2. To provide an overview of the competences needed to become an entrepreneur 3. To give insights into the Management of Small Family Business	Students will able to 1. Develop spirit of entrepreneurship among the student participants. 2. Interpret overview of the competences needed to become an entrepreneur 3. Built insights into the Management of Small Family Business
304	Summer Internship Project	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. 2. To provide means to immerse students in actual supervised professional experiences. 3. To give an insight into the working of the real organizations. 4. To gain deeper understanding in specific functional areas. 5. To appreciate the linkages among different functions and departments. 6. To develop perspective about business organizations in their totality. 7. To help the students in exploring career opportunities in their areas of interest.	Student will- 1. Understand on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. 2. Learn actual supervised professional experiences. 3. Get insight in working of the real organizations 4. Understand the specific functional areas. 5. Match linkages among different functions and departments. 6. Understand perspective about business organizations in their totality. 7. Discover career opportunities to students in exploring in their areas of interest.
305MKT	Contemporary Marketing Research	1. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective. 2. To design and produce, evaluate a research proposal & understand the quality of research studies. 3. To learn the basic skills to conduct professional marketing research. 4. To understand the applications of business research tools in Marketing decision making	Student will- 1. Analyze marketing research from both user's (management) and doer's (the researcher's) perspective 2. Develop and produce, evaluate a research proposal & understand the quality of research studies 3. Understand skills to conduct professional marketing research 4. Analyzed applications of business research tools in

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
			Marketing decision making
306MKT	Consumer Behaviour	<ol style="list-style-type: none"> <li>1. To highlight the importance of understanding consumer behavior in Marketing.</li> <li>2. To study the environmental and individual influences on consumers</li> <li>3. To understand consumer behavior in Indian context.</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Define the conception of consumer behaviour and reveal its importance in the context of marketing.</li> <li>2. Identify factors that influence consumer behaviour.</li> <li>3. Examine the consumer decision-making process.</li> <li>4. Describe the target market and determine the positioning strategy according to consumer characteristics and behaviour.</li> </ol>
307MKT	Integrated Marketing Communications	<ol style="list-style-type: none"> <li>1. To provide an overview of the range of tools available for Marketing Communications</li> <li>2. To provide an understanding of the basic principles of planning and execution in Marketing Communications</li> <li>3. To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.</li> <li>4. To sensitize students to the various facets of advertising, public relation and promotion management.</li> <li>5. To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.</li> </ol>	Student will- <ol style="list-style-type: none"> <li>1. Relate the role of marketing strategy in achieving a firm's goals.</li> <li>2. Understand the concept and sources of competitive advantage.</li> <li>3. Define and apply commonly used Promotion and IMC terms, concepts and tools.</li> <li>4. Explain the role, scope, and importance of an integrated marketing communications (IMC) strategy for organizational and business success.</li> <li>5. Understand a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.</li> </ol>
309MKT	Strategic Brand Management	<ol style="list-style-type: none"> <li>1. To introduce different approaches to measuring brand equity.</li> <li>2. To provide conceptual framework for managing brands strategically.</li> <li>3. To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.</li> <li>4. To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Understand different approaches to measuring brand equity.</li> <li>2. Understand conceptual framework for managing brands strategically.</li> <li>3. Know the role of brands, the concept of brand equity and the advantages of creating strong brands.</li> <li>4. Understand insights into how to create profitable brand strategies by building, measuring and managing brand equity.</li> </ol>
312MKT	Customer Relationship Management	<ol style="list-style-type: none"> <li>1. To introduce the core concepts of CRM paradigm</li> <li>2. To emphasize CRM as a business strategy</li> <li>3. To highlight the role of appropriate business process and technology management capabilities in managing customer relationships.</li> <li>4. To help the students understand the organizational context of CRM.</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Understand the core concepts of CRM paradigm</li> <li>2. Know CRM as a business strategy</li> <li>3. Equip the role of appropriate business process and technology management capabilities in managing</li> </ol>

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
			customer relationships. 4. Understand the organizational context of CRM.
318MKT	Business to Business Marketing	1. To familiarize students with the terms, concepts, and nature of Business-to-Business Marketing. 2. To expose the students to the industrial marketing functions of firms. 3. The course introduces to the participants the specifics of marketing mix for Business-to-Business Marketing.	Students will able to - 1. familiarize the terms, concepts, and nature of Business-to-Business Marketing. 2. Expose the industrial marketing functions of firms. 3. Evaluate participants the specifics of marketing mix for Business-to-Business Marketing.
305 FIN	Direct Taxation	1. To understand the basic concepts in Income Tax Act, 1961. 2. To Calculate Gross Total Income and Tax Liability of an Individual. 3. To acquaint with online filling of various forms and Returns.	Students will able to - 1. Explain the basic concepts in Income Tax Act, 1961. 2. Estimate Gross Total Income and Tax 3. Apply knowledge for online filling of various forms and Returns of an Individual.
306 FIN	Financial System of India , Markets and Services	To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.	Students will understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services
309 FIN	Corporate Finance	1. To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management 2. To highlight the importance of various decision making areas of financial management	Student will- 1. Understand advanced treatment of various concepts and tools and techniques used in Financial Management 2. Understand the importance of various decision making areas of financial management
311 FIN	Equity Research, Credit Analysis & Appraisal	1. To understand the importance of equity research. 2. To understand how excel can be leveraged for better analysis of a company. 3. To give recommendation based on fundamental and technical analysis	Student will- 1. Understand the of importance of equity research. 2. Apply MS Excel to leverage for better analysis of a company. 3. Discover recommendation based on fundamental and technical analysis
313 FIN	Banking Operations - I	1. To understand the basics of Banking and the emergence of Banking in India. 2. To get acquainted with the functionality of the Banks. 3. To know the meaning and use of commonly used technologies in Banking.	Students will able to - 1. Understand the basics of Banking and the emergence of Banking in India. 2. Get acquainted with the functionality of the Banks. 3. Know the meaning and use of commonly used technologies in Banking.
316 FIN	Financial Instruments and Derivatives	1. To provide students with an introduction to the theory and practice of financial instruments. 2. To develop an understanding and importance of financial derivatives and institutional structure of the market.	Students will able to - 1. Know the introduction to the theory and practice of financial instruments. 2. Develop an understanding and importance of financial



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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
			derivatives and institutional structure of the market.
305 HR	Labour & Social Security Laws	<ol style="list-style-type: none"> <li>1. To make the students understand rationale behind labour laws</li> <li>2. To equip students with important provisions of various labour laws</li> <li>3. To give students insight into the implementation of labour laws</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. Understand rationale behind labour laws.</li> <li>2. Utilize provisions of various labour laws in their corporate life.</li> <li>3. Develop to utilize labour laws in their corporate life.</li> </ol>
306 HR	Human Resource Accounting & Compensation Management	<ol style="list-style-type: none"> <li>1. To orient the students with the concepts related to human resource accounting &amp; compensation management.</li> <li>2. To facilitate learning related to human resource accounting &amp; compensation management for employees.</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. Learn &amp; apply the concepts related to human resource accounting &amp; compensation management.</li> <li>2. Develop human resource accounting &amp; compensation management for employees.</li> </ol>
308 HR	Compensation Management	<ol style="list-style-type: none"> <li>1.To make the HR PROFESSIONAL understand the nuances of the crucial issues in compensation management.</li> <li>2.To study various techniques of employee retentions</li> <li>3. To acquaint students with various salary structures</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1.Make the HR PROFESSIONAL understand the nuances of the crucial issues in compensation management.</li> <li>2.Study various techniques of employee retentions</li> <li>3. Acquaint with various salary structures</li> </ol>
309 HR	HR Audit	<ol style="list-style-type: none"> <li>1. To provide a balanced and comprehensive exposition of the concept of HRD Audit</li> <li>2. To learn the tools and techniques required for its implementation</li> <li>3. To provide a balanced and comprehensive exposition of the concept of HRD Audit</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. Build balanced and comprehensive exposition of the concept of HRD Audit</li> <li>2. Able to develop the tools and techniques required for its implementation</li> <li>3. Utilize a balanced and comprehensive exposition of the concept of HRD Audit</li> </ol>
310 HR	Human Resource Information System	<ol style="list-style-type: none"> <li>1. To learn fundamental principles of HRIS</li> <li>2. Developing specific HRIS skills competencies needed by professionals</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Define and construct the fundamental principles of HRIS</li> <li>2. Utilize specific HRIS skills competencies needed by professionals</li> </ol>
316 HR	Lab in Training	<ol style="list-style-type: none"> <li>1. To make students understand training need analysis</li> <li>2. To help students design Training Programmes</li> <li>3. To make students understand &amp; design training methods</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Make students understand training need analysis</li> <li>2. Helps to design Training Programmes</li> <li>3. Make to understand &amp; design training methods</li> </ol>
305 IT	IT Management and Cyber Laws	<ol style="list-style-type: none"> <li>1. To understand legal provisions of Information Technology Act, 2000.</li> <li>2. To know Case Law and practical ramifications of the Act</li> <li>3.To develop understanding of managerial aspects so as to use Information technology effectively and efficiently.</li> <li>4.To appreciate IT Management as an independent and important field of work, different from IT for Management</li> </ol>	Student will- <ol style="list-style-type: none"> <li>1. Understand legal provisions of Information Technology Act, 2000</li> <li>2. Able to know Case Law and practical ramifications of the Act</li> <li>3. Experiment with managerial aspects so as to use</li> </ol>

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Course Code	Course Name	Course Objective	Course Outcome
			Information technology effectively and efficiently. 4. Analyze IT Management as an independent and important field of work, different from IT for Management
306 IT	E-Business and Business Intelligence	<ol style="list-style-type: none"> <li>1. To appreciate e-Business as a significant business segment of the future</li> <li>2. To develop capacity to initiate/lead an e-business venture/business segment</li> <li>3. To understand principles of BI and Analytics at conceptual level</li> <li>4. To develop skills to design BI and Analytics projects</li> </ol>	Student will- <ol style="list-style-type: none"> <li>1. Define e-Business as a significant business segment of the future</li> <li>2. Develop capacity to initiate/lead an e-business venture/business segment.</li> <li>3. Identify principles of BI and Analytics at conceptual level</li> <li>4. Develop skills to design BI and Analytics projects</li> </ol>
307 IT	Software Engineering	<ol style="list-style-type: none"> <li>1. To develop theoretically sound understanding of Software Engineering Methods</li> <li>2. To develop understanding of object oriented software Engineering</li> <li>3. To develop ability to represent diagrammatically and in descriptive form, software engineering schemas</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. Match Software Engineering Methods and object oriented software Engineering</li> <li>2. Interpret understanding of object oriented software Engineering</li> <li>3. Develop ability to represent diagrammatically and in descriptive form, software engineering schemas</li> </ol>
311 IT	E - Learning Tools & Methods	<ol style="list-style-type: none"> <li>1. To understand e-learning as an emerging educational technology</li> <li>2. To learn use of tools/ technologies used for e-learning based pedagogy</li> <li>3. To develop capability to initiate e-learning project(s)</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. understand e-learning as an emerging educational technology</li> <li>2. Learn use of tools/ technologies used for e-learning based pedagogy</li> <li>3. Develop capability to initiate e-learning project(s)</li> </ol>
312 IT	Software Marketing	<ol style="list-style-type: none"> <li>1. To understand facets of software marketing as a field of study</li> <li>2. To develop in depth of understanding of Software Marketing Practices</li> <li>3. To assist in developing capability to market the software</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. Understand facets of software marketing as a field of study</li> <li>2. Develop in depth of understanding of Software Marketing Practices</li> <li>3. Assist in developing capability to market the software</li> </ol>
313 IT	IT for Retailing & Online Shopping	<ol style="list-style-type: none"> <li>1. To understand IT in Retail as an important field of practice</li> <li>2. To know concepts and technologies related to IT in retail</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. Uunderstand IT in Retail as an important field of practice</li> <li>2. Know concepts and technologies related to IT in retail</li> </ol>
305 IB	International Business Economics	<ol style="list-style-type: none"> <li>1. To explore the students the relevance of various trade theories/models</li> <li>2. To explore the students to understand deep current issues in International Trade</li> <li>3. To enable students to use economic tools to analyze diversity of issues in</li> </ol>	Students will able to- <ol style="list-style-type: none"> <li>1. Explore the students the relevance of various trade theories/models</li> <li>2. Explore the students to understand deep current issues</li> </ol>

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
		the international economy.	in International Trade 3. Use economic tools to analyze diversity of issues in the international economy.
306 IB	Export Documentation and Procedures	1. To familiarize students with policy, procedures and documentation relating to foreign trade operations.	Students will able to- 1. Familiarize with policy, procedures and documentation relating to foreign trade operations.
307 IB	International Management	1. To familiarize students with the cross –cultural behaviour and its management for successful operations of the international firms	Students will able to- 1.Familiarize with the cross –cultural behaviour and its management for successful operations of the international firms
308 IB	International Marketing	1. To help the students understand the peculiarities of international marketing 2. To develop the students’ ability to devise marketing mix for international marketing	Students will able to- 1. Understand the peculiarities of international marketing 2. Develop the students’ ability to devise marketing mix for international marketing
309 IB	International Marketing Research	1. To highlight the significance of International Marketing Research and provide a compressive understanding the research process 2. To develop an in-depth knowledge of the challenges associated in conducting market research internationally 3. To understand the simple and advanced data analysis for International Marketing Research 4. To make sound marketing decisions on the basis of collected and analyzed data	Students will able to- 1. Know the significance of International Marketing Research and to understanding the research process 2. Develop an in-depth knowledge of the challenges associated in conducting market research internationally 3. Understand the simple and advanced data analysis for International Marketing Research 4. Make sound marketing decisions on the basis of collected and analyzed data
312 IB	Global Logistics & Supply Chains	1. To get acquainted with global dimensions of logistics management 2. To introduce basic operational aspects i.e. procedure, documentations & related legal aspects of global logistics 3. To sensitize students to basics of shipping line industry	Students will able to- 1. Get acquainted with global dimensions of logistics management 2. Introduce basic operational aspects i.e. procedure, documentations & related legal aspects of global logistics 3. Sensitize students to basics of shipping line industry
305RABM	Agriculture and Indian Economy	1. To expose learners to the environment in which the agri- business is conducted. 2. Focus will be on understanding micro and macro environmental forces and their impact on agribusiness.	Students will able to- 1. Expose to the environment in which the agri business is conduct 2. Relate micro and macro environmental forces and their impact on agribusiness.
306RABM	Rural Marketing I	1. To objective of this course is to develop understanding of issues in rural markets 2. To provide an overview of marketing environment, consumer behaviour,	Students will able to- 1. Categorize issues in rural markets and 2. Analyse marketing environment, consumer behaviour,

**MBA SEM III**

<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
		distribution channels, marketing strategies, etc. in the context of rural markets in India.	distribution channels, marketing strategies, etc. in the context of rural markets in India
308RABM	Special Areas in Rural Marketing	<ol style="list-style-type: none"> <li>1. To explore the students to the Special Areas in Rural Marketing Environment</li> <li>2 .To help students to understand opportunities and emerging challenges in the upcoming rural markets .</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Explore the Special Areas in Rural Marketing Environment</li> <li>2 .Understand opportunities and emerging challenges in the upcoming rural markets .</li> </ol>
312RABM	Agricultural Marketing	<ol style="list-style-type: none"> <li>1. To make students understand the functions performed by the agricultural marketing system.</li> <li>2. To make students aware of current issues and trends in agricultural markets</li> <li>3. To help students identify basic market problems and assess the effect of market imperfections on the performance of the marketing</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Understand the functions performed by the agricultural marketing system.</li> <li>2. Make students aware of current issues and trends in agricultural markets</li> <li>3. Identify basic market problems and assess the effect of market imperfections on the performance of the marketing</li> </ol>
314RABM	Rural Banking	<ol style="list-style-type: none"> <li>1. To enable students to understand the structure and importance of rural banking in Indian Economy</li> <li>2. To help the students to gain a deeper understanding of rural banking and to explore emerging trends in rural banking</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Enable to understand the structure and importance of rural banking in Indian Economy</li> <li>2. Helps to gain a deeper understanding of rural banking and to explore emerging trends in rural banking</li> </ol>
315RABM	AgriSupply Chains Managemen	<ol style="list-style-type: none"> <li>1. To introduce students to the concepts and processes of agricultural supply chain management</li> <li>2. To provide a framework for structuring supply chain drivers; network designs,</li> <li>3. To develop an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Introduce to the concepts and processes of agricultural supply chain management</li> <li>2. Provide a framework for structuring supply chain drivers; network designs,</li> <li>3. Develop an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.</li> </ol>
305 OPE	Planning & Control of operations	<ol style="list-style-type: none"> <li>1. To give an overview of Planning &amp; Control of Operations</li> <li>2. To explain the role of forecasting in the operations planning process.</li> <li>3. To explain the need for aggregate planning and the steps in aggregate planning.</li> <li>4. To explain how is capacity planning done in organizations and what is its relationship with MRP.</li> <li>5. To highlight the importance of scheduling in operations management.</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Understand Planning &amp; Control of Operations</li> <li>2. Explain the role of forecasting in the operations planning process.</li> <li>3. Explain the need for aggregate planning and the steps in aggregate planning.</li> <li>4. Explain how is capacity planning done in organizations and what is its relationship with MRP.</li> <li>5. Eighlight the importance of scheduling in operations</li> </ol>

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
			management.
306 OPE	Inventory Management	<ol style="list-style-type: none"> <li>1. To give an overview of various aspects of inventory.</li> <li>2. To explain the impact of types of inventory costs on inventory management decisions.</li> <li>3. To explain the principles of JIT</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Give an overview of various aspects of inventory.</li> <li>2. Explain the impact of types of inventory costs on inventory management decisions.</li> <li>3. Explain the principles of JIT</li> </ol>
308 OPE	Maintenance Management	<ol style="list-style-type: none"> <li>1. To understand importance and role of Maintenance Management</li> <li>2. To acquaint with various alternatives of Maintenance Management</li> <li>3. To understand use of decision tools for Maintenance Management</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Understand importance and role of Maintenance Management</li> <li>2. Ucqaint with various alternatives of Maintenance Management</li> <li>3. Understand use of decision tools for Maintenance Management</li> </ol>
309 OPE	Facilities Planning	<ol style="list-style-type: none"> <li>1. To emphasize the importance of facilities planning in view of the size of investment.</li> <li>2. To make the student understand the linkages of facilities planning with other activities</li> <li>3. To underline the importance of facilities location</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Emphasize the importance of facilities planning in view of the size of investment.</li> <li>2. Make the student understand the linkages of facilities planning with other activities</li> <li>3. Underline the importance of facilities location</li> </ol>
314 OPE	Toyota Production System	<ol style="list-style-type: none"> <li>1. To explain the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability.</li> <li>2. To demonstrate how managers in every industry can improve business processes by: Eliminating wasted time and resources Building quality into workplace systems Finding low-cost but reliable alternatives to expensive new technology Turning every employee into a quality control inspector</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Explain the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability.</li> <li>2. Demonstrate how managers in every industry can improve business processes by: Eliminating wasted time and resources Building quality into workplace systems Finding low-cost but reliable alternatives to expensive new technology.</li> </ol>
315 OPE	Project Management	<ol style="list-style-type: none"> <li>1. To provide the students with a holistic, integrative view of Project Management.</li> <li>2. To highlight the role of projects in modern day business organizations.</li> <li>3. To sensitize the students to complexities of project management.</li> </ol>	Students will able to - <ol style="list-style-type: none"> <li>1. Provide with a holistic, integrative view of Project Management.</li> <li>2. Highlight the role of projects in modern day business organizations.</li> <li>3. Sensitize the complexities of project management.</li> </ol>

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
401	Managing for Sustainability	<ol style="list-style-type: none"> <li>1. Apply general ethical principles to particular cases or practices in business.</li> <li>2. Think independently and rationally about contemporary moral problems.</li> <li>3. Recognize the complexity of problems in practical ethics.</li> <li>4. Demonstrate how general concepts of governance apply in a given situation or given circumstances</li> </ol>	<p>Students will able to-</p> <ol style="list-style-type: none"> <li>1. Apply general ethical principles to particular cases or practices in business.</li> <li>2. Able to think independently and rationally, analyze about contemporary moral problems.</li> <li>3. Recognize the complexity of problems in practical ethics.</li> <li>4. Demonstrate how general concepts of governance apply in a given situation or given circumstances.</li> </ol>
402	Dissertation	<ol style="list-style-type: none"> <li>1. To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.</li> <li>2. To provide means to immerse students in actual supervised professional experiences</li> <li>3. To gain deeper understanding in specific areas</li> </ol>	<p>Students will able to-</p> <ol style="list-style-type: none"> <li>1. Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society</li> <li>2. Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions</li> <li>3. Engage in systematic discovery and critical review of appropriate and relevant information sources</li> <li>4. Appropriately apply qualitative and/or quantitative evaluation processes to original data\</li> <li>5. Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources</li> <li>6. Communicate research concepts and contexts clearly and effectively both in writing and orally</li> </ol>
403MKT	Service Marketing	<ol style="list-style-type: none"> <li>1. To emphasize the significance of services marketing in the global economy.</li> <li>2. To make the students understand the deeper aspects of successful services marketing.</li> <li>3. To provide insights to the challenges and opportunities in services marketing</li> </ol>	<p>Students will able to-</p> <ol style="list-style-type: none"> <li>1. Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing. also found challenges and opportunities in services marketing</li> <li>2. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.</li> <li>3. Understand the expectations of customers and know how to translate this knowledge into genuine value for customers</li> <li>4. Understand current research trends in services marketing and management</li> </ol>
404MKT	Sales & Distribution Management	<ol style="list-style-type: none"> <li>1. To provide foundations in components of sales and distribution management.</li> </ol>	<p>Students will able to-</p> <ol style="list-style-type: none"> <li>1. Distinguish importance of services marketing in the global</li> </ol>

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Course Code	Course Name	Course Objective	Course Outcome
		2. To introduce various facets of the job of a sales manager. 3. To focus on decision making aspects and implementation of decisions in sales and distribution management.	economy 2. Evaluate, classify, imagine and plan the successful service marketing. 3. Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans
405 MKT	Retail Marketing	1. To provide insights into all functional areas of retailing. 2. To give an account of essential principles of retailing. 3. To give a perspective of the Indian retailing scenario	Students will able to- 1. Examine insights into all functional areas of retailing 2. Create Accounts of essential principles of retailing. 3. Analyse perspective of the Indian retailing scenario
407 MKT	Service Operations Management	1. To acquaint the students with the service operations strategy aspects. 2. To provide students with the concepts and tools necessary to effectively manage field service operations. 3. To familiarize the students with the concepts of CRM and role of IT in managing service operations	Students will - 1. Analyse the service operations strategy aspects 2. Understand concepts and tools necessary to effectively manage field service operations. 3. Experience with CRM and role of IT in managing service operations
408 MKT	International Marketing	1. To make the students understand the concept and techniques of international marketing. 2. To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.	Students will - 1. Understand the concept and technique of international marketing 2. Develop plans and marketing strategies for entering into international markets and managing overseas operations.
413 MKT	E-Marketing & Analytics	1. To contextualize marketing concepts in electronic marketing and marketing analytics context. 2. To give insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value.	Students will - 1. Understand electronic marketing and marketing analytics context 2. Evaluate various aspects of E-Marketing and analytics from the perspective of creating Customer Value.
403 FIN	Indirect Taxation	1. To understand the basic concepts in various Indirect Tax Acts. 2. To understand procedural part of Indirect Taxes 3. To acquaint with online filling of various Forms & Returns.	Students will able to - 1. Understand the basic concepts in various Indirect Tax Acts. 2. Understand procedural part of Indirect Taxes 3. Acquaint with online filling of various Forms & Returns.
404 FIN	International Finance	1. To make students familiar with the operations in foreign exchange markets. 2. To sensitize students with complexities of managing finance of multinational firm. 3. To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.	Students will able to- 1. Analyse operations in foreign exchange markets 2. Invent improved solution in complexities of managing finance of multinational firm. 3. List out importance of regulatory framework within which international financial transactions can take place, with special reference to India.

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
406 FIN	Financial Modeling Using Excel	<ol style="list-style-type: none"> <li>1.To develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the finance functions of the business.</li> <li>2.To master modeling techniques to eliminate the substantial risk of poor spreadsheet coding</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1.Develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the finance functions of the business.</li> <li>2.Master modeling techniques to eliminate the substantial risk of poor spreadsheet coding</li> </ol>
409 FIN	Banking Operations – II	<ol style="list-style-type: none"> <li>1.To get acquainted with the changed role of Banking post 1991 Reforms.</li> <li>2.To know the lending and borrowing rates along with the various mandatory reserves.</li> <li>3.To know the procedural compliances by bank’s functionality.</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1.Get acquainted with the changed role of Banking post 1991 Reforms.</li> <li>2. Know the lending and borrowing rates along with the various mandatory reserves.</li> <li>3. Know the procedural compliances by bank’s functionality.</li> </ol>
410 FIN	Wealth & Portfolio Management	<ol style="list-style-type: none"> <li>1.To understand the concept of Wealth Management.</li> <li>2.To understand the concept of Portfolio Management.</li> <li>3.To understand various tools and methods of evaluating the portfolio</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1.Understand the concept of Wealth Management.</li> <li>2. Understand the concept of Portfolio Management.</li> <li>3.Understand various tools and methods of evaluating the portfolio</li> </ol>
414 FIN	Principles of Insurance	<ol style="list-style-type: none"> <li>1.To understand the various operations involved in managing insurance.</li> <li>2.To understand the pricing, financing and risk diversification strategies of insurance companies</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1.Understand the various operations involved in managing insurance.</li> <li>2.Understand the pricing, financing and risk diversification strategies of insurance companies</li> </ol>
403 HR	Employment Relations	<ol style="list-style-type: none"> <li>1. Give students insight into the IR scenario in India</li> <li>2. Make students understand important laws governing IR</li> <li>3. Create understanding about role of Govt., society and trade union in IR</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Give insight into the IR scenario in India</li> <li>2. Understand important laws governing IR</li> <li>3. Create understanding about role of Govt., society and trade union in IR</li> </ol>
404HR	Strategic Human Resource Management	<ol style="list-style-type: none"> <li>1. To make students understand HR implications of organizational strategies</li> <li>2. Understand the various terms used to define strategy &amp; its process</li> <li>3. Understand HR strategies in Indian &amp; global perspective</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Understand HR implications of organizational strategies</li> <li>2. Adapt the various terms used to define strategy &amp; its process</li> </ol> <p>Utilize HR strategies in Indian &amp; global perspective</p>
407 HR	Employee Reward Management	<ol style="list-style-type: none"> <li>1. To appraise students with reward management system practiced in organizations</li> <li>2. To make students understand the process of setting reward management system</li> <li>3. To give students exposure to the reward management</li> </ol>	<p>Students will able to -</p> <ol style="list-style-type: none"> <li>1. Appraise with reward management system practiced in organizations</li> <li>2. Make understand the process of setting reward management system</li> </ol>



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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
		practices followed various organizations	3. Give exposure to the reward management practices followed various organizations
408 HR	Change Management	1. To make students understand meaning of change and need for organizational Change. 2. To appraise students with the change management process	Students will able to - 1. Understand meaning of change and need for organizational Change. 2. Appraise with the change management process
414 HR	Emerging Trends in HR	1. To expose students to organizations to know emerging trends in HR.	Students will able to - 1. Expose to organizations to know emerging trends in HR.
415 HR	Designing HR Policies	1. To equip students with pros and cons of HR Policies 2. To study statutory & non statutory requirements 3. To acquaint students with role & responsibilities of HR professionals	Students will able to - 1. Equip with pros and cons of HR Policies 2. Study statutory & non statutory requirements 3. Acquaint with role & responsibilities of HR professionals
403 IT	Software Project Management	1. To understand different aspects of Software Project Management as an important field of practice under IT Management 2. To learn tools and techniques of Software Project Management 3. To understand importance of, and learning techniques to ensure, software quality 4. To learn to use a Software Package for Software Project Management	Students will able to- 1. Match different aspects of Software Project Management as an important field of practice under IT Management 2. Compare learned tools and techniques of Software Project Management. 3. Analyse importance of, and learning techniques to ensure, software quality 4. Influence to use a Software Package for Software Project Management
404 IT	Enterprise Resource Planning (ERP)	1. To acquire in-depth knowledge of ERP as a prime Application Software product 2. To learn operational aspects of ERP implementation and support 3. To know features of important ERP modules 4. To learn, through case studies, practical aspects of ERP in various industries	Students will able to- 1. Explain and gained depth knowledge of ERP as a prime Application Software product 2. Experiment with important ERP modules. 3. Discover to operational aspects of ERP implementation and support 4. Choose case studies, practical aspects of ERP in various industries
406 IT	Network Technologies and Security	1. To acquire an overview of (but not technical proficiency in) various computer networks, technologies behind networks and application protocols, e-mail and communication protocols 2. To develop awareness of managing networks well so as to offer high quality service to the users.	Students will able to- 1. Acquire an overview of (but not technical proficiency in) various computer networks, technologies behind networks and application protocols, e-mail and communication protocols 2. Develop awareness of managing networks well so as to offer high quality service to the users.
409 IT	Information Security and Audit	1. To understand perspectives of Information Security risks 2. To appreciate security audit as a preventive system	Students will able to- 1. Relate perspectives of Information Security risks

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Course Code	Course Name	Course Objective	Course Outcome
		3.To know other techniques / approaches of risk prevention	2. Make use of security audit as a preventive system 3. Interview with techniques / approaches of risk prevention
413 IT	Internet Marketing	1.To understand, various approaches to Internet Marketing 2.To learn advantages and disadvantages of approaches to Internet Marketing 3.To develop skills to implement Internet Marketing under appropriate situations	Students will able to- 1. Relate various approaches to Internet Marketing Contrast advantages and disadvantages of approaches to Internet Marketing Justify skills to implement Internet Marketing under appropriate situations
414 IT	Microsoft office 2010 Lab	1. To enable students working in Microsoft office 2010 organize work more efficiently & develop a fully unified office with Microsoft suite. 2. To provide an opportunity to learn advanced and uncommon features of office – 2010 as on aid to career growth	Students will able to - 1. Enable working in Microsoft office 2010 organize work more efficiently & develop a fully unified office with Microsoft suite. 2. Provide an opportunity to learn advanced and uncommon features of office – 2010 as on aid to career growth
403 IB	International Business Environment	1. To help students understand the nature scope and structure of International Business 2. To explore students to various policy perspective in international regulatory environment. 3. To enable students to understand the influence of various environmental factors on international business operations..	Students will able to- 1. Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities. Conduct, evaluate and present market research to support an organization's international business decision-making. 2. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain. 3. Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives. 4. Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives.
404 IB	Indian Economy and Trade Dependencies	1. To explore students to the diversity of issues prevalent in the Indian Economy. 2. To provide insights to the students about the trade related issues of the Indian Economy. 3. To make students realize the importance of trade in the present globalized era.	Students will able to- 1. Demonstrate application of Economic Theory in the context of India 2. Exposure to Indian Economic Data and Critical Review of Research Paper 3. Experience with diversity of issues prevalent in the Indian Economy. Also provide insights to the students about the trade related issues of the Indian Economy.
407 IB	Cross-Cultural Relationship	1. To help students understand the cultural aspects of relationships.	Students will able to- 1. Display a systematic understanding and critical knowledge of

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
	Marketing	2. To emphasize the need for cultural adaptation in relationship development and negotiations	relationship marketing and cross-cultural theories and models. Demonstrate an understanding of how to build strategic relationships between customers and suppliers across borders 2. Identify and critically analyze the factors and cultural variables influencing relationships, communication and negotiation styles across national borders. 3. Demonstrate an understanding of how to uphold international sales negotiations 4. Demonstrate self-awareness, sensitivity, and openness to diverse people and cultures
409 IB	E-Commerce	1. To introduce students to the concept of e-commerce 2. To equip students to assess e-commerce requirements of a business and develop e-business plans 3. To help students understand various e-commerce applications	Students will able to - 1. Introduce to the concept of e-commerce 2. Equip to assess e-commerce requirements of a business and develop e-business plans 3. Help to understand various e-commerce applications
410 IB	Enterprise Resource Planning	1. To help the student understand how a business works and how information systems fit into business operations. 2. To emphasize the cross functional integration aspects of a business. 3. To enable better managerial decision making through real time data integration and sharing.	Students will able to - 1. Understand how a business works and how information systems fit into business operations. 2. Emphasize the cross functional integration aspects of a business. 3. Enable better managerial decision making through real time data integration and sharing.
411 IB	Global HR	1. To give exposure to the students to international HR 2. To make students understand various initiatives in global HR 3. To make students understand various issues in global HR	Students will able to - 1. Give exposure to understand international HR 2. Understand various initiatives in global HR 3. Understand various issues in global HR
403 RABM	Rural Credit and Finance	1. To help students to understand various facets of agricultural credit in Indian rural market 2. To motivate students to know the relationship between and the institutional structural bodies and their linkages with rural credit. 3. To initiate students into the world of Micro Financial Institutions and their interventions in the rural finance	Students will able to - 1. Understand various facts of agricultural credit in Indian rural market 2. Analyse relationship between and the institutional structural bodies and their linkages with rural credit. 3. Define world of Micro Financial Institutions and their interventions in the rural finance was generated
404 RABM	Rural Marketing II	To objective of this course is to develop understanding regarding issues in rural marketing mix.	Students will able to- 1. Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area

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<b>Course Code</b>	<b>Course Name</b>	<b>Course Objective</b>	<b>Course Outcome</b>
			2. Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies. 3. Acquaint the students with the appropriate concepts and techniques in the area of rural marketing. 4. Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers and Understand the concept and methodology for conducting the research in rural market.
405 RABM	Rural Development II	1. To help students understand various aspects of Rural Development in India 2. To make students know the challenges in rural development and the importance of monitoring and people's participation in rural projects	Students will able to - 1. Understand various aspects of Rural Development in India 2. Know the challenges in rural development and the importance of monitoring and people's participation in rural projects
406 RABM	Special Areas in Agro Produce Management	1. To explore the students to the Special Areas in Rural Marketing Environment 2. To help students to understand opportunities and emerging challenges in the upcoming rural markets	Students will able to- 1. Experience Special Areas in Rural Marketing Environment 2. Understand opportunities and emerging challenges in the upcoming rural markets.
408 RABM	Agricultural Marketing and Price Analysis – II	1. To critically analyze the important marketing concepts, models, properties of agricultural commodity prices and forecasting, data collection and analysis using current software etc., in order to make them policy decisions in the field of agricultural marketing.	Students will able to- 1. Analyze the important marketing concepts, models, properties of agricultural commodity prices and forecasting, data collection and analysis using current software etc., in order to make them policy decisions in the field of agricultural marketing.
409 RABM	Agricultural Finance & Project Management	1. To impart knowledge on issues related to lending to priority sector credit management and financial risk management. 2. To acquaint the learner with course would bring in the various appraisal techniques in project - investment of agricultural projects.	Students will able to- 1. Analyse issues related to lending to priority sector credit management 2. Find financial risk management and appraisal techniques in project - investment of agricultural project
403 OPE	Operations Strategy and Research	1. To emphasize the key role of operations in bringing about the growth and profitability of organizations. 2. To impart ideas, concepts and principles in operations strategy. 3. To understand use of quantitative tools in solving typical Operations Domain Problems	Students will able to- 1. Relate the key role of operations in bringing about the growth and profitability of organizations. 2. Rephrase ideas, concepts and principles in operations strategy. 3. Explain use of quantitative tools in solving typical Operations Domain Problems
404 OPE	Total Quality Management	1. To give various perspectives on Quality and various contributors to Quality.	Students will able to- 1. Tell various perspectives on Quality and various contributors

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Course Code	Course Name	Course Objective	Course Outcome
		2. To provide an in-depth understanding of the various QC tools. 3. To introduce the frameworks of Global Quality Awards	to Quality. 2. Analyze an in-depth understanding of the various QC tools. 3. Discuss the frameworks of Global Quality Awards
407 OPE	Business Process Reengineering	1. To explain how organizational performance in terms of efficiency and effectiveness can be improved through BPR. 2. To introduce BPR as a change management tool. 3. To explore and master the fundamental principles of BPR. 4. To provide a practical framework and management techniques needed for implementation of BPR.	Students will able to - 1. Explain how organizational performance in terms of efficiency and effectiveness can be improved through BPR. 2. Introduce BPR as a change management tool. 3. Explore and master the fundamental principles of BPR. 4. Provide a practical framework and management techniques needed for implementation of BPR.
408 OPE	Enterprise Resource Planning	1. To understand how a business works and how information systems fit into business operations. 2. To understand the cross functional integration aspects of a business. 3. To understand better managerial decision making through real time data integration and sharing. 4. To understand the host of underlying technological tools of ERP.	Students will able to- 1. Match how a business works and how information systems fit into business operations. 2. Identify the cross functional integration aspects of a business. 3. Inspect better managerial decision making through real time data integration and sharing. 4. Elaborate the host of underlying technological tools of ERP.
410 OPE	Service Operations Management	1. To provide students with the concepts and tools necessary to effectively manage a service operation. 2. To discuss best practices of World-Class Service.	Students will able to- 1. Rephrase with the concepts and tools necessary to effectively manage a service operation 2. Take part in discussion of best practices of World-Class Service
412 OPE	Challenges & Opportunities in Operations Management	1. To make the student understand the ways of managing risk in Operations Management 2. To introduce various Environmental , Ethical and Technological issues in Operations Management 3. To introduce Global Reporting Initiatives, SA 8001, CSR, CDM, CT concept	Students will able to- 1. Make the student understand the ways of managing risk in Operations Management 2. Introduce various Environmental , Ethical and Technological issues in Operations Management 3. Introduce Global Reporting Initiatives, SA 8001, CSR, CDM, CT concept