

Programme Outcomes:		
a confident person who has a strong sense of right and wrong, is adaptable and resilient, knows himself, is discerning in judgment, thinks independently and critically, and is a self-directed learner who takes responsibility for his own learning, who questions, reflects and perseveres in the pursuit of learning;		
an active contributor who is able to work effectively in teams, exercises initiative, takes calculated risks, is innovative and strives for excellence; and,		
a concerned citizen who is rooted to India, has a strong civic consciousness, is informed, and takes an active role in bettering the lives of others around him.		
Shall be able to follow and contribute to the developments in their own field, within realistic constraints such as economic, social, ethical, environmental and sustainability.		
Programme Specific Outcomes:		
The MBA programme prepares a student for a career in diverse sectors of the industry domestically and globally.		
The MBA programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various Managerial talent is much sought by the Government Sector, NGOs, non-corporate sector as well.		
Students will be able to understand, analyze and communicate global, economic, legal, and ethical aspects of business.		
Students will be able to demonstrate effective leadership and collaboration skills needed to make business critical decisions, accomplish functional, organizational and personal goals.		
Students will be able to demonstrate written and oral communication and information literacy competencies that support the effectiveness of strategic planning, marketing, and financial management.		
Students will develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative and quantitative methods of reasoning and analysis.		
Three major programs under MBA:		
Marketing Management		
Financial Management		
Human Resource Management		
PSOs of Marketing Management:		
1) Manage people, processes and resources within a diverse organization.		
2) Apply knowledge of leadership concepts in an integrated manner.		
3) Analyze an organization's activities to develop/implement a marketing strategy.		
4) Develop a professional sales solution for a product or service to a prospective business-buying customer using appropriate sales methodologies.		
5) Work in a manner consistent with law and professional standards, and protocols as it relates to marketing, advertising, promotion and ethical considerations.		
6) Create a business plan, including business feasibility assessment and financial analysis projections, for an innovative new business, product or service.		
7) Analyze the strategic role of supply chain management in achieving a company's marketing, sales and operational objectives.		
PSOs of Financial Management:		
1) Evaluate the financial condition of the company and recommend the proper course of actions.		
2) Evaluate the capital structure of the company and the impact of that on the raising capital.		
3) Appraise securities portfolios and investment proposal and evaluate the relationship among the returns for foreign and domestic investment instruments.		
4) Assess foreign exchange risk and evaluate the exchange rate systems used by the various governments and the governments' intervention in the foreign exchange.		
5) Evaluate methods of payments for international trade and common trade financing methods.		
PSOs of Human Resource Management:		
1) Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.		
2) Administer and contribute to the design and evaluation of the performance management program.		
3) Develop, implement, and evaluate employee orientation, training, and development programs.		
4) Facilitate and support effective employee and labour relations in both non-union and union environments.		
5) Research and support the development and communication of the organization's total compensation plan.		
6) Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.		
7) Research and analyze information needs and apply current and emerging information technologies to support the human resources function.		
8) Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.		
9) Present and evaluate communication messages and processes related to the human resources function of the organization.		
10) Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.		
11) Facilitate and communicate the human resources component of the organization's business plan.		
12) Conduct research, produce reports, and recommend changes in human resources practices.		
University Recommended COs		
Course Code	Course Title	Course Objectives
101	Accounting For Business Decisions	To understand the basic concepts of financial accounting, cost accounting and management accounting. To know various tools from accounting and cost accounting this would facilitate the decision making. To develop analytical abilities to face the business situations.
102	Economic Analysis for Business Decisions	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. 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. To develop economic way of thinking in dealing with practical business problems and challenges.
103	Legal Aspects of Business	To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders.

		To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.
104	Business Research Methods	To understand the concept and process of business research in business environment.
		To know the use of tools and techniques for exploratory, conclusive and causal research.
		To understand the concept of measurement in empirical systems.
		To use statistical techniques for analysis of research data.
105	Organizational Behaviour	To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
		To obtain frameworks and tools to effectively analyze and approach various Organizational situations.
		To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.
106	Basics of Marketing	To introduce marketing as a business function and a philosophy
		To emphasize importance of understanding external environment in marketing decision making
		To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
107	Management Fundamentals (MF)	To explain the various concepts of management
		To make the students understand the contemporary management practices
		To highlight professional challenges that managers face in various organization
		To enable the students to appreciate the emerging ideas and practices in the field of management.
108	Business Communication Lab (BCL)	To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
		To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.
		To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.
111	Business, Government & Society (BGS)	To provide insights to the students about the Business – Government relations
		To help students understand the Government's role in the regulatory domain.
		To assist students in appreciating the social aspects of business.
113	Personality Development Lab (PDL)	To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios.
		To learn the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios.
		To minimize nervousness while in social situations.
191	Human Rights 1 (HR-1)	To Familiar with the Concepts of Human Rights
192	Cyber Security 1 (CS-1)	To Familiar with the Concepts of Cyber Security
201	Marketing Management (MM)	To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
		To emphasize the need, importance and process of Marketing Planning and Control.
		To sensitize the students to the dynamic nature of Marketing Function.
202	Financial Management (FM)	To understand various concepts related to financial management.
		To study in detail, various tools and techniques in the area of finance.
		To develop the analytical skills this would facilitate the decision making in Business situations.
203	Human Resource Management (HRM)	To understand the role of HRM in an organization
		To learn to gain competitive advantage through people
		To learn to study and design HRM system
204	Decision Science (DS)	To understand role of quantitative techniques in managerial decision making.
		To understand process of decision problem formulation.
		To understand applications of various quantitative techniques in managerial settings.
205	Operations & SCM (OSCM)	To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace
		To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.
		To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.
206	Management Information System (MIS)	To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business
		To learn to use Information Technology to gain competitive advantage in business
		To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce
208	Statistical Software Lab (SSL)	To give an overview of the capabilities of popular statistical software packages.
		To train students in handling data files and carry out basics statistical analysis.
		To give hands on experience about basic hypothesis testing using t tests, Chi Square tests and ANOVA.
		To train students in using advanced tools such as regressions, MDS, Factor Analysis etc.
210	Life Skills Lab (LSL)	To encourage students to develop and use balanced self-determined Behavior.
		To help students in enhancing self, increasing life satisfaction and Improving relationships with others.
		To develop new ability to practice new problem solving skills in group and use these skills in personal life.
211	Geo Politics & World Economic System(GPWES)	To expose students to the relationship between political power and geographic space amidst world economic system.
		To help students understand various facets of international political economy & national system political economy.
		To develop abilities to appreciate the interrelationship between the trading system, international financial system and the participants in the changed economic system

212	Business Systems & Procedures (BSP)	To understand Business as an integrated system
		To develop process thinking for developing procedures.
		To make students aware of various business functions & responsibilities.
291	Human Rights-II (HR-II)	To Familiar with the Concepts of Human Rights
292	Cyber Security-II (CS-II)	To Familiar with the Concepts of Cyber Security
301	Strategic Management-SM	To expose participants to various perspectives and concepts in the field of Strategic Management
		To help participants develop skills for applying these concepts to the solution of business problems
		To help students master the analytical tools of strategic management.
302	Enterprise Performance Management-EPM	To acquaint the students with a perspective of different facets of management of an enterprise
		To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
		To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
		To develop the knowledge of the concept of auditing and its applicability as performance management tool
303	Start Up & New Venture Management-SNVM	To instill a spirit of entrepreneurship among the student participants.
		To provide an overview of the competences needed to become an entrepreneur
		To give 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.
		To provide means to immerse students in actual supervised professional experiences.
		To give an insight into the working of the real organizations.
		To gain deeper understanding in specific functional areas.
		To appreciate the linkages among different functions and departments.
		To develop perspective about business organizations in their totality.
		To help the students in exploring career opportunities in their areas of interest.
305	Direct Taxation-DT	To understand the basic concepts in Income Tax Act, 1961.
		To Calculate Gross Total Income and Tax Liability of an Individual.
		To acquaint with online filling of various forms and Returns.
306	Financial System of India , Markets and Services-FSIMS	To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
309	Corporate Finance-CF	To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management
		To highlight the importance of various decision making areas of financial management
311	Equity Research, Credit Analysis & Appraisal-ERCAA	To understand the importance of equity research.
		To understand how excel can be leveraged for better analysis of a company.
		To give recommendation based on fundamental and technical analysis
312	Rural Financial Institutions-RFI	To understand various avenues of finance available for the development of rural area.
		To understand the role of financial institutions in rural India
315	Futures and Options-FO	To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.
		To have an understanding of the analytical tools necessary to price such instruments.
		To highlight the role of financial derivatives in the modern capital markets, in particular for risk management.
305	Labor& Social Security Laws-LSSL (HR)	To make the students understand rationale behind labour laws
		To equip students with important provisions of various labour laws
		To give students insight into the implementation of labour laws.
306	Human Resource Accounting & Compensation Management - HRACM (HR)	To orient the students with the concepts related to human resource accounting & compensation management.
		To facilitate learning related to human resource accounting & compensation management for employees.
310	Human Resource Information System-HRIS (HR)	To learn fundamental principles of HRIS
		Developing specific HRIS skills competencies needed by professionals
314	Lab in Recruitment & Selection-LRS (HR)	To give hands on experience to students on Recruitment advertisements, profiling techniques
		To acquaint students with different interviewing methods
315	Lab in Job Design & Analysis-LJDA(HR)	To give hands of experience to the students of designing jobs at various levels
316	Lab in Training-LT (HR)	To make students understand training need analysis
		To help students design Training Programmes
		To make students understand & design training methods
305	Contemporary Marketing Research-CMR (MKT)	To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
		To design and produce, evaluate a research proposal & understand the quality of research studies.
		To learn the basic skills to conduct professional marketing research.
		To understand the applications of business research tools in Marketing decision making.
306	Consumer Behaviour-CB (MKT)	To highlight the importance of understanding consumer behavior in Marketing.
		To study the environmental and individual influences on consumers
		To understand consumer behavior in Indian context.
312	Customer Relationship Management-CRM (MKT)	To introduce the core concepts of CRM paradigm
		To emphasize CRM as a business strategy

		To highlight the role of appropriate business process and technology management capabilities in managing customer relationships.
		To help the students understand the organizational context of CRM.
315	Marketing of Financial Services I-MFS (MKT)	Familiarizing the students with the various financial services and products in the liberalized Indian economy.
		To provide an in-depth perspective of the equity and bond markets.
		Equipping the students with the practices and processes in the Mutual Fund and Insurance Industry.
316	Tourism Marketing-TM (MKT)	To familiarize the students with the basics of tourism marketing.
		To teach the students about formulating marketing plans for tourism and other related hospitality organizations.
		To acquaint the students with alternative promotional approaches to tourism marketing.
317	Agricultural Marketing-AM (MKT)	The Agricultural sector, offers immense opportunities for the employment. This sector requires managerial talent for both input and produce side. The course will prepare the students to be employable in agricultural marketing
		Understand the functions performed by agricultural marketing system
		Develop strategies to manage the marketing of agriculture organizations.
392	Cyber Security-III	To Familiar with the Concepts of Human Rights
394	Skill Development-I	To Familiar with the Concepts of Skill Development
401	Managing for Sustainability-MS	Apply general ethical principles to particular cases or practices in business.
		Think independently and rationally about contemporary moral problems.
		Recognize the complexity of problems in practical ethics.
		Demonstrate how general concepts of governance apply in a given situation or given circumstances.
402	Dissertation	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.
		To provide means to immerse students in actual supervised professional experiences
		To gain deeper understanding in specific areas.
403	Indirect Taxation-IT	To understand the basic concepts related to GST
		To acquaint with the latest amendments made in connection with indirect taxation
		To update the procedural part of GST
404	International Finance-IF	To make students familiar with the operations in foreign exchange markets.
		To sensitize students with complexities of managing finance of multinational firm.
		To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.
405	Behavioral Finance-BF	To provide an alternative framework for understanding financial market behavior.
		To demonstrate how cognitive biases and heuristics influence investment behavior and determine asset prices.
		To highlight the basic theories and strategies that makes us aware of behavioral finance and investing.
410	Wealth & Portfolio Management-WPM	To understand the concept of Wealth Management.
		To understand the concept of Portfolio Management.
		To understand various tools and methods of evaluating the portfolio.
413	Financing Rural Development-FRD	To understand the need and importance of financing rural development.
		To know the schemes floated by the Government of India and its scope.
		To analyze the needs of rural businesses and its viability.
414	Principles of Insurance-PI	To understand the various operations involved in managing insurance.
		To understand the pricing, financing and risk diversification strategies of insurance companies
403	Employment Relations-ER	Give students insight into the IR scenario in India
		Make students understand important laws governing IR
		Create understanding about role of Govt., society and trade union in IR
404	Strategic Human Resource Management-SHRM	To make students understand HR implications of organizational strategies
		Understand the various terms used to define strategy & its process
		Understand HR strategies in Indian & global perspective
405	Organizational Design and Development-ODD	To develop an understanding of the nature, functioning and design of organization
		Be able to understand the theory and practice relating to the processes of organization development and change
		Develop insight and competence in diagnostic and intervention processes and skills for initiating and facilitating organizational processes and change in organizations
410	Lab in CSR-LCSR	To help students understand & design CSR initiatives
414	Emerging Trends in HR-ETHR	To expose students to organizations to know emerging trends in HR.
416	Competency Mapping-CM	Make the students understand concept and importance of competency mapping
		Give insight into the process and models of competency mapping
403	Services Marketing-SM	To emphasize the significance of services marketing in the global economy.
		To make the students understand the deeper aspects of successful services marketing.
		To provide insights to the challenges and opportunities in services marketing.
404	Sales and Distribution Management-SDM	To provide foundations in components of sales and distribution management.
		To introduce various facets of the job of a sales manager.
		To focus on decision making aspects and implementation of decisions in sales and distribution management.
405	Retail Marketing-RM	To provide insights into all functional areas of retailing.
		To give an account of essential principles of retailing.

		To give a perspective of the Indian retailing scenario.
406	Rural Marketing-RMK	To understand rural aspects of marketing
		To learn nuances of rural markets to design effective strategies
		To enhance deeper understanding of rural consumer behavior
413	E-Marketing and Analytics-EMA	To contextualize marketing concepts in electronic marketing and marketing analytics context.
		To give insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value.
415	Marketing of Financial Services – II-MFS	To equip young managers with the knowledge of retail banking, corporate banking and investment banking practices in India.
		To familiarize the students to the requisite regulatory compliances in Wealth Management industry.
		To make the student understand the Risk-Return principle and its practical use in marketing of financial services.
492	Cyber Security-CS-IV	To Familiar with the Concepts of Cyber Security
494	Skill Development-SD-II	To Familiar with the Concepts of Skill Development

Institutional COs

Course Cod	Course Name	Course Objectives
Semester I		
101	Accounting for Business Decisions	1. To prepare, analyze, interpret the financial statements for business decision making.
102	Economic Analysis for Business Decisions	1. To understand the Business, impact of Micro and Macro Economic Environment on business decisions.
103	Legal Aspects of Business	1. To understand the Legal and Regulatory Framework for doing business in India.
104	Business Research Methods	1. To understand the basic research methodology and apply the tools for interpretation of quantitative and qualitative data.
105	Organizational Behavior	1. To understand the fundamentals of management and behavioral aspects of individual and groups in an organization.
106	Basics of Marketing	1. To understand how organizations identify customers and their wants/needs. 2. To understand marketing is carried out by an organization to meet the requirements of domestic and international buyers, both households and businesses, within the bounds of ethics and the legal environment.
107	Management Fundamentals	1. Cover the basic concepts of management. 2. Identify the key competencies needed to be an effective manager. 3. Develop the students' ability to work in teams.
108	Business Communication Lab	1. To understand the importance of oral and written communication and its applications in Business.
111	Business, Government & Society	1. To understand key concepts in the business Government society iron triangle. 2. Develop current public policy issue scenario and relate them to strategic management practices.
113	Personality Development Lab	1. To train students to use appropriate language for public speaking. 2. To encourage students to make writing habit. 3. To make students understand how setting goals in life is important. 4. To make students realize how group decision making is better than decisions made individually. 5. To stress upon students, the importance of time management.
191	Human Rights 1	1. To understand the core principles of human rights philosophy. 2. To recognize the importance of various key human rights documents. 3. To understand how different human rights are protected. 4. To reflect on why human rights are considered important.
192	Cyber Security 1	1. To gain a fundamental knowledge of what Cyber Security is and how it applies to your daily work. 2. To gain an understanding of terms commonly used in Cyber Security such as "vulnerability". 3. To know how vulnerabilities occur and how to limit your exposure to them. 4. To gain a fundamental understanding of what an attack is, and how to identify and prevent them from occurring. 5. To provide the fundamental skills and understanding needed to identify Cyber Security threats.
Semester II		
201	Marketing Management	1. Understand the marketing environment 2. Marketing information system and customer relationship management
202	Financial Management	1. To understand financial management in wealth maximization and explains the application of financial tools in determining the value of the firm. 2. To understand the time value of money, measure the cost of capital, identify the best investment alternative and predict the change in the value of firm with respect to dividend decisions
203	Human Resource Management	1. To understand the functional area of Human Resource Management by providing insights in to the key aspects of HRM along with the recent developments in the field. 2. To understand the important trends influencing human resource management, explain the nature of job analysis, techniques used in employment planning and forecasting, recruitment, selection, training, performance management and establishing pay rates.
204	Decision Science	1. To Understand application of mathematical modeling and analysis to management problems. 2. To understand more disciplined thinking process in the way you approach management situations.
205	Operations & SCM	1. To understand the role of operations management in the operational and strategic levels of business and also gain insights about the interaction between the operations functions with various other functions in the service sector as well as the manufacturing firm.
	Management Information	1. To understand the activities that are undertaken in acquiring an Information System in an organization.

206	Management Information System	2. To Understand various Information System solutions like ERP, CRM, Data warehouses and the issues in successful implementation of these technology solutions in any organization.
208	Statistical Software Lab	1. To understand collection, analysis, interpretation, and presentation of data to answer questions about the social world. 2. To understand data description, statistical inference, hypothesis testing, analysis of association and variance and introduction to regression analysis, and basic understanding of computer based statistical software.
210	Life Skills Lab	
211	Geo Politics & World Economic System	1. To understand research energy and natural resources related conflict issues. 2. To develop the dynamics of contemporary cooperation and conflicts in global political economy.
212	Business Systems & Procedures	1. Communicate the importance of information systems in an organization, and the role they play in the various functional areas of a business. 2. Design a simple database using standardized techniques that supports key business processes.
291	Human Rights-II	1. To understand the historical growth of the idea of human rights. 2. To demonstrate an awareness of the international context of human rights
292	Cyber Security-II	1. Measure the performance of security systems within an enterprise-level information system. 2. Troubleshoot, maintain and update an enterprise-level information security system.

Semester III

301	Strategic Management	<ul style="list-style-type: none"> To enhance ability to do the job of a general manager responsible for strategic performance. To identify weaknesses and threats facing firms we will study, but to appreciate the strengths of the firm and anticipate opportunities in the external environment.
302	Enterprise Performance Management	<ul style="list-style-type: none"> To understand performance management and different advantages of implementing well-designed performance management systems. To understand different approaches to performance measurement.
303	Start Up & New Venture Management	<ul style="list-style-type: none"> Identify and systematically evaluate opportunities to design new organizations that solve problems or make lives better and, therefore, are likely to attract customers. Identify and synthesize sources of additional information, education, and advice for new organizations
392	Cyber Security-III	<ul style="list-style-type: none"> Develop an understanding of information assurance as practiced in computer operating systems, distributed systems, networks and representative applications. Develop an understanding of security policies (such as authentication, integrity and confidentiality), as well as protocols to implement such policies in the form of message exchanges.
394	Skill Development-I	<p>To develop a structured and pragmatic solution to address the lack of relevant skills amongst the current and potential workforce of India.</p> <p>To deliver a structured, sustainable and scalable framework to impart skills to the unemployed, underemployed, uncertified and un-benchmarked workers.</p> <p>To dovetail into a larger national framework of human resource development to meet the dynamic needs of industry and the economy.</p>

Finance

305	Direct Taxation	
306	Financial System of India , Markets and Services	<ul style="list-style-type: none"> To understand the role of Financial Services in Business organizations and to give an insight into The strategic, regulatory, operating and managerial issues concerning select financial services.
309	Corporate Finance	<ul style="list-style-type: none"> To Develop knowledge on various corporate financial concepts, tools and techniques and its applications to increase the value of the firm.
311	Equity Research, Credit Analysis & Appraisal	
312	Rural Financial Institutions	<ul style="list-style-type: none"> To understand various design and managerial aspects of rural financial institutions/programs. To understand the need for and the critical elements of evolving effective and sustainable rural financial delivery mechanisms.
315	Futures and Options	<ul style="list-style-type: none"> The course introduces the valuation of complex securities in a complete markets environment. Develop a basic understanding of the principles of the valuation of basic as well as exotic options/derivatives and their use for risk management.

Human Recourse Management

305	Labor& Social Security Laws	<ul style="list-style-type: none"> Social security is a necessary phenomenon of a welfare state. This course shall examine the various dimensions of labor security measures and explore the possibility whether or not labor security be part of the comprehensive and integrated social security.
306	Human Resource Accounting & Compensation Management	<ul style="list-style-type: none"> To increase managerial awareness of the values of human resources To develop management principles by classifying the financial consequences of various practices and assist in the development of effective human resource management practices
310	Human Resource Information System	<ul style="list-style-type: none"> Demonstrate a thorough understanding of the strategic value of HRIS and how it contributes to organizational success. Review and identify the leading HRIS software available in the field. Demonstrate a thorough understanding of the RFP process for selecting an HRIS system. Demonstrate an understanding of ROI for HRIS.
314	Lab in Recruitment & Selection	<ul style="list-style-type: none"> Develop job specification and person specifications to fit current recruitment needs of the business. Examine selection method and their effectiveness in helping identifying the best candidate.
315	Lab in Job Design & Analysis	
316	Lab in Training	<ul style="list-style-type: none"> Recognize the most recent OSHA regulations affecting their laboratory environment. Know what basic personal protective equipment is available to them and when it should be used. Understand the importance of good housekeeping in the laboratory.

Marketing

305	Contemporary Marketing Research	<ul style="list-style-type: none"> Use the Internet to conduct research with a full awareness of the advantages and disadvantages . Demonstrate a working knowledge and understanding of the impact of technology on marketing research implementation issues.
		<ul style="list-style-type: none"> To familiarize with the different facets of consumer behavior. To create awareness of the theories of motivation and perception as

306	Consumer Behavior	<p>applied in consumer behavior.</p> <ul style="list-style-type: none"> To acquaint with the communication and consumer decision making. To create awareness about the application of consumer behavior in special types of markets.
312	Customer Relationship Management	<ul style="list-style-type: none"> To analyze relationship theory and relationship economics from the point of view of the customer and the organization. To analyze an organization's relational strategies with stakeholder groups that affect how well it meets customer needs To evaluate CRM implementation strategies
315	Marketing of Financial Services	<ul style="list-style-type: none"> Understand the differences between services and product marketing. Understand the market environment of financial services. Understand the challenges facing financial consumers in financial decision-making.
316	Tourism Marketing	<ul style="list-style-type: none"> Describe and explain impacts of ethnocentrism, stereotypes, indigenization, globalization, cultural shock and cultural sensitivity. Describe how knowledge of various cultural dimensions such as power, individualism, and gender assist with understanding client needs and behaviors. Develop communication approaches that acknowledge culturally variable learning styles.
317	Agricultural Marketing	<ul style="list-style-type: none"> The structure and functions performed by the marketing system Marketing principles and practices and their relevance in agricultural business The basic economic concepts applied to understand the market forces that affect prices and how they can be best employed for efficient and profitable operation in the market place. Current trends and issues in agricultural marketing.

Semester IV

401	Managing for Sustainability	<ul style="list-style-type: none"> Identify and analyze, within the context of economic sustainability, issues within a corporation that relate to its natural environmental and social sustainability; To make a case to a range of stakeholders, including managers, boards, and owners for addressing specific corporate sustainability issues; and To develop appropriate policies and plans to address these issues.
492	Cyber Security-IV	<ul style="list-style-type: none"> Explain the core information assurance (IA) principles. Identify the key components of cyber security network architecture. Apply cyber security architecture principles. Describe risk management processes and practices.
494	Skill Development-II	
Finance		
403	Indirect Taxation	
404	International Finance	<ul style="list-style-type: none"> The international finance including fore market, risks and various avenues. To recognize the various instruments traded in market, evaluate and manage foreign exchange risk exposure and analyze international investment avenues.
405	Behavioral Finance	<ul style="list-style-type: none"> Understand and critically discuss the differences between a behavioral finance perspective and a traditional finance perspective Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions
410	Wealth & Portfolio Management	<ul style="list-style-type: none"> To Understand theoretical foundation of modern portfolio theory, the major groups of investors and their investment objectives and constraints, and to master practical skills in investment management, forming capital market expectations and forecasting markets activity to justify major investment portfolio management strategy for equity and fixed-income instruments.
413	Financing Rural Development	<ul style="list-style-type: none"> To have an in depth knowledge of the structure and content of rural development strategies. To explain the meaning of rural development and its strategies. To explain the processes involved in rural development plan, implementation and evaluation.
414	Principles of Insurance	<ul style="list-style-type: none"> The knowledge of general principles and practices of insurance. To understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products.
Human Recourse Management		
403	Employment Relations	<ul style="list-style-type: none"> To understand Employee Relations against the backdrop of globalization and liberalization. To describe the transition of industrial relations to employee relations, and the shift from conflict resolution to collaborative partnerships between the employer and employees.
404	Strategic Human Resource Management	<ul style="list-style-type: none"> Take a strategic approach to human resource management. Assess the global human resources environment in which your organization operates. Forecast the human resource needs of your organization or department.
405	Organizational Design and Development	<ul style="list-style-type: none"> Define various terms relating to organizational development & change . Apply theories and current research concerning individuals, groups, and organizations to the process of change. Discuss the process of change as applied to organizational culture and human behavior.
410	Lab in CSR	<ul style="list-style-type: none"> To understand the rationale behind the sustainability reporting exercise by corporate. To equip them with the standards, reporting formats and the practices of Indian firms.
414	Emerging Trends in HR	<ul style="list-style-type: none"> Discover the global trends affecting human resources management, Describe the impact these trends are having on organizations and the management of human resources. Develop an appreciation of the changing role of human resources management in supporting organizational strategy
416	Competency Mapping	<ul style="list-style-type: none"> To develop an understanding about Competency based HR practices. To equip the participant with the techniques of identifying and mapping competencies.
Marketing		
403	Services Marketing	<ul style="list-style-type: none"> Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner
	Sales and Distribution	<ul style="list-style-type: none"> To develop understanding and appreciation of the Sales & Distribution processes in organizations.

404	Sales and Distribution Management	<ul style="list-style-type: none"> To Understand the familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management.
405	Retail Marketing	<ul style="list-style-type: none"> Identify different retailing formats. Analyze consumer evaluations of retail offerings. Conduct an in-depth retailer analysis. Formulate retail marketing strategies. Apply retail management concepts and practices to real world situations
406	Rural Marketing	<ul style="list-style-type: none"> To understand and appreciate the differences and similarities between urban and rural Indian markets. To understand and develop marketing strategies that are unique to rural India.
413	E-Marketing and Analytics	
415	Marketing of Financial Services – II	<ul style="list-style-type: none"> To Understand the concepts of marketing and services. To Understand the concept of financial services To Understand outline the roles of marketing in the financial service industry. Compare service and customer orientation.