

Sant Gadge Baba Amravati University

Department of Business Administration and Management

Programme Outcomes, Programme Specific Outcomes and Course Outcomes

Programme code	Programme Name	Department
MBA	MBA	Department of Business Administration and Management

Programme Outcomes (POs)

1. Apply information on the Management speculations and practices to take care of business issues.
2. Capacity to create Value based Leadership ability.
3. Ability to build knowledge of finance, Human Resource Management, Marketing and Production
4. Adjust and create research sharpness.
5. Determine the entrepreneurial skills.

Programme Specific Outcomes (PSOs)

1. Nurturing industry prepared experts with business and Management acumen, which will hold serious extent of human qualities and social awareness in their expert and individual lives.
2. To prepare graduates who will plan business solutions for issues over the different utilitarian area of Management.
3. To get ready alumni who will add to the development and improvement of the general public through their research acumen and enterprising abilities.
4. To get ready employment prepared alumni who are furnished with the imperative relational abilities and inclination

Course Outcomes(Cos)

SN	COURSE CODE	COURSE OUTCOME
1	<p style="text-align: center;">MBA/101 Principles and Practices of Management</p>	<ol style="list-style-type: none"> 1. Understand the concepts related to Management. 2. Demonstrate the roles, skills and functions of management analyse the theories of management evolution 3. Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions. Understand the nature of managerial work. 4. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities. 5. Understand the importance of training for employees,recognise the methods of performance appraisal,comprehend various recruitment procedures,understand the importance of motivation,enumerate the approaches of leadership,enlist the objectives of communication,recognise the importance of coordination process,enumerate the techniques of control and discuss the principles of coordination
2	<p style="text-align: center;">MBA/102 Managerial Economics</p>	<ol style="list-style-type: none"> 1. Create awareness how markets work and how to make optimal decisions as a manager in the given market environment 2. Help understanding of situations in which managers can try to increase their market power within constraints and generate value for their firm 3. Develop an economic perspective necessary to manage business units profitably 4. Use the tools of economic theory to explain optimal production and pricing decisions by the firm in each market structure 5. Appraise current and emerging issues in economics at the national

		and 6. international levels.
3	MBA/103 Managerial Skill Development	<ol style="list-style-type: none"> 1. Effectively communicate through verbal/oral communication and improve the listening skills 2. Write precise briefs or reports and technical documents 3. Actively participate in group discussion / meetings / interviews and prepare & deliver presentations 4. Become more effective individual through goal/target setting, self-motivation and practicing creative thinking. 5. Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.
4	MBA/104 Accounting for Managers	<ol style="list-style-type: none"> 6. Understand the nature and role of the four principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows, and the Statement of Changes in Equity) ; 7. Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements (e.g. accrual accounting vs. cash accounting, definition, recognition, measurement and disclosure of assets, liabilities, revenues, expenses; inventory valuation methods, provisions, depreciation; accounting for intangibles); 8. Ability to read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance and position of a company; 9. Understand and apply course concepts to analyse common business management decisions such as pricing and outsourcing decisions from a financial perspective; 10. Understand the role of budgets in organisations, their limitations and the behavioural issues to consider when developing and using budgets for planning and control; 11. Develop an awareness of the need to consider ethical, social and

		other relevant issues, in addition to financial information, in the management decision-making process.
5	MBA/105 Organizational Behaviour and Effectiveness	<ol style="list-style-type: none"> 1. Discuss the development of the field of organizational behaviour and explain the micro and macro approaches 2. Analyze and compare different models used to explain individual behaviour related to motivation and rewards 3. Identify the processes used in developing communication and resolving conflicts 4. Explain group dynamics and demonstrate skills required for working in groups (team building) 5. Identify the various leadership styles and the role of leaders in a decision making process. 6. Explain organizational culture and describe its dimensions and to examine various organizational designs also discuss the implementation of organizational change.
6	MBA/106 Business Ethics	<ol style="list-style-type: none"> 1. Acquaint with ethical values and practices with emphasis on Indian values and culture. 2. Understanding the ethics and values to be followed in business. 3. Guides the values, behavior and decisions of a business organization. 4. Builds a foundation of ethical behavior. 5. Understand the importance of ethics in business. 6. Learning about managing ethics to handle business and its life with right morals, values and ethics. 7. Learning about stress management to be efficient with sound body.
7	MBA/107 Management Information System	<ol style="list-style-type: none"> 1. Relate the basic concepts and technologies used in the field of management information systems. 2. Compare the processes of developing and implementing information systems. 3. Outline the role of the ethical, social, and security issues of information systems. 4. Understand the leadership role of Management Information

		<p>Systems in achieving business competitive advantage through informed decision making.</p> <ol style="list-style-type: none"> 5. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management. 6. Apply the understanding of how various information systems like DSS, AIS, EIS, DSMS work together to accomplish the information objectives of an organization.
8	<p>MBA/108 Quantitative methods</p>	<ol style="list-style-type: none"> 1. To demonstrate the use of statistical tools for managerial decisions 2. To enhance the mathematical modelling skills for forecasting business scenarios 3. To estimate the impact of one variable on another - helpful for evaluating advantage of any promotional tool or technology 4. To provide knowledge of data mining tools with the aim of finding patterns or correlations concealed within factors of business
9	<p>MBA/201 Business Environment</p>	<p>The name of the course itself comprises of 'Business' in its name. So, here we explicitly teach students about the concepts, ideas, planning, implementation, execution feedback and follow-up mechanisms.</p> <ol style="list-style-type: none"> 1. Make students aware of factors contributing to business environment, their nature and impact on business. 2. Businesses never stand alone. It's a two way process always i.e taking from the surrounding and people, and simultaneously giving to them. Macro and micro economic factors always affects business environments. Such concepts like FDI, SEZ, REZ etc is explained to them. 3. Also we make them familiar with some of the major industries like healthcare, tourism, pharmaceutical and education etc to understand the impact of industry on particular business. 4. Along with that impact of major breakthroughs like LPG and policies like WTO agreements ,legal and taxes binding ,fiscal and

		monetary reforms, and changes in them time to time needs to be studied.
10	MBA/202- Reseach Methodology	<ol style="list-style-type: none"> 1. Identify and discuss the role and importance of research in the social sciences. 2. Identify and discuss the issues and concepts salient to the research process. 3. Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and 4. Implementing a research project.identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting. 5. Explain key research concepts and issues 6. Read, comprehend, and explain research articles in their academic discipline.
11	MBA/203- Human Resource Management	<ol style="list-style-type: none"> 1. Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design 2. Competency to recruit, train, and appraise the performance of employees 3. Rational design of compensation and salary administration 4. Ability to handle employee issues and evaluate the new trends in HRM 5. Facilitate and support effective employee and labour relations in both non-union and union environments.
12	MBA/204 Financial Management	<p>Here we make them understand the knowledge and skills that will able to help them in performing their roles as Finance manager:</p> <ol style="list-style-type: none"> 1. The resources are limited and judicious use of it is expected from a manager. Various technical concepts and tools like CVP analysis, Leverage, Breakeven point etc taught to them. 2. Time Value of Money helps them to understand ever changing purchasing power of money. 3. Different sources of raising money and their cost helps to learn them Optimum Capital Structure. And selecting minimum cost

		<p>maximum return option from different alternatives, make them understands Capital Budgeting.</p> <ol style="list-style-type: none"> 4. Understand the Capital markets and present them with various instruments to invest funds for short run and long run. 5. Techniques to analyze and compare different investment options like bonds, shares etc for estimating return. 6. Along with this, understands concept of dividend distribution and working capital management.
13	<p>MBA/205 Marketing Management</p>	<ol style="list-style-type: none"> 1. Understand the concept related Management and Marketing Environment. 2. Understanding the Marketing mix, Segmentation and Positioning 3. How to make the New product development and Product life cycle and Branding and packaging Decision 4. Explain distribution decision ,channeling function and Market logistic decision 5. Illustrate importance of promotion mix and intro of marketing research
14	<p>MBA/206 Production and Operations Management</p>	<ol style="list-style-type: none"> 1. Gaining knowledge about managing production processes. 2. Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. 3. Solve and analyze problems using different forecasting techniques. 4. Plan and implement suitable quality control measures in Quality Circles to TQM. 5. Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments. 6. Plan and implement suitable quality control measures in Quality Circles to TQM 7. Develop aggregate capacity plans and MPS (Master Production Schedule) in operation environments. 8. Plan and implement suitable materials handling principles and practices in the operations

15	<p style="text-align: center;">MBA/207 Logistic Management</p>	<ol style="list-style-type: none"> 1. Understand the principles of Procurement and Outsourcing. 2. Analyze how logistical decision impacts the performance of the firm as well as the entire supply chain. 3. Basic characterizes and costs of warehousing and materials handling activities. 4. Use computing software to solve various logistics decision-making problems, including inventory policies and vehicle routing. 5. Interact with team members to achieve group objectives. 6. Analyze the strengths and weaknesses of various transportation modes and perform cost analysis. 7. Develop the strategies that can be taken to find the best paths to route vehicles to deliver and collect goods at multiple stops. 8. Develop the strategies that can be taken to manage inventories, including deciding the timing and quantity for replenishments without hurting the level of product availability.
16	<p style="text-align: center;">MBA/208 Managerial Science</p>	<ol style="list-style-type: none"> 1. Provide comprehensive knowledge basic managerial economics terminology in terms of business theories, alternative business policies, and applications 2. Determine the allocation of resources at various stages and manage projects along with their viability 3. Acquaint with various statistical tools that can be used to model and analyze business decisions 4. Enrich simulation techniques and their role in decision making 5. Upskill various managerial level assessments tools and their importance in all functions or operations
17	<p style="text-align: center;">MBA 301 Business Law</p>	<ol style="list-style-type: none"> 1. Introduce students to the study of law and how it governs conduct in business. 2. Identify the nature and classification of contracts. Identify the ways a contract has been breached and remedies for breach of 3. contract 4. Acquire knowledge and develop understanding of the regulatory

		<p>framework of various Business Law viz. The Indian Contract Act, 1872, The Sales of Goods Act, 1930, Negotiable Instruments Act 1881, Consumer Protection Act etc.</p> <ol style="list-style-type: none"> 5. Understand the Intellectual Property Rights and Consumer 6. Protection Laws
18	<p>MBA 3101/F Indian Financial System</p>	<p>Financial markets, its structure, regulatory framework and various bodies present in it is the purpose of this paper.</p> <ol style="list-style-type: none"> 1. Circulation of money in financial system is very important to keep economic activity going. Here we learn financial system, saving and investment scenario. 2. Understands the various financial markets, its purpose, working and instruments. Like Money market, Capital Market, Debt market etc. 3. Regulatory bodies like SEBI, NSE, BSE, DFHI, clearing houses and over the counter arrangements to regulate, facilitate, monitor the trade. 4. Next, make them understand about the working and functioning of financial institution like RBI, Commercial banks and non banking financial institution. 5. Along with financial markets, understand instrument like Treasury bills, CDs, CP etc
19	<p>MBA 3102/F Banking System</p>	<p>Banks are the financial institutions which provides a meeting ground for the savers and the investors. And helps in mobilizing money circulation flow in system.</p> <ol style="list-style-type: none"> 1. Make them understand the complex structure of banking in India and their region wise branches widely spread across the geography. 2. Working, functioning, regulations, licensing and business of banks. 3. Understand about Reserve Bank of India and Commercial bank, concept in detail.

		<ol style="list-style-type: none"> 4. Understand them about the allied departments like HRM, MM,FM.
20	<p>MBA 3103/F Working Capital Management</p>	<p>Working Capital Management applies to industrial operations, where short term cash management is required.</p> <ol style="list-style-type: none"> 1. Understand the concept of meeting the day to day finance needs of any organization. Factors and operating cycle. 2. Understand Cash system and managing flow of cash. 3. Inventory management, related cost ,supply mechanism etc 4. Importance of liquidity management while keeping excess cash invested and at the same time not hampering smooth flow of business. 5. In short run, credit policies, receivable management and collection efforts are important to manage efficiently.
21	<p>MBA 3104/F International Financial Management</p>	<ol style="list-style-type: none"> 1. Understand international capital and foreign exchange market 2. Identify and appraise investment opportunities in the international environment 3. Identify risk relating to exchange rate fluctuations and develop strategies to deal with them 4. Identify and evaluate foreign direct investment and international acquisition opportunities 5. Develop strategies to deal with other types of country risks associated with foreign operations 6. Express well considered opinion on issues relating to international financial management.
22	<p>MBA 3105/F Investment Science</p>	<ol style="list-style-type: none"> 1. Critically discuss client objectives and the investment policy statement 2. Apply portfolio theory in practice, covering asset allocation and international investment, portfolio risk management and risk-adjusted performance measurement

		<ol style="list-style-type: none"> 3. Understand and critically evaluate Value strategies, Momentum strategies and Hedge fund strategies 4. Understand and critically interpret output from investment and risk management tools such as Style Research, Thomson One Banker and Data stream.
23	MBA 3106/F Risk Management	<ol style="list-style-type: none"> 1. Identify and categorize the various risks face by an organization; 2. Explain the various risk control measures available; 3. Design a risk management program for a business organization. 4. Suggest ways to finance risk. 5. Apply the insurance mechanism in risk management. 6. Describe the management of international risk.
24	MBA 3201/M International Marketing Strategy	<ol style="list-style-type: none"> 1. Explain the nature, importance and scope of International Marketing and International Culture and trade 2. Global strategy and elaborate Screening and selection of market and market entry and coverage strategy. 3. Elaborate major Product decisions-Product features and quality, Product design, labeling, packaging ,pricing and the structure of international distribution channel strategy. 4. Explain the significance of procedures and documentation in international trade and promotion strategy 5. Quality Control and Pre-Inspection also learn ethics, environment issue and labor issue
25	MBA/3202/M Sales Distribution and Management	<ol style="list-style-type: none"> 1. Explain Objectives, Nature & Scope, Sales Environment, Sales Planning, Strategic role of sales management 2. Explain Sales Planning and Sales Forecasting & Budgeting, Sales Quotas and Targets 3. Analyzes the Sales Force, Recruitment, selection and training the sales force 4. Explain Marketing Logistics, Marketing channels, tele and web marketing

		<ol style="list-style-type: none"> 5. Explain Distribution cost analysis and ethical social distribution management
26	<p>MBA/3203/M Consumer Behavior</p>	<ol style="list-style-type: none"> 1. Explain Environmental Influences on Consumer Behavior 2. Illustrate the Consumer Decision Making Process 3. Explain Individual Determinants of Consumer Behavior like demographic, psychographics and lifestyle. 4. Explain the innovation and influence of leadership and family decision. 5. Explain Consumer Behavior Models ,intro of audit and Consumer Behavior Studies in India
27	<p>MBA/3204/M Advertising Management</p>	<ol style="list-style-type: none"> 1. Determine, analyze marketing communications objectives by applying principles of marketing and communications. 2. Perform a market segmentation analysis, determine the organization's target market/audience and define the consumer behaviour of each segment. 3. Develop an integrated advertising and marketing communications plan and persuasively present and defend it. 4. Evaluate the effectiveness of integrated advertising and marketing communications initiatives. 5. Develop advertising and marketing communications material in compliance with current Indian legislation, industry standards and business practices. 6. Develop creative solutions to address advertising and marketing communications challenges. 7. Plan, implement, monitor and evaluate projects by applying principles of project management. 8. Complete all work in a professional, ethical and timely manner. 9.

28	MBA/3205/M Brand Management	<ol style="list-style-type: none"> 1. Understand key principles of branding 2. Explain branding concepts and ideas in their own words 3. Understand and conduct the measurement of brand equity and brand performance 4. Practically develop a brand, including positioning and communication 5. Prepare a professional, logical and coherent report in the form of a brand audit 6. Deliver an oral presentation in a professional, engaging manner 7. Develop an argument and express themselves clearly in both written and oral communication
29	MBA/3206/M Agro Business Marketing	<ol style="list-style-type: none"> 1. Gain knowledge about organization and functioning of different institutions involved in agriculture marketing 2. Gain insights on role of agricultural marketing institutions in future 3. Understand the Co-operatives in Agricultural Marketing 4. Learn the Institutions for Domestic and Export Marketing 5. Provide the knowledge about Corporation and Boards
30	MBA/3301/H Management of Industrial Relations	<ol style="list-style-type: none"> 1. Aware with the principles and practices of management of industrial relations. 2. Teach the importance of various aspects of management of industrial relations. 3. Provide critical understanding of industrial relations for the harmony in the organization. 4. Aware about the every industrial relations to maintain industrial peace. 5. Learn about grievance handling, industrial relations perspectives for sound working at work place.

31	MBA/3302/H Human Relations and Legal Framework	<ol style="list-style-type: none"> 1. Familiarize with legal aspects and framework related to human relations and work place. 2. Develop the core human relations and legal competencies. 3. Aware about the laws related to wages, factories, contract labour for future aspects. 4. Learn about all the laws relating to human relations to work efficiently. 5. Understand the importance of labor laws related to socio-economic environmentfor betterment of society.
32	MBA/3303/H Compensation Management	<ol style="list-style-type: none"> 1. Make students well versed with the principles and practices of compensating the human resource of an organization. 2. Promote understanding of issues relating to the compensation of human resources in organizations. 3. Impart skills in designing, analyzing and restructuring compensation management systems, policies and strategies. 4. Aware about the basic concepts to compensation management for better understanding. 5. Learning about compensation problems to avoid future obstacles.
33	MBA/3304/H Human Resource Development	<ol style="list-style-type: none"> 1. Acquaint with principles , objective and practices of human resource development in 21st century. 2. Imparts knowledge and training in managing the workforce of the organization. 3. Aware about the human resource development strategies to be efficient. 4. Integrate the understanding of the human resources development framework with the management of best practices, tools and models. 5. Learn about career management and development to mould right career.

34	MBA/3305/H Management of Training and Development	<ol style="list-style-type: none"> 1. Familiarize with training needs, techniques and applications for overall development of employees. 2. Acquaint with overall training and development activities for bright future. 3. Describe the psychology of the learning process on which training is based. 4. Aware about all the training methods, techniques, training aids to use in future life.
35	MBA/3306/H Performance Management	<ol style="list-style-type: none"> 1. Familiarize with performance and its management. 2. Impart necessary skills regarding assessment, evaluation of employee in the organization with learning of new concepts, trends in field of performance management. 3. Understand critical dimensions of performance that constitute for continuously planning, reviewing and developing employee performance. 4. Give practical insights regarding management of employee performance and reward. 5. Learn about principles models, systems, process and implementation of performance management for sound work life.
36	MBA 401/SM Strategic Management	<ol style="list-style-type: none"> 1. The key dimensions of strategic management – Analysis, Evaluation, Choice & Implementation. 2. Diagnostic, practical and creative skills to analyse and evaluate a range of business solutions in differing business contexts. 3. Organisations’ ability to implement chosen strategies and identify the areas requiring change. 4. Develop skills in generating alternative solutions to complex problem areas, underpinning each with a supportive and well researched rationale in order to achieve critical success. 5. Evaluate these solutions, analysing the impact of potential outcomes on the various stakeholder groups. 6. Analyse alternative strategies for business development in differing operating contexts.

		<ol style="list-style-type: none"> 7. Assess the importance of structure, design, culture and working environment to effective strategic management. 8. Assess the contribution of strategic leadership to managing the process of strategic change.
37	<p>MBA 4101/CGF Financial Decision Analysis</p>	<p>Strategies, tools and techniques to compute, analyze and interpret financial data.</p> <ol style="list-style-type: none"> 1. Techniques like ratio analysis, fund flow and cash flows are use to compare data over different time periods and helpful in estimating financial health of the company. 2. Decisions like leasing or hire purchase, replacement, sequencing, mergers, acquisitions etc 3. Along with that models like dividend valuation are helpful for gaining better insight.
38	<p>MBA 4102/CGF Security Analysis and Portfolio Management</p>	<p>Investment in Stock market, learning the basics through the concept, models, charts and various analysis tools is the purpose of the paper.</p> <ol style="list-style-type: none"> 1. Detail study of operations of stock market, listing, regulations ,investor risk appetite etc 2. Analysis of fundamentally strong scrips and making investment in them. 3. Theories regarding portfolio management like MVC and criterion of selecting and combining two or more stocks. 4. Learning strategies and concept like efficient frontier, CAPM model, arbitrage theory to gain more understanding. 5. Lastly, the Portfolio Investment Process includes selection, analysis, investment, feedback and follow up of different stocks according to their performance.
39	<p>MBA 4103/CGF Financial Derivatives</p>	<p>Financial derivatives are the specialized, complex and risk hedging branch of finance in international markets.</p> <ol style="list-style-type: none"> 1. Making them understand the need to learn this strategies because of unpredictable environment of international markets. 2. Forward Contracts: Customized deal between two parties to hedge the future risk owing to changing exchange rates.

		<ol style="list-style-type: none"> 3. Future Contracts: Standardized exchange traded contracts where market and facilitation services are present. 4. Options Contracts: Contracts having Call and Put options to make deal more versatile and in better control for execution. 5. Swap Contracts: Swapping of cashflows in one currency with others and avoiding transactional and exchange rate exposure.
40	MBA 4104/CGF Management Of Financial Services	<ol style="list-style-type: none"> 1. Explain the functions and operations of different financial services. 2. Assess the management issues of financial services. 3. Discuss the current and emerging trends in the financial service sector 4. Grab the employment opportunity in financial sector
41	MBA 4105/CGF Foreign Exchange Market	<ol style="list-style-type: none"> 1. Understand how the foreign Exchange Market operates 2. Understand the principles of Currency valuation. 3. Explain techniques that can be used to hedge foreign exchange risk 4. Create an understanding on foreign exchange Management in India
42	MBA 4106/CGF Insurance Management	<ol style="list-style-type: none"> 1. Define basic terms, risk, risk transfer entities in the marketing process of the insurance business 2. Identify the importance of insurance activities on the macro and micro level 3. Prepare an offer of insurance product and calculate the premium for the most important (most frequently used) insurance products, 4. Format by examining the input variables, new insurance products to offer, 5. Detect the potential market for the product created, as well as ways to improve already existing products, 6. Choose the right sales approach towards segment of potential users of created product.

43	MBA 4201/SM Sales Promotion Management	<ol style="list-style-type: none"> 1. Explain sales promotion and marketing mix 2. Explain Consumer Behavior also Deal Prone and theories 3. Analyzing the impact on sales, choice and purchasing timing model 4. Explain sales promotion planning, promotional budget 5. Issues designing promotional strategies
44	MBA 4202/SM Service Marketing	<ol style="list-style-type: none"> 1. Explain Definition, Significance, Characteristics of Services 2. Understand the Services Process like Behavior of customer, expectation, perception and Measuring the customers services 3. Issue in services, also understand the Segmenting, Targeting, Positioning and Managing demand capacity 4. Extended Marketing Mix for Services 5. Explain Applications of Service Marketing: like Tourism and Travel Services etc
45	MBA 4203/SM Marketing of Non profit Origination and Social Services	<ol style="list-style-type: none"> 1. Explain the Importance, Scope and Application of marketing in Non-Profit Organization 2. Explain Setting Marketing Objectives – Internal and External influencing Social services 3. Analyzing segmentation, targeting, marketing mix and Service product life cycle 4. Understanding the Beneficiary contact programme and distribution and delivery strategy for social services. 5. Understanding Corporate Social Responsibility and social relevant programme
46	MBA 4204/SM Retail Marketing	<ol style="list-style-type: none"> 1. Understand the concept of retail market and marketing, functions of retail business , retail formats and retail channels and merchandise. 2. Know the use of retailing in sectors such as departmental stores, advertising agencies, supply chains, supermarkets, etc. Retailing involves a direct communication with the customer & coordinating the business activities.

		<ol style="list-style-type: none"> 3. Help in problem solving concerned with retailing , analyzing the supply, monitoring retail orders, merchandising, human resources & stocks, etc. 4. Understand the ways that retailers use marketing tools and techniques to interact with their customers 5. Evaluate current retailing trends based on consumer, legal and competitive environments. 6. Analyze Retail Market and Financial Strategy including product pricing. 7. Identify various retail opportunities and evaluate the strategies associated with each type of opportunity. 8. Start his/her own venture, may get may the job opportunities by the big bazaar, Dmart supermarket and other related big Indian as well as foreign retail industries. 9. Grab employment opportunity in manufacturing companies as a retail manager to help the customers about the products. Retail Managers are also required by other companies such as Insurance, Banking, Education, Healthcare, etc.
47	<p>MBA 4205/SM Rural Marketing</p>	<ol style="list-style-type: none"> 1. Understand the importance of Rural Markets and its potential. 2. Sensitize to the needs and behavior of consumers and channels 3. Utilize the understanding on peculiarities of rural markets, channels and competition in marketing decision making 4. Understand the Rural Market Segmentation and Rural Products 5. Expose the students to Rural Market Distribution and services 6. Find out ways to help the rural people and provide them a platform to work and earn from their own villages/rural places. Moreover, the Indian government is also inviting youth with open arms to

		<p>contribute their Rural Management skills in the development of the country.</p>
48	<p>MBA 4206/SM International Marketing Environment</p>	<ol style="list-style-type: none"> 1. Articulate the importance of international trade to organizations and the Indian economy as a whole. 2. Identify current trends in the international marketing environment. 3. Determine the impact of cultural differences on the practice of marketing in the international business environment. 4. Analyze complex international marketing situations and propose applications of standard marketing concepts to foreign markets. 5. Identify potential business opportunities in international markets. 6. Develop effective marketing strategies for international markets. 7. Provide plentiful career opportunities on a global scale on positions like Marketing managers, business researchers, and corporate leaders ,as a an expert in areas such as customs and international commerce in Governments, business organizations, and regulatory agencies
49	<p>MBA 4401/OM Service Operations Management</p>	<ol style="list-style-type: none"> 1. Understand different aspects of customer service for example managing customer service, introducing services to differentiate products, improving services of basic industries ,delivery of efficient services solutions and various respective niches of the service management industry 2. Manage personnel resources by motivating, developing, directing people and aneffectively plan and ensure the seamless delivery of services to ensure that the operations of a business keep running smoothly. 3. Apply knowledge and understanding of the key operational levers that can be applied to the management of service operations and the proactive management of customer experience.

		<ol style="list-style-type: none"> 4. Plan operations strategy and how to implement it, including facility location, process design and process layout decisions. 5. Design business processes, market research, supply and logistics management, B2B services, relationship development etc. 6. Explore applications of Services Management in areas like BPOs, Media Houses, Management Consulting Firms, Banks, Financial Institutions, IT Industry, E-Commerce Companies, etc
50	<p>MBA 4402/OM Applied Operations Research</p>	<ol style="list-style-type: none"> 1. Trains the student in mastering frameworks for building descriptive, predictive and prescriptive models, using tools from statistics, data mining, machine learning, and mathematical optimization. 2. Convert difficult business problems into well-defined mathematical constructs, while also defining expected behaviour and goals (well rooted in computer science and analytics). 3. Identify and develop operational research models from the verbal description of the realsystem . 4. Understand the mathematical tools that are needed to solve optimisation problems. 5. Use mathematical software to solve the proposed models. 6. Empower decision making in areas where efficient allocation of scarce resources is a prime concern — whether it be capital, human effort, time or other resources. 7. Explore applications of AOR in the field of Production / Manufacturing Management, Finance Budgeting / Investments, Purchasing / Procurement / Logistics / Supply Chain Management, Marketing & Revenue Management, Telecommunication Networks and Healthcare Management
51	MBA 4403/OM	<ol style="list-style-type: none"> 1. Describe the basic concepts of transportation management and its

	<p>Transportation Management</p>	<p>essential role in demand fulfillment.</p> <ol style="list-style-type: none"> 2. The key elements and processes in managing transportation operations and how they interact. 3. Identify principles and strategies for establishing efficient, effective, and sustainable transportation operations. 4. Critical role of technology in managing transportation operations and product flows and also the requirements and challenges of planning and moving goods. 5. Assess the performance of transportation operations using standard metrics and frameworks. 6. Evaluate different types of transportation modes to planning and effectively moving goods. 7. Apply various transportation models to processes in managing transportation operations. 8. Identify the key elements of Motor vehicle Act 1988.
<p>52</p>	<p>MBA 4404/OM Total Quality Management</p>	<ol style="list-style-type: none"> 1. Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems. 2. Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality. 3. Critically appraise the organisational, communication and teamwork requirements for effective quality management. 4. Critically analyses the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans. 5. Apply various Quality Systems and Auditing on implementation of TQM.
<p>53</p>	<p>MBA 4405/OM Industrial Health and Disaster Management</p>	<ol style="list-style-type: none"> 1. Learn concept of Industrial Health and its parameters , nature and type of disasters and reasons of disaster, Need of Industrial safety 2. Designing a disaster management plan, Rescue operations,Evacuation drills 3. Know Accident prevention and safety measures

		<ol style="list-style-type: none"> 4. Learn Environmental laws rules and audits 5. Learn practical knowledge like Fire Fighting tutorial and demonstration, Handling medical emergencies, Hands on training cardio-pulmonary-resuscitation and first aid 6. Explore systematic approach in planning, preparedness and mitigation for different types of disasters 7. Cost and time effectiveness in disaster response by adapting modern ICT tools including GIS, RS and GPS 8. Develop sense of belonging and to take upon one self, the onerous duty of helping the suffering humanity in a disaster
54	<p style="text-align: center;">MBA 4406/OM Project Management</p>	<ol style="list-style-type: none"> 1. Understand project characteristics and various stages of a project. 2. Understand the conceptual clarity about project organization and feasibility analyses Market, Technical, Financial and Economic. 3. Applies the PM processes to initiate, plan, execute, monitor and control, and close projects and to coordinate all the elements of the project. 4. Manages project risk, including identifying, analyzing and responding to risk 5. Analyze the learning and understand techniques for Project planning, scheduling and Execution Control. 6. Manages projects effectively including the management of scope, time, costs, and quality, ensuring satisfying the needs for which the project was undertaken 7. Estimate, plan, calculate, and adjust project variables. 8. Understand the contract management, Project Procurement, Service level Agreements and productivity. 9. Understand the How Subcontract Administration and Control is practiced in the Industry.