



ANWARUL ULOOM COLLEGE OF BUSINESS MANAGEMENT

(A MUSLIM MINORITY INSTITUTION)

Affiliated to Osmania University | Approved by AICTE | Permitted by Govt. of Telangana

#11-3-918, New Mallepally, Hyderabad - 500001, T.S., India.

ACADEMIC YEAR 2022-23

S.NO	SEMESTER	COURSE CODE	COURSE TITLE	PROGRAM OUTCOME	COURSE OUTCOME
1	I	MB101	MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	<ol style="list-style-type: none"> 1. Identify and explain the key concepts and principles of e-global business. 2. Evaluate the impact of e-commerce on global business operations. 3. Analyse and develop strategies for conducting business in a digital environment. 4. Apply critical thinking skills to solve problems and make informed decisions related to eglobal business. 	<ol style="list-style-type: none"> 1. By the end of the course, the students would have a comprehensive understanding of management principles 2. The student is exposed to the organizational functions in various organizational settings 3. The Learner may gain insights into individual, inter-personal and group actions in organizations.
2		MB102	ACCOUNTING FOR MANAGEMENT	<p>To gain knowledge of the process, principles and conventions of accounting</p> <ol style="list-style-type: none"> 1. To develop the skill of preparation of final accounts 2. To understand the methods of analysis of financial statements 3. To gain knowledge of breakeven analysis and its use to management 	<ol style="list-style-type: none"> 1. Learner may gain knowledge about Journal, Ledger, Trial Balance and Final Accounts 2. Analyze performance of companies using Ratio Analysis 3. Analyze Cash Flow position of companies and can make CVP Analysis.
3		MB103	MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. To impart the basic tools of marketing and selling 2. To analyze factors affecting business environment and buyer behavior. 3. To analyze markets and competitive structures 4. To assess the value of culture in marketing decisions and make student aware of global changes. 	<ol style="list-style-type: none"> 1. Students can be equipped with marketing and selling skills of modern environment. 2. Buyer behavior and perceptions are key for a business success that can be thoroughly learnt. 3. Channel Dynamics involved in marketing can be assessed and better control techniques for optimum utilization of resources be learned.
4		MB104	STATISTICS FOR MANAGEMENT	<ol style="list-style-type: none"> 1. To introduce descriptive statistics to students for gaining knowledge of Business analysis. 2. Understanding sampling and sampling distributions and hypothesis testing framework with small samples and large samples. 3. Introduce concepts related to Correlation, Regression and their relationship, applications of time series data. 	<ol style="list-style-type: none"> 1. Basic Statistics helps the learners in building descriptive analytics. 2. Hypothesis testing is useful in estimation of future market changes and useful in decision making. 3. Correlation, regression techniques are an integral part of planning and controlling business..
5		MB105	ECONOMICS FOR MANAGERS	<ol style="list-style-type: none"> 1. To make students familiarize with Economic behavior of a person for market analysis. 2. To understand the environment of Business firms. 3. To know the demand conditions and contemporary economic policies. 	<ol style="list-style-type: none"> 1. Students can learn micro factors of Economic behavior of a consumer. 2. Students can assess opportunities and threats of business. 3. Students can better understand nature of the products and demand conditions that can be used in decision making..
6		MB106	IT APPLICATIONS FOR MANAGEMENT	<ol style="list-style-type: none"> 1. To provide real-time insights into the fundamentals of computers as business tools 2. To study the role and Value addition of Information Technology in business 3. To enable students to develop proficiency in using certain components of the package includes MS Excel, MS Access 	<ol style="list-style-type: none"> 1. Students can work in IT field to make positive contribution to the organization. 2. Students can take professional responsibilities and make informed judgments in the organizations. 3. Students can get streamline work processes and improve communication within the organization.
7	II	MB201	HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. The Objective of the course is to develop an understanding Human Resources 2. To learn various approaches and practices of Human Resource Management. 3. To provide Skills and abilities to identify potential employees and evaluate competences. 	<ol style="list-style-type: none"> 1. Transform Human beings into Human Resources 2. Build Global Level HR Managers 3. Create Agile Workforce for attaining Innovation in business organizations.
8		MB202	FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. To learn about the scope and goal of financial management. 2. To familiarize the student with the concepts of long term and short term investment decisions. 3. To understand the dividend decisions of firms. 	<ol style="list-style-type: none"> 1. To understand project appraisal methods to build healthy cash flows. 2. To understand the corporate practices inventory and dividend policies. 3. To learn about corporate events like mergers, acquisitions and alliances.




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9	II	MB203	OPERATION RESEARCH	<p>The objective of the course is to give an overview of different Optimization Techniques useful for problem solving and decision making.</p> <ol style="list-style-type: none"> 1. To introduce OR techniques like LPP for business planning. 2. To Study network Concepts and techniques like PERT and CPM. 3. To study quantitative competitive strategy models such as game theory, simulation and queuing theory for understanding markets. 	<ol style="list-style-type: none"> 1. Helps in formulating real life situations in organizations in Quantitative form. 2. Helps in formulating strategies for optimal use of various resources within the organizations.. 3. Application of optimization tools for decision-making.
10		MB204	ENTREPRENEURSHIP & DEVELOPMENT	<ol style="list-style-type: none"> 1. To make the students learn the importance of Entrepreneurship 2. To motivate the students towards Entrepreneurship 3. To make them learn about entrepreneurial environment 4. To impart training to raise and establish enterprises 	<ol style="list-style-type: none"> 1. A student learns the cues and motives of Entrepreneurship 2. Students can learn more about types of Enterprises and growth 3. Knowledge of entrepreneurship prepares the entrepreneurial bent of mind 4. Problems and perspectives of the entrepreneurship can be understood
11		MB205	BUSINESS RESEARCH METHODS	<ol style="list-style-type: none"> 1. To involve students in activities related to Research 2. To train them on Data collection and data processing methods 3. To impart Report writing skills to build better business models. 	<ol style="list-style-type: none"> 1. To gain understanding of various kinds of research designs and methods. 2. To enable learners to be able to formulate the research problem and analytical approaches. 3. To acquire knowledge on qualitative and quantitative research for understanding changing market behavior.
12		MB206	BUSINESS LAW & ETHICS	<ol style="list-style-type: none"> 1. This course is designed to introduce the legal aspects of business from the national and transnational perspective. 2. This Course also provides knowledge of trade agreements and trade partnerships. 3. The course also intends to offer insights into the ethical considerations in Business entities and their responsibility towards society. 	<ol style="list-style-type: none"> 1. The students would have a comprehensive understanding of business law. 2. The legal and ethical considerations in business organizations are imparted for business integrity. 3. The learners may gain knowledge of provincial and international business law in changing scenario.
13		MB207	SEMINAR	<ol style="list-style-type: none"> 1. To develop student skills of interaction in exploring in exploring the facts 2. To develop skills integrative skills of Discussion in arriving at a conclusion 3. To develop skills of critical evaluation of given topic/situation 4. To develop skills of exploring knowledge base and frame the text 	<ol style="list-style-type: none"> 1. Presentation skills : Student is expected to present with clear aims and out comes 2. Argumentative and critical thinking Critical thinking: It is closely related to how student is able to relate critical thinking, thought process and reasoning. 3. Inter Disciplinary Approach : Relating knowledge more than one branch 4. Presentation of the text: The sequence of text presentation in order to provide logical clarity.
14		MB301	OPERATION MANAGEMENT	<ol style="list-style-type: none"> 1. To provide understanding of the concepts of production and operations management in an organization and analytical methods. 2. To explain to students the steps in new product design and analysis. 3. To provide an understanding of plant location and layout. 4. To help understand the Process and factors that influence scheduling. 5. To impart knowledge of various aspects of materials management viz. e-Procurement, Green Purchasing. 	<ol style="list-style-type: none"> 1. Understand the importance concepts of operations management. 2. Learn various strategies in product and process design, analysis. 3. Learn examine the various aspects of plant location and product layout. 4. Understand the aspects of scheduling. 5. Gain insights of integrated materials management, e-procurement, materials planning.
15		MB302	E-GLOBAL BUSINESS	<ol style="list-style-type: none"> 1. To understand the fundamentals of e-commerce and its impact on global business. 2. To explore the challenges and opportunities associated with conducting business in a digital environment. 3. To analyse the strategies and technologies used in e-global business. 4. To develop critical thinking and problem-solving skills in the context of e-global business. <p>Learning</p>	<ol style="list-style-type: none"> 1. Identify and explain the key concepts and principles of e-global business. 2. Evaluate the impact of e-commerce on global business operations. 3. Analyse and develop strategies for conducting business in a digital environment. 4. Apply critical thinking skills to solve problems and make informed decisions related to eglobal business.
16		MB303	TOTAL QUALITY MANAGEMENT	<ol style="list-style-type: none"> 1. Orienting the students towards the importance of quality as a management tool 2. Towards understanding the principles and practices of total quality management 3. Introducing the various tools and techniques used in the measurement of quality 4. Understanding the importance of six sigma as a quality tool and its implementation 5. Sensitizing the participants to the importance of quality in various sectors. 	<ol style="list-style-type: none"> 1. Understand the basic terminologies and metrics that are used to govern quality management 2. Get a better perspective on quality standards like ISO and quality awards 3. Be able to identify the various metrics that govern quality 4. Elucidate the role and importance of six sigma as a quality measurement tool 5. Identify the various means and techniques for establishing quality in manufacturing, services and IT sector.



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17	MB304-F-I	INVESTMENT MANAGEMENT	<ol style="list-style-type: none"> 1. To explain the basic concepts of risk and return 2. To explain the concept of portfolio return and risk and portfolio theories 3. To understand the features and valuation of debt instruments 4. To understand the features and valuation of Common stock 5. To describe portfolio evaluation methods 	<ol style="list-style-type: none"> 1. Differentiate various avenues of investment on the basis of risk and return 2. Gain basic knowledge of analysing stocks 3. Make valuation of equity, debt and portfolio instruments 4. Gain an understanding of mutual funds, their performance evaluation and regulation.
18	MB304-F-II	FINANCIAL MARKETS & SERVICES	<ol style="list-style-type: none"> 1. To create awareness about Financial System and Financial services in India. 2. To learn about the role of financial institutions in India 3. To understand the importance of Venture Capital 	<ol style="list-style-type: none"> 1. To explain the importance ,functions of financial system and financial services 2. To understand the concept of merchant banking and its functions 3. To learn the venture capital financing modes used to raise finance 4. To understand factoring ,bill discounting and credit rating services needed for businesses
19	MB304-M-I	MARKETING ENGINEERING	<ol style="list-style-type: none"> 1. Acquainting the readers with modeling of market variables using a wide variety of models 2. Use of market segmentation and perceptual maps to provide an insight into marketing strategy analysis 3. Use of forecasting models to measure demand and market response modeling 4. To gain an insight into quantitative and qualitative response models and their role in strategic analysis 5. To help understand how modeling can be used in advertising decision making and pricing analysis 	<ol style="list-style-type: none"> 1. Understand the relevance of modeling in marketing for logical judgment 2. Appreciate the business and economic lifetime value of marketing engineering 3. Be well versed with the various models, both qualitative and quantitative in marketing engineering 4. Understand the relevance of using modeling in marketing as a decision making tool 5. Learn the importance of marketing engineering as a strategic marketing analysis tool
20	MB304-M-II	ADVERTISING AND RETAIL MANAGEMENT	<ol style="list-style-type: none"> 1. To sensitize students on various dimensions of the promotion mix 2. To help gain an understanding of the role of advertising in marketing 3. To explore the various elements relating to an effective advertising strategy 4. To introduce the concept of organized retailing 5. To help understand the various functions & roles of retailing in India 	<ol style="list-style-type: none"> 1. Understand the importance of advertising in the marketing mix 2. Establish the importance of creativity in an ad campaign 3. Determine the comparative importance of organized retailing sector vis-a-vis unorganized sector 4. Compare the functions and performance of organized retail sector to others 5. Determine the role of other functional areas of marketing as key drivers to the retail sector
21	MB304-HR-I	COMPENSATION MANAGEMENT	<ol style="list-style-type: none"> 1. To demonstrate various perspectives of compensation management 2. To provide thorough knowledge of planning and administering compensation in different sectors. 3. To understand the nature of executive and international compensation 	<ol style="list-style-type: none"> 1. Understand the fundamental concepts and theories of compensation. 2. Recognize the importance of compensation strategy. 3. Analyse, integrate, and apply the knowledge of administering wages in different sectors according to the different wage laws. 4. Comprehend the employee benefits and services 5. Appreciate the advancements in managing compensation at global level.
22	MB304-HR-II	INDUSTRIAL RELATIONSHIP & LABOUR LAWS	<ol style="list-style-type: none"> 1. This course intends to make the management students aware of the various actors as part of the industrial relations such as the state, ILO, trade unions and so on. 2. The course focuses on the managerial perspectives needed to understand industrial relations issues, labour laws, issues and implications. 3. Critically analyze reforms in labour legislation over labour codes. 	<ol style="list-style-type: none"> 1. Gain a comprehensive understanding of Industrial relations in the wake of economic reforms. 2. Gain knowledge of industrial disputes and a framework for analysis and resolution of such disputes. 3. Understand the role of trade unions and generate alternate decision making. 4. Appreciate Labour laws related to labour welfare, social security and other protective laws towards women labour, migrant labour and contract labour
23	MB304-E-I	BUSINESS FEASIBILITY & ANALYSIS	<ol style="list-style-type: none"> 1. To familiarize the students with the mechanics of appraisal and evaluation of projects. 2. To understand the concept of SCBA 3. Learn to write a Business Plan 	<ol style="list-style-type: none"> 1. Forecast of cash flows 2. Preparation of Business plan with all inputs 3. Application of network techniques of project management



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24	MB304-E-II	INNOVATION & DESIGN THINKING	<ol style="list-style-type: none"> 1. To understand the importance and process of Innovation. 2. To delve deep into the concept of design thinking and its practical application in a business context. 3. By the end of these units, managers should be able to effectively utilize design thinking to identify problems, generate creative solutions, and implement impactful business innovations. 	<ol style="list-style-type: none"> 1. To inculcate the concepts of creative thinking, design thinking and innovation. 2. Develop the students as a good designer by imparting creativity and problem-solving ability 3. Implement creative and design thinking to come up with an effective innovation. 4. Being able to identify problems and apply design thinking to come up with solutions. 5. Use design thinking to develop innovative products that bring business impact.
25	MB304-S-I	DATABASE MANAGEMENT SYSTEM	<ol style="list-style-type: none"> 1. The objective of the course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS. 2. To explain basic database concepts, applications, data models, schemas and instances. 3. Describe the basics of SQL and construct queries using SQL. 4. Use the basics of SQL and construct queries using SQL in database creation and interaction. 5. Analyze and Select storage and recovery techniques of database system. 	<ol style="list-style-type: none"> 1. Students can apply the basic concepts of Database Systems and Applications 2. Design a commercial relational database system (Oracle, MySQL) by writing SQL using the system. 3. Students can get to facilitate students in Database design and also to familiarize issues of concurrency control and transaction management in DBMS
26	MB304-S-II	BUSINESS ANALYTICS	<ol style="list-style-type: none"> 1. The objective is to provide knowledge of data science 2. To provide basic statistical tools 3. State the importance of data in current business scenario 4. To develop contingent business models for better analysis 	<ol style="list-style-type: none"> 1. Students can use data as tool for business analysis 2. The basic statistics provides a road map to learners 3. Micro metrics makes the students to identify data gaps 4. The business models may help in better decision making
27	MB401	BUSINESS PROCESS RE-ENGINEERING	<ol style="list-style-type: none"> 1. Providing the learners with contemporary concepts in Business Process Reengineering 2. Enabling the learners to understand various tools and techniques in BPR 3. Understanding the importance of BPR in assisting organizational effectiveness and the related drivers 	<ol style="list-style-type: none"> 1. Learners will be enabled with holistic perspective of BPR in the contemporary context 2. Learners will be able to understand the current trends and methodology of BPR 3. Learners will be able to understand the dynamics of BPR in Industry 4.0 scenario
28	MB402	LOGISTICS & SUPPLY CHAIN MANAGEMENT	<ol style="list-style-type: none"> 1. To understand the fundamental operations of logistics and supply chain management. 2. To apply the knowledge and principles of management of cross functional areas for effective Logistics and supply chain management. 3. Understand the strategic issues and multi-level linkages in logistics management. 	<ol style="list-style-type: none"> 1. Gain a holistic understanding of logistics and supply chain management and the role of Logistics management in SCM 2. Understand the basic drivers that lead to the performance of LSM in effective manner. 3. Gain an insight into the role of Information Technology and recent trends in making supply chains more efficient.
29	MB403	BUSINESS INTELLIGENCE	<ol style="list-style-type: none"> 1. To provide an understanding of business intelligence and related concepts 2. To understand the importance data warehousing and Data Mining in the context of technological advancements in data base management 3. To introduce various concepts like Business Performance Management, Business Analytics and Data Visualization and their utility 	<ol style="list-style-type: none"> 1. By taking this course the learner would be able to understand the importance of BI as good decision support system in an organization 2. Enable the learner to get a holistic perspective of BI tools 3. Provide a theoretical framework for the understanding of data warehousing and data mining
30	MB404-F-I	BANKING & INSURANCE	<ol style="list-style-type: none"> 1. To provide an overview of the structure of banking and insurance business in India. 2. To describe the products and services in Banking and Insurance 3. To highlight the regulatory changes and innovations in the Banking and Insurance sectors. 4. To prepare students for career opportunities in banking and insurance 	<ol style="list-style-type: none"> 1. Learn about the performance of banks in India 2. Learn about the sources and uses of bank funds 3. Understand the role and importance of insurance, its types, principles, and regulation 4. Understand the latest innovations in banking system
31	MB404-F-II	INTERNATIONAL FINANCE	<ol style="list-style-type: none"> 1. To provide an analysis of the evolution of International Financial System. 2. To learn about international banking. 3. To study about the foreign exchange markets. 4. To learn the financial management of MNCs. 5. To understand the international tax environment. 	<ol style="list-style-type: none"> 1. Differentiate between fixed and floating rates 2. Make calculations relating to foreign exchange rates based on parity theories 3. Understand the financial instruments in international markets 4. Make decisions relating to capital budgeting techniques in an international environment



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32	IV	MB404-M-I	BUYER BEHAVIOUR	<ol style="list-style-type: none"> 1. The main objective of this course is an introduction to the world of buyer behavior. 2. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace. 3. This course will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior. 4. It establishes the relevance of buyer behavior theories and concepts to marketing decisions. 	<ol style="list-style-type: none"> 1. Students can examine and identify the major influences in buyer behavior 2. Students can develop an understanding between different consumer behavior influences and their relationships. 3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.
33		MB404-M-II	SERVICES & DIGITAL MARKETING	<ol style="list-style-type: none"> 1. The main objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services on global markets 2. Identify the major elements needed to improve the marketing of services. 3. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service 4. Appraise the nature and development of a global marketing strategy. 	<ol style="list-style-type: none"> 1. Students can examine the nature of services, and distinguish between products And services 2. Students can develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service. 3. Students can get appraised about the nature and development of a services marketing strategy.
34		MB404-HR-I	LEADERSHIP & CHANGE MANAGEMENT	<ol style="list-style-type: none"> 1. To have conceptual foundation to read change in organizations 2. To understand how culture differences impact leadership and change processes 3. To understand methods for monitoring the progress of change initiatives 	<ol style="list-style-type: none"> 1. Gain knowledge and understanding of different leadership styles and models. 2. Familiarize with the drivers, methods and model of change. 3. Develop cultural competence in the context of Global organizations and diverse teams
35		MB404-HR-II	PERFORMANCE MANAGEMENT	<ol style="list-style-type: none"> 1. The main objective of the course is to offer an understanding of various approaches to measure performance and facilitate studying different methods of performance appraisal. 2. The course also provide knowledge of the processes performance bench - marking and framework of competencies 3. The course gives understanding of various performance metrics and models. 	<ol style="list-style-type: none"> 1. To produce Competent Executives 2. To transform Performance Appraisals, Performance Management 3. To build pivotal performance 4. To establish leading Human Capital
36		MB404-E-I	TECHNOLOGY FOR ENTREPRENEURS	<ol style="list-style-type: none"> 1. This course explores the intersection of technology and entrepreneurship 2. It focuses on how technology both drives and enables entrepreneurial ventures. 3. Students will learn about key technologies that have revolutionized various industries 4. They will learn about the essential technological skills required for successful entrepreneurship. 	<ol style="list-style-type: none"> 1. Understand the role of technology in shaping entrepreneurial opportunities. 2. Identify and evaluate emerging technologies with the potential for entrepreneurship 3. Develop the necessary technological skills to create and manage entrepreneurial Startups. 4. Analyze Real-world Case Studies of Successful and Failed entrepreneurial ventures. 5. Formulate effective strategies for integrating technology into entrepreneurship
37		MB404-E-II	SOCIAL ENTREPRENEURSHIP	<ol style="list-style-type: none"> 1. To explain the concept of social entrepreneurship 2. To help understand the modalities involved in social entrepreneurship 3. To give a holistic perspective of social entrepreneurship 	<ol style="list-style-type: none"> 1. After studying this paper the students will gain insights into the nature of social entrepreneurship 2. Students will understand the role of innovation and social entrepreneurship 3. Students will know the need for social entrepreneurship in the societal context
38		MB404-S-I	DATA VISUALIZATION	<ol style="list-style-type: none"> 1. To enable students to understand the concepts related to data visualization. 2. To understand the tools and techniques of Data Visualization, dashboards. 3. To enable a practical understanding of Visualization with Power BI. 	<ol style="list-style-type: none"> 1. Enables students to understand importance of Data - Visualization for Decision- making. 2. Helps students to get practical experience of Data Visualization on Microsoft Power BI.
39		MB404-S-II	DATA MINING FOR BUSINESS	<ol style="list-style-type: none"> 1. To offer knowledge on various approaches to talent and knowledge management in business organizations. 2. To discuss on a variety of institutional strategies and models for dealing with talent and knowledge management. 3. To educate on the nature and processes of knowledge intensive firms. 4. To understand the knowledge management approaches. 5. To provide the framework of knowledge management approaches. 	<ol style="list-style-type: none"> 1. Understand various approaches to talent and knowledge management. 2. Learn the strategies and models for dealing with talent and knowledge management. 3. Understand the nature and processes of knowledge intensive firms. 4. Learn about the knowledge management approaches. 5. Understand the approaches to knowledge management.



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ACADEMIC YEAR 2021-22

S.NO	SEMESTER	COURSE CODE	COURSE TITLE	PROGRAM OUTCOME	COURSE OUTCOME
1	I	MB101	MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	This course is designed to introduce the concepts and theories of management and organizational behavior. The course aims at offering insights into human behavior at contemporary situations in organizational settings.	By the end of the course, the students would have a comprehensive understanding of managing the organizational functions in various organizational settings through gaining insights into individual, inter-personal and group situations
2		MB102	ACCOUNTING FOR MANAGEMENT	1. To develop the skill of preparation of final accounts 2. To understand the methods of analysis of financial statements 3. To gain knowledge of breakeven analysis and its use to management	1. Journal, Ledger, Trial Balance and Final Accounts 2. Analyze performance of companies using Ratio Analysis 3. Analyze Cash Flow position of companies 4. Make calculation relating to Cost Volume Profit Analysis
3		MB103	MARKETING MANAGEMENT	1. To analyze factors affecting business environment 2. To assess buyer perceptions 3. To analyze market and competition structure 4. To know value of culture in marketing of goods and services 5. To make the students imbibe the global changes in the area of marketing	1. Students can equip with marketing and selling tools. 2. Students can learn about the competition levels in the market. 3. Buyer behavior and perceptions are key of any business; that can be thoroughly learnt. 4. Various market position skills can be obtained for competitive advantage. 5. Group Dynamics and Channel Dynamics involved in marketing can be assessed. 6. Better control of key resources and optimum utilization of resources can be attained.
4		MB104	STATISTICS FOR MANAGEMENT	1. To introduce basic statistics to management students like measures of central-tendency, measures of dispersion, skewness and kurtosis and concepts of probability. 2. To provide an understanding of probability distributions. 3. Understanding sampling and sampling distributions and hypothesis testing framework with small samples and large samples. 4. Introduce concepts related to Correlation, Regression and their relationship, applications of time series data.	1. Basic Statistics helps in descriptive analytics. 2. Knowledge of Probability and distributions are play an important role across the various areas of management like finance, Marketing, HRM, supply chains etc. 3. Hypothesis testing is useful in estimation for analysis and decision making. 4. Correlation, regression techniques are an integral part of planning and controlling
5		MB105	ECONOMICS FOR MANAGERS	1. To make students familiarize with Economic behavior of a person 2. To let managers know the market behavior 3. To understand the environment of Business firms. 4. To know the demand conditions of various products 5. To know the contemporary economic policies	1. Students can learn micro factors of Economic behavior of a consumer. 2. Would be Managers needs market dynamics and the same is imparted. 3. Students can assess opportunities and threats of business. 4. Students can better understand nature of the products and demand conditions. 5. It is also provided through this paper the decision making tools and investment avenues.
6		MB106	IT APPLICATIONS FOR MANAGEMENT	1. To acquaint the students' with the micro-level competency with regard to contemporary Information Technology Tools in organizations. 2. To provide real-time insights into the fundamentals of computers as business tools 3. To Create Awareness in upcoming managers, of different types of Information Technology, Management Systems so as to enable the use of IT resources efficiently 4. To study the role and Value addition of IT in business 5. To enable students to develop proficiency in using certain components of the package includes MS Excel, MS Access	1. Students can work in IT field to make positive contribution to the organization. 2. Students can take professional responsibilities and make informed judgments in the organizations. 3. Students can get streamline work processes and improve communication within the organization.
7			FINANCIAL MARKETS & SERVICES	1. To learn about the financial markets. 2. To understand the various fund based services like leasing and hire purchase. 3. To learn about fee based services like Merchant Banking, Factoring etc.	1. To learn about the participants, products, players in primary and secondary markets 2. Identify the new financial innovations taking place in India. 3. To identify Merchant Bankers in India and know about their activities 4. To learn about the players in the leasing and hire purchase business in India. 5. To learn about the insurance companies and the products offered by them. 6. To trace the regulation in financial markets.



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8	MB107	MANAGERIAL COMMUNICATION	<ol style="list-style-type: none"> 1. Learn the fundamentals of communication. 2. Apply business communication theory to solve workplace communication issues. 3. Demonstrate the communication skills required in the workplace 4. Understand complex ideas in written and spoken formats. 5. Express complex ideas accurately in written and spoken formats. 	<ol style="list-style-type: none"> 1. To acquire the requisite knowledge about the fundamentals of communication skills. 2. To study how to write business letters, reports and other business correspondence. 3. To learn various aspects of oral communications viz presentation skills, group discussions and negotiation. 4. To acquire knowledge about various types of interviews. 5. To learn media management and social etiquette in order to handle day to day managerial responsibilities.
9	MB201	HUMAN RESOURCE MANAGEMENT	The Objective of the course is to develop an understanding on various issues, approaches and practices of Human Resource Management and ability to identify potential employees, evaluate competences, design workforces & build HR driven corporate strategies	<ol style="list-style-type: none"> 1. Transform Human beings into Human Resources 2. Build Global Level HR Managers 3. Create Agile Workforce 4. Innovate Winning Organizations
10	MB202	FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. To learn about the scope and goal of financial management. 2. To familiarize the student with the concepts of long term and short term investment decisions. 3. To understand the dividend decisions of firms. 	<ol style="list-style-type: none"> 1. Apply project appraisal methods to cash flows. 2. To understand the corporate practices of dividend payment. 3. To learn about corporate events like mergers 4. To learn about inventory management of manufacturing companies
11	MB203	OPERATIONS RESEARCH	<p>The objective of the course is to give an overview of different Optimization Techniques useful for problem solving and decision making.</p> <ol style="list-style-type: none"> 1. To introduce OR techniques such as Linear Programming Problem. 2. To analyse special cases of LPP such as Transportation Problem, Assignment Problem. 3. To Study network Concepts and techniques like PERT and CPM. 4. To study quantitative competitive strategy models such as game theory, simulation and queuing theory. 	<ol style="list-style-type: none"> 1. Helps in formulating real life situations in organizations in Quantitative form. 2. Helps in formulating strategies for optimal use of various resources within the organizations.. 3. Application of optimization tools for decision-making.
12	MB204	ENTREPRENEURSHIP DEVELOPMENT	<ol style="list-style-type: none"> 1. To make the students learn the importance of Entrepreneurship 2. To motivate the students towards Entrepreneurship 3. To make them learn about entrepreneurial environment 4. To provide information about financial resources 5. To impart training to raise and establish enterprises 	<ol style="list-style-type: none"> 1. A student learns the cues and motives of Entrepreneurship 2. Students can learn more about types of Enterprises and growth 3. Knowledge of entrepreneurship prepares the entrepreneurial bent of mind 4. Problems and perspectives of the entrepreneurship can be understood 5. It is also possible to students understand and comprehend on venture capital funds
13	MB205	BUSINESS RESEARCH METHODS	<ol style="list-style-type: none"> 1. Enable students to learn the importance of Research 2. To involve students in activities related to Research 3. To train them on Data collection and data processing methods 4. To impart Report writing skills to Management graduates 5. To help learners gain overall insights into the finer aspects of research Methodology 	<ol style="list-style-type: none"> 1. To gain understanding of various kinds of research design 2. To enable learners to be able to formulate the research problem 3. To acquire basic knowledge on qualitative and quantitative research 4. To have knowledge on descriptive and inferential data tools 5. To be able to write and develop independent and critical analysis for report writing
14	MB206	BUSINESS LAW AND ETHICS	<ol style="list-style-type: none"> 1. This course is designed to introduce the legal aspects of business from the national and transnational perspective. 2. The course also intends to offer insights into the ethical considerations in Business entities and their responsibility towards society. 	By the end of the course, the students would have a comprehensive understanding of the legal and ethical considerations in business organizations through gaining knowledge of provincial and international outlook.
15	MB207	INNOVATION MANAGEMENT	<ol style="list-style-type: none"> 1. Provides an overview of concepts relating to R & D and Innovation Management. 2. Provides an understanding of concepts like R & D Investment, Evaluation of R & D. 3. Brings out the differences between innovation and Invention. 4. Provides an understanding of Innovation management in an organization. 	<ol style="list-style-type: none"> 1. Helps in formulating R&D policy and strategy for an organization. 2. Helps in making budget allocations for R & D projects in organization. 3. Helps in managing Innovation in Organization.
16		CUSTOMER RELATIONSHIP MANAGEMENT	<ol style="list-style-type: none"> 1. This course is focused on the holistic understanding of customer relationship management. It is important that such a course gives students a real world understanding of CRM. 2. To acquaint the students' understand and describe a customer relationship management application. 3. To provide real-time insights into the successfully implemented CRM in various organizations and it also helps to ensure a successful implementation 4. To Create Awareness in implementation of CRM by understanding the end users and importance of implementing such a system in an organization to retain their customers for long run success. 5. To study how CRM allowed for decision making, evolved relationships to a higher level of understanding and more meaningful interactions with their target market users. 	<ol style="list-style-type: none"> 1. Students can work in CRM tools to make positive contribution to the organization. 2. Students can take professional responsibilities and make informed judgments in the organizations towards their target market. 3. Students can get streamline work processes and improve CRM within the organization.




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17	MB208	SEMINAR	<ol style="list-style-type: none"> 1. To develop student skills of interaction in exploring in exploring the facts 2. To develop skills integrative skills of Discussion in arriving at a conclusion 3. To develop skills of critical evaluation of given topic/situation 4. To develop skills of exploring knowledge base and frame the text 	<ol style="list-style-type: none"> 1. Presentation skills : Student is expected to present with clear aims and out comes 2. Argumentative and critical thinking Critical thinking: It is closely related to how student is able to relate critical thinking, thought process and reasoning. 3. Inter Disciplinary Approach : Relating knowledge more than one branch 4. Presentation of the text: The sequence of text presentation in order to provide logical clarity.
18	MB301	OPERATION MANAGEMENT	The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems. Further a thorough understanding of quality in materials management, manufacturing and services is emphasized.	<ol style="list-style-type: none"> 1. Understand the importance/Planning organizing and controlling aspects of operations management. 2. Re-enforce the concepts of production Management 3. Help students understand different operational issues under manufacture and services.
19	MB302	E- BUSINESS	<ol style="list-style-type: none"> 1. To acquaint the students' with the micro-level competency with regard to contemporary E Business Tools in organizations. 2. To provide real-time insights into the fundamentals of online mode business as business tools 3. To Create Awareness in upcoming managers, of different types of online business Technology, Management Systems so as to enable the use of IT resources efficiently 4. To study the role and Value addition of IT in E Business 5. To enable students to develop proficiency in using certain business applications in the era of E Business 	<ol style="list-style-type: none"> 1. Students can work in latest trends in business field to make positive contribution to the organization. 2. Students can take professional responsibilities and make informed judgments in the organizations for E Business . 3. Students can get streamline work processes and improve communication within the organization to meet their objectives by involving with E Business Models.
20	MB303	TOTAL QUALITY MANAGEMENT	<ol style="list-style-type: none"> 1. Orienting the students towards the importance of quality as a management tool 2. Towards understanding the principles and practices of total quality management 3. Introducing the various tools and techniques used in the measurement of quality 4. Understanding the importance of six sigma as a quality tool and its implementation 5. Sensitizing the participants to the importance of quality in various sectors. 	<ol style="list-style-type: none"> 1. Understand the basic terminologies and metrics that are used to govern quality management 2. Get a better perspective on quality standards like ISO and quality awards 3. Be able to identify the various metrics that govern quality 4. Elucidate the role and importance of six sigma as a quality measurement tool 5. Identify the various means and techniques for establishing quality in manufacturing, services and IT sector.
21	MB304	GLOBAL BUSINESS STRATEGIES	<ol style="list-style-type: none"> 1. To impart global marketing skills to the learners 2. To make the student learns about global business environment 3. To expose the student towards various practical approaches of global business 4. To provide international market analysis to the learners 	<ol style="list-style-type: none"> 1. The students develops higher level skills in global business 2. The student outlook changes towards global business environment 3. They are exposed to practical problems of global marketing 4. The students attains the knowledge about international industry and Markets
22	MB305-F-I	INVESTMENT MANAGEMENT	<p>To explain the basic concepts of risk and return</p> <ol style="list-style-type: none"> 1) To explain the various methods of investment analysis 2) To understand the features and valuation of debt and equity instruments 3) To explain the concept of portfolio and the various portfolio theories 4) To describe portfolio evaluation methods 	<ol style="list-style-type: none"> 1. Differentiate various avenues of investment on the basis of risk and return 2. Gain basic knowledge of analysing stocks 3. Make valuation of equity, debt and portfolio instruments 4. Gain an understanding of mutual funds, their performance evaluation and regulation.
23	MB305-F-II	INTERNATIONAL FINANCE	<ol style="list-style-type: none"> 1. To provide an analysis of the evolution of International Financial System. 2. To learn about international banking. 3. To study about the foreign exchange markets. 4. To learn the financial management of MNCs. 5. To understand the international tax environment. 	<ol style="list-style-type: none"> 1. Differentiate between fixed and floating rates 2. Make calculations relating to foreign exchange rates based on parity theories 3. Understand the financial instruments in international markets 4. Make decisions relating to capital budgeting techniques in an international environment
24	MB305-M-I	MARKETING ENGINEERING	<ol style="list-style-type: none"> 1. Acquainting the readers with modeling of market variables using a wide variety of models 2. Use of market segmentation and perceptual maps to provide an insight into marketing strategy analysis 3. Use of forecasting models to measure demand and market response modeling 4. To gain an insight into quantitative and qualitative response models and their role in strategic analysis 5. To help understand how modeling can be used in advertising decision making and pricing analysis 	<ol style="list-style-type: none"> 1. Understand the relevance of modeling in marketing for logical judgment 2. Appreciate the business and economic lifetime value of marketing engineering 3. Be well versed with the various models, both qualitative and quantitative in marketing engineering 4. Understand the relevance of using modeling in marketing as a decision making tool 5. Learn the importance of marketing engineering as a strategic marketing analysis tool

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25	MB305-M-II	ADVERTISING AND RETAIL MANAGEMENT	<ol style="list-style-type: none"> 1. To sensitize students on various dimensions of the promotion mix 2. To help gain an understanding of the role of advertising in marketing 3. To explore the various elements relating to an effective advertising strategy 4. To introduce the concept of organized retailing 5. To help understand the various functions & roles of retailing in India 	<ol style="list-style-type: none"> 1. To understand the importance of advertising in the marketing mix 2. Establish the importance of creativity in an ad campaign 3. Determine the comparative importance of organized retailing sector vis-a-vis unorganized sector 4. Compare the functions and performance of organized retail sector to others 5. Determine the role of other functional areas of marketing as key drivers to the retail sector
26	MB305-HR-I	INDUSTRIAL RELATIONSHIP & LABOUR LAWS	<p>To create awareness among Management students.</p> <ol style="list-style-type: none"> 1. To impact industrial relations 2. To know ILO standards 3. To know managerial perspectives 	<ol style="list-style-type: none"> 1. Comprehensive understanding of industrial relations problems, labour laws. 2. Framework for analysis of Problems. 3. To generate alternate decision making of such problems and would be able.
27	MB305-HR-II	ORGANIZATIONAL DEVELOPMENT	<ol style="list-style-type: none"> 1. To lay Conceptual foundation in students to lead and manage planned change in organization 2. To help Organization Development process and Programmes. 3. To familiarize with various interventions and techniques of Organization Development 	<ol style="list-style-type: none"> 1. The students would gain the conceptual clarity of OD and its process. 2. The students would be familiarized with the major OD interventions.
28	MB305-S-I	DATABASE MANAGEMENT SYSTEM	<ol style="list-style-type: none"> 1. The objective of the course is to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS. 2. To explain basic database concepts, applications, data models, schemas and instances. 3. Describe the basics of SQL and construct queries using SQL. 4. Use the basics of SQL and construct queries using SQL in database creation and interaction. 5. Analyze and Select storage and recovery techniques of database system. 	<ol style="list-style-type: none"> 1. Students can apply the basic concepts of Database Systems and Applications 2. Design a commercial relational database system (Oracle, MySQL) by writing SQL using the system. 3. Students can get to facilitate students in Database design and also to familiarize issues of concurrency control and transaction management in DBMS
29	MB305-S-II	BUSINESS ANALYTICS	<ol style="list-style-type: none"> 1. The objective is to provide knowledge of data science 2. To provide basic statistical tools 3. State the importance of data in current business scenario 4. To develop contingent business models for better analysis 	<ol style="list-style-type: none"> 1. Students can use data as tool for business analysis 2. The basic statistics provides a road map to learners 3. Micro metrics makes the students to identify data gaps 4. The business models may help in better decision making
30	MB306	SYNOPSIS	<p>The objective of this course is a pre- preparation for the main project.</p> <p>Student is expected to write 3-4 pages of the project synopsis and take approval of the supervisor allotted before proceeding to work on main project.</p>	<p>Student synopsis can be assessed in terms of his originality in thinking, pedagogical aspects, clarity in their proposal, sequence and so on.</p> <p>Each student to prepare project synopsis as per given outline by supervisor assigned and proceed to work on next stages of main project report preparation.</p>
31	MB401	BUSINESS POLICY AND STRATEGIES	<ol style="list-style-type: none"> 1. To impart key strategic business skills to the learners 2. To make the student learns about business environment 3. To expose the student towards various practical approaches of strategy formulation 4. To provide Industry analysis to the learners 	<ol style="list-style-type: none"> 1. The students develops higher level skills in strategic business areas 2. The student outlook changes towards business environment 3. They are exposed to practical problems of strategy formulation 4. The students attains the knowledge about Industry and Market
32	MB402	BUSINESS INTELLIGENCE	<p>To provide an understanding of concepts of Business Intelligence and relate topics such as Data Warehousing, Data Mining, Business Performance Management, Business Analytics and Data Visualization.</p>	<ol style="list-style-type: none"> 1. Emphasizes the Practical need for good decision support system as BI in an Organization. 2. Helps in connecting statistics for implementing Data warehouses, Business performance Measurements tools and helps in realizing the potential of Business Analysis in decision support.
33	MB403	SUPPLY CHAIN MANAGEMENT	<ol style="list-style-type: none"> 1. To understand the fundamental operations of supply chain and logistics management 2. To apply the knowledge and principles of management of cross functional areas for effective supply chain management 3. To use modeling to predict and analyze various supply chain parameters 4. Optimization of supply chain and network design issues 5. Understand the strategic issues and multi-level linkages in logistics management 	<ol style="list-style-type: none"> 1. Gain a holistic understanding of supply chain management and the role of logistics management in it 2. Understand the basic drivers that lead to the performance of SCM in effective manner 3. Identify the role of value chain and its integration in the supply chain 4. Sensitize themselves to the role of global sourcing in making supply chain cost effective 5. Gain an insight into the role of Information Technology in making supply chain agile
34	MB404-F-I	FINANCIAL RISK MANAGEMENT	<ol style="list-style-type: none"> 1. To understand the concept and types of risk that financial institutions are exposed to. 2. To learn about the measurement and management of risk. 3. To learn about the techniques of risk management- financial and non-financial. 4. To develop knowledge about the various instruments of hedging. 	<ol style="list-style-type: none"> 1. Make calculation to find out CaR and Var. 2. Differentiate between forwards and futures. 3. Understand the valuation of swaps and hedging mechanism. 4. Find the intrinsic value of Options using BOPM and BSOPM.



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35	IV	MB404-F-II	BANKING & INSURANCE	<p>1. To provide an overview of the structure of banking and insurance business in India.</p> <p>2. To describe the products and services in Banking and Insurance</p> <p>3. To highlight the regulatory changes and innovations in the Banking and Insurance sectors.</p> <p>4. To prepare students for career opportunities in banking and insurance</p>	<p>1. Learn about the performance of banks in India</p> <p>2. Learn about the sources and uses of bank funds</p> <p>3. Understand the role and importance of insurance, its types, principles, and regulation</p> <p>4. Understand the latest innovations in banking system</p>
36		MB404-M-I	BUYER BEHAVIOUR	<p>1. The main objective of this course is an introduction to the world of buyer behavior.</p> <p>2. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace.</p> <p>3. This course will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior.</p> <p>4. It establishes the relevance of buyer behavior theories and concepts to marketing decisions.</p>	<p>1. Students can examine and identify the major influences in buyer behavior</p> <p>2. Students can develop an understanding between different consumer behavior influences and their relationships.</p> <p>3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.</p>
37		MB404-M-II	SERVICES & DIGITAL MARKETING	<p>1. The main objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services on global markets</p> <p>2. Identify the major elements needed to improve the marketing of services.</p> <p>3. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service</p> <p>4. Appraise the nature and development of a global marketing strategy.</p>	<p>1. Students can examine the nature of services, and distinguish between products And services</p> <p>2. Students can develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.</p> <p>3. Students can get appraised about the nature and development of a services marketing strategy.</p>
38		MB404-HR-I	LEADERSHIP & CHANGE MANAGEMENT	<p>To by conceptual foundation to read change in organizations</p>	<p>1. The student will gain knowledge and understanding of different leadership styles and models.</p> <p>2. The student will be familiarize with the drivers, methods and model of change.</p>
39		MB404-HR-I	PERFORMANCE MANAGEMENT	<p>1. The main objective of the course is to offer an understanding of various approaches to measure performance and facilitate studying different methods of performance appraisal.</p> <p>2. The course also provide knowledge of the processes performance bench - marking and framework of competencies</p> <p>3. The course gives understanding of various performance metrics and models.</p>	<p>1. To produce Competent Executives</p> <p>2. To transform Performance Appraisals, Performance Management</p> <p>3. To build pivotal performance</p> <p>4. To establish leading Human Capital</p>
40		MB404-S-I	DATA VISUALIZATION	<p>1. To enable students to understand the concepts related to data visualization.</p> <p>2. To understand the tools and techniques of Data Visualization, dashboards.</p> <p>3. A practical understanding of Visualization with Power BI.</p>	<p>1. Enables students to understand importance of Data - Visualization for Decision- making.</p> <p>2. Helps students to get practical experience of Data Visualization on Microsoft Power BI.</p>
41		MB404-S-II	DATA MINING FOR BUSINESS	<p>To familiarize a management student with concepts related to data mining, data mining tasks and applications of data mining.</p>	<p>Enables students to understand the role of data mining in business and decision- making process.</p>



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(A MUSLIM MINORITY INSTITUTION)

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 #11-3-918, New Mallepally, Hyderabad - 500001, T.S., India.

ACADEMIC YEAR 2018-19, 2019-20, 2020-21

S.NO	SEMESTER	COURSE CODE	COURSE TITLE	PROGRAM OUTCOME	COURSE OUTCOME
1		MB101	MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	1. Introduce the concepts and theories of management 2. Analyze human perceptions and behavior at work place. 3. Offer insights in contemporary situations for organizational settings. 4. Evaluate effective leadership strategies and functions 5. Enhance managerial and team work skills 6. Design workforce and build HR driven strategies	1. Comprehensive understanding of management principles 2. Understanding of organizational functions in their respective settings 3. Gain insights into individual, inter-personal and group actions in organizations. 4. Demonstrate improved decision making skills 5. Develop and sustain winning organizations 6. Help deal effectively with people resourcing and talent
2		MB102	ACCOUNTING FOR MANAGEMENT	1. To gain knowledge of the process, principles and conventions of accounting 2. To develop skill for preparation of final accounts 3. To gain understanding of breakeven analysis and its use in management 4. To evaluate financial statements and their applications 5. To examine changes in financial position and operating cycle 6. To identify the accounting process based on current practices	1. To compute Journal, Ledger, Trial Balance and Final Accounts 2. Evaluate performance of companies using Ratio Analysis 3. Analyze Cash Flow position of companies and its applications 4. Make use of funds in assessing long term financial decisions 5. Choose optimum inventory valuation method as per requirements 6. Apply accounting principles to practical scenarios and study their implications
3		MB103	MARKETING MANAGEMENT	1. To impart the basic tools of marketing and selling. 2. To analyze factors affecting business environment and buyer behavior. 3. To analyze markets and competitive structures 4. To assess the value of culture in marketing decisions and make student aware of global changes. 5. To conduct market research and analysis to identify buyer needs 6. To interpret metrics and analytics to measure market performance	1. Equip students with marketing and selling skills of modern environment. 2. Understand that buyer behavior and perceptions are key for success of businesses 3. To decide if Channel Dynamics involved in marketing can be assessed for better control 4. Develop an understanding of core concepts and theories of marketing 5. Use various tools and techniques to gather and interpret data 6. To analyze and summarize market entry strategies
4			BUSINESS LAW & ETHICS	1. This course is designed to introduce the legal aspects of business from the national and transnational perspective. 2. The course also intends to offer insights into the ethical considerations in Business entities and their responsibility towards society.	1. Students would have a comprehensive understanding of the legal and ethical considerations in business organizations through gaining knowledge of provincial and international outlook.
5		MB104	FUNDAMENTALS OF TECHNOLOGY MANAGEMENT	1. The course aims at providing an overview of various issues connected with Management of Technology in organizations. 2. The course provides an exposure to technology related issues like technology identification, technology forecasting, technology acquisition and technology absorption. 3. The course also provides an appreciation of linkages of technology with policy and support systems.	1. To understand the basics of Technology 2. To understand the role of technology in managing organisations. 3. To forecast requirements of technology for future uses.
6			MANAGERIAL ECONOMICS	1. To provide an understanding of the basic concepts associated with Business Economics. 2. To impart the knowledge of various aspects of Demand and Supply 3. To highlight the importance of Production and Cost concepts in a Firm. 4. To elaborate on the nature of various Market Structures. 5. To enable the understanding of various Pricing Strategies	1. Understand the Concepts and Principles of Business Economics. 2. Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium. 3. Learn concepts and applications related to Production and Cost of a firm. 4. Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms. 5. Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioral Theories of a Firm
7			IT APPLICATIONS FOR MANAGEMENT	1. To acquaint the students with the micro-level competency with regard to contemporary Information Technology Tools in organizations. 2. To provide real-time insights into the fundamentals of computers as business tools 3. To Create Awareness in upcoming managers, of different types of Information Technology, Management Systems so as to enable the use of IT resources efficiently 4. To study the role and Value addition of IT in business 5. To enable students to develop proficiency in using certain components of the package includes MS Excel, MS Access	1. Students can work in IT field to make positive contribution to the organization. 2. Students can take professional responsibilities and make informed judgments in the organizations. 3. Students can get streamline work processes and improve communication within the organization.
8		MB105	BUSINESS COMMUNICATION	1. To demonstrate the importance various modes of communication and their applications in business. 2. To develop Business Writing skills with practice of writing letters and improving the readability of written communication. 3. To highlight the importance of writing business reports and proposals. 4. To impart knowledge and skills necessary for development of verbal (speech & presentation) and non-verbal (body language) skills. 5. To orient on the contemporary aspects in communication.	1. Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development. 2. Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents 3. Identify the intricacies of writing Business Reports and Proposals 4. Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication 5. Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.




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9			CUSTOMER RELATIONSHIP MANAGEMENT	<p>1. This course is focused on the holistic understanding of customer relationship management. It is important that such a course gives students a real world understanding of CRM.</p> <p>2. To acquaint the students' understand and describe a customer relationship management application.</p> <p>3. To provide real-time insights into the successfully implemented CRM in various organizations and it also helps to ensure a successful implementation</p> <p>4. To Create Awareness in implementation of CRM by understanding the end users and importance of implementing such a system in an organization to retain their customers for long run success.</p> <p>5. To study how CRM allowed for decision making, evolved relationships to a higher level of understanding and more meaningful interactions with their target market users.</p>	<p>1. Students can work in CRM tools to make positive contribution to the organization.</p> <p>2. Students can take professional responsibilities and make informed judgments in the organizations towards their target market.</p> <p>3. Students can get streamline work processes and improve CRM within the organization.</p>
10		MB201	HUMAN RESOURCE MANAGEMENT	<p>The Objective of the course is to develop an understanding on various issues, approaches and practices of Human Resource Management and ability to identify potential employees, evaluate competences, design workforces & build HR driven corporate strategies.</p>	<p>1. Transform Human beings into Human Resources</p> <p>2. Build Global Level HR Managers</p> <p>3. Create Agile Workforce</p> <p>4. Innovate Winning Organizations</p>
11		MB202	FINANCIAL MANAGEMENT	<p>1. To learn about the scope and goal of financial management.</p> <p>2. To familiarize the student with the concepts of long term and short term investment decisions.</p> <p>3. To understand the dividend decisions of firms.</p>	<p>1. Apply project appraisal methods to cash flows.</p> <p>2. To understand the corporate practices of dividend payment.</p> <p>3. To learn about corporate events like mergers</p> <p>4. To learn about inventory management of manufacturing companies</p>
12		MB203	BUSINESS RESEARCH METHODS	<p>1. Enable students to learn the importance of Research</p> <p>2. To involve students in activities related to Research</p> <p>3. To train them on Data collection and data processing methods</p> <p>4. To impart Report writing skills to Management graduates</p> <p>5. To help learners gain overall insights into the finer aspects of research Methodology</p>	<p>1. To gain understanding of various kinds of research design</p> <p>2. To enable learners to be able to formulate the research problem</p> <p>3. To acquire basic knowledge on qualitative and quantitative research</p> <p>4. To have knowledge on descriptive and inferential data tools</p> <p>5. To be able to write and develop independent and critical analysis for report writing</p>
13			ECONOMIC ENVIRONMENT & POLICY	<p>1. To provide insight into the business environment inside and outside of the organization.</p> <p>2. To know the major and minor factors affecting the business in various streams.</p> <p>3. To know the different environment like, political, technological and economic environment in the business.</p> <p>4. To acquire in-depth knowledge about legal environment etc.</p> <p>5. To provide information which is helpful in the making policies and decision of any organization.</p>	<p>1. Helps students to understand the different environment in the business climate.</p> <p>2. Students will be able to evaluate the legal, social and economic environments of business.</p> <p>3. Students will be able to apply decision-support tools to business decision making.</p> <p>4. Students will have broad understanding of Indian Financial system.</p> <p>5. Students will have awareness on current economic situation and economic policies in India.</p>
14		MB204	BUSINESS PROCESS RE-ENGINEERING	<p>1. Providing the learners with contemporary concepts in Business Process Reengineering</p> <p>2. Enabling the learners to understand various tools and techniques in BPR</p> <p>3. Understanding the Importance of BPR in assisting organizational effectiveness and the related drivers.</p>	<p>1. Learners will be enabled with holistic perspective of BPR in the contemporary context</p> <p>2. Learners will be able to understand the current trends and methodology of BPR</p> <p>3. Learners will be able to understand the dynamics of BPR in Industry 4.0 scenario</p>
15			INTERNATIONAL BUSINESS	<p>1. To understand the fundamentals of e-commerce and its impact on international business.</p> <p>2. To explore the challenges and opportunities associated with conducting business in a digital environment.</p> <p>3. To analyse the strategies and technologies used in international business.</p> <p>4. To develop critical thinking and problem-solving skills in the context of international business.</p>	<p>1. Identify and explain the key concepts and principles of international business.</p> <p>2. Evaluate the Impact of e-commerce on international business operations.</p> <p>3. Analyse and develop strategies for conducting business in a digital environment.</p> <p>4. Apply critical thinking skills to solve problems and make informed decisions related to international business.</p>
16	II		FINANCIAL MARKETS & SERVICES	<p>1. To learn about the financial markets.</p> <p>2. To understand the various fund based services like leasing and hire purchase.</p> <p>3. To learn about fee based services like Merchant Banking, Factoring etc.</p>	<p>1. To learn about the participants, products, players in primary and secondary markets</p> <p>2. Identify the new financial innovations taking place in India.</p> <p>3. To identify Merchant Bankers in India and know about their activities</p> <p>4. To learn about the players in the leasing and hire purchase business in India.</p> <p>5. To learn about the insurance companies and the products offered by them.</p> <p>6. To trace the regulation in financial markets.</p>
17			TOTAL QUALITY MANAGEMENT	<p>1. Orienting the students towards the importance of quality as a management tool</p> <p>2. Towards understanding the principles and practices of total quality management</p> <p>3. Introducing the various tools and techniques used in the measurement of quality</p> <p>4. Understanding the Importance of six sigma as a quality tool and its implementation</p> <p>5. Sensitizing the participants to the importance of quality in various sectors.</p>	<p>1. Understand the basic terminologies and metrics that are used to govern quality management</p> <p>2. Get a better perspective on quality standards like ISO and quality awards</p> <p>3. Be able to identify the various metrics that govern quality</p> <p>4. Elucidate the role and importance of six sigma as a quality measurement tool</p> <p>5. Identify the various means and techniques for establishing quality in manufacturing, services and IT sector.</p>
18		MB205	STRATEGIC MANAGEMENT ACCOUNTING	<p>1. To provide understanding of various aspects in strategic cost and management accounting.</p> <p>2. To elucidate the role of cost accounting for better managerial decision making.</p> <p>3. To impart knowledge of various aspects in CVP and ABC analysis.</p> <p>4. To discuss in detail various aspects in budget and budgetary control.</p> <p>5. To help understand the variances and their importance in cost accounting.</p>	<p>1. Understand the cost analysis and control.</p> <p>2. Learn the relevance of unit, job, process costing for strategic decisions.</p> <p>3. Learn various aspects of activity-based management.</p> <p>4. Understand the role of types of budgets and the budgeting process in non-profit organizations.</p> <p>5. Identify the need for establishing cost standards.</p>
19			START UP MANAGEMENT	<p>1. To orient on the importance of Startup Management.</p> <p>2. To enlighten on how companies identify its requirements.</p> <p>3. To impart knowledge of various legal aspects in startup management.</p> <p>4. To elucidate various aspects to evaluate entrepreneurial performance</p>	<p>1. Understand various Startup opportunities.</p> <p>2. Learn Business Startup, Ideation, and Venture Choices.</p> <p>3. Learn Legal and other requirements for new ventures.</p> <p>4. Learn Problems of entrepreneurs.</p> <p>5. Understand the Forms of Financial support.</p>



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20			RETAIL MANAGEMENT	<ol style="list-style-type: none"> 1. To understand the concept and trends of retailing management. 2. To study different models and classification bases of retail market. 3. To study the significance of IT in retail stores. 4. To know the human resource management issues in Indian retail industry. 5. To understand the role of strategic planning in retailing. 	<ol style="list-style-type: none"> 1. Understand the concept and trends of retailing. 2. Obtain knowledge on structural changes in retail market. 3. Understand the implementation of IT in retail stores. 4. Gain knowledge on HR Challenges in Indian retail Industry. 5. Understand the process of implementing strategies in retailing.
21		MB206	SEMINAR	<ol style="list-style-type: none"> 1. To develop student skills of Interaction in exploring in exploring the facts 2. To develop skills Integrative skills of Discussion in arriving at a conclusion 3. To develop skills of critical evaluation of given topic/situation 4. To develop skills of exploring knowledge base and frame the text 	<ol style="list-style-type: none"> 1. Presentation skills : Student is expected to present with clear aims and outcomes 2. Argumentative and critical thinking Critical thinking: It is closely related to how student is able to relate critical thinking, thought process and reasoning. 3. Inter Disciplinary Approach : Relating knowledge more than one branch 4. Presentation of the text: The sequence of text presentation in order to provide logical clarity.
22		MB301	OPERATION MANAGEMENT	<ol style="list-style-type: none"> 1. To provide understanding of the concepts of production and operations management in an organization and analytical methods. 2. To explain to students the steps in new product design and analysis. 3. To provide an understanding of plant location and layout. 4. To help understand the Process and factors that influence scheduling. 5. To impart knowledge of various aspects of materials management viz. e-Procurement, Green Purchasing. 	<ol style="list-style-type: none"> 1. Understand the importance concepts of operations management. 2. Learn various strategies in product and process design, analysis. 3. Learn examine the various aspects of plant location and product layout. 4. Understand the aspects of scheduling. 5. Gain insights of Integrated materials management, e-procurement, materials planning.
23		MB302	E-BUSINESS	<ol style="list-style-type: none"> 1. To highlight the need and importance of studying International Business and provide understanding of the concepts associated with International Business 2. To impart knowledge of Classical and Modern International Trade Theories. 3. To educate on the aspects of Business, Economic and Regional Integration and Multilateral Trade Agreements 4. To elucidate on the elements of Strategy & Structure in International Business 5. To highlight the role played by various Functional Areas of Business in International Business Operations 	<ol style="list-style-type: none"> 1. Understand the Concepts, Principles and Approaches of International Business. 2. Learn the evolution of International Trade thought process with the help of classical and modern theories of International Trade. 3. Gain insights of the aspects of Business and Economic Integration with the help of various Regional Economic Integrations and Multilateral Trade Agreements. 4. Understand the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, Strategic Alliances. 5. Gain knowledge of the contribution of major functional areas of business viz. Production, Finance, Marketing and HRM in International Business Operations.
24		MB303	OPERATION RESEARCH	<ol style="list-style-type: none"> 1. To introduce OR techniques such as Linear Programming Problem. 2. To analyse special cases of LPP such as Transportation Problem, Assignment Problem. 3. To Study network Concepts and techniques like PERT and CPM. 4. To study quantitative competitive strategy models such as game theory, simulation and queuing theory. 	<ol style="list-style-type: none"> 1. Helps in formulating real life situations in organizations in Quantitative form. 2. Helps in formulating strategies for optimal use of various resources within the organizations. 3. Application of optimization tools for decision-making.
25			FINANCIAL RISK MANAGEMENT	<ol style="list-style-type: none"> 1. To orient on the concepts of Risk Management, measurements and risk management strategies using derivatives. 2. To provide understanding of various risk measurement tools. 3. To impart knowledge of various aspects in derivatives market. 4. To elucidate various aspects in Risk Management. 5. To provide understanding of various techniques in Risk Management. 	<ol style="list-style-type: none"> 1. Understand risk management and derivatives. 2. Learn the relevance of Basel norms, types of risks. 3. Learn various aspects about Derivatives Market in India. 4. Understand the uses of options strategies. 5. Examine the importance of SWAP Market.
26			PRODUCT & BRAND MANAGEMENT	The objective of this Learning is to expose the students to basics of product management and various aspects of advertising and brand management as an integral part of marketing management and provide abilities in advertising and brand management.	<ol style="list-style-type: none"> 1. Demonstrate the in-depth knowledge of product as well as brand 2. Demonstrate insight into product and brand related marketing strategies
27		MB304	COMPENSATION MANAGEMENT	<ol style="list-style-type: none"> 1. To demonstrate various perspectives of compensation management 2. To provide thorough knowledge of planning and administering compensation in different sectors. 3. To understand the nature of executive and international compensation 	<ol style="list-style-type: none"> 1. Understand the fundamental concepts and theories of compensation. 2. Recognize the importance of compensation strategy. 3. Analyse, integrate, and apply the knowledge of administering wages in different sectors according to the different wage laws. 4. Comprehend the employee benefits and services 5. Appreciate the advancements in managing compensation at global level.
28			DECISION SUPPORT SYSTEM	<ol style="list-style-type: none"> 1. Understand concept of managerial decision systems and outline its various phases. 2. Demonstrate DSS components and identify sources of data for business intelligence. 3. Categorize the methodologies involved in DSS development. 4. Analyze evolution of enterprise DSS and knowledge management initiatives. 	<ol style="list-style-type: none"> 1. Decision Support Systems are tools decision makers use to gain a better understanding of their business 2. DSS focuses how models, data, and other analytical tools, decision makers might use in the reasoned consideration of the options available to them. 3. Understand the Group Decision Support Systems in the current business environment and the Intelligent Decision support systems. 4. Gains knowledge on effective applications of Information systems and advanced Techniques in business.
29			INTERNATIONAL FINANCE	<ol style="list-style-type: none"> 1. To provide an analysis of the evolution of International Financial System. 2. To learn about international banking. 3. To study about the foreign exchange markets. 4. To learn the financial management of MNCs. 5. To understand the international tax environment. 	<ol style="list-style-type: none"> 1. Differentiate between fixed and floating rates 2. Make calculations relating to foreign exchange rates based on parity theories 3. Understand the financial instruments in international markets 4. Make decisions relating to capital budgeting techniques in an international environment
30		MB305	PROMOTION & DISTRIBUTION MANAGEMENT	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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.




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31		ORGANIZATION DEVELOPMENT	1. To lay Conceptual foundation in students to lead and manage planned change in organization. 2. To help Organization Development process and Programmes. 3. To familiarize with various interventions and techniques of Organization Development.	1. The students would gain the conceptual clarity of OD and its process. 2. The students would be familiarized with the major OD interventions.
32		BUSINESS ANALYTICS	1. The objective is to provide knowledge of data science 2. To provide basic statistical tools 3. State the Importance of data in current business scenario 4. To develop contingent business models for better analysis	1. Students can use data as tool for business analysis 2. The basic statistics provides a road map to learners 3. Micro metrics makes the students to identify data gaps 4. The business models may help in better decision making
33	MB306	INNOVATION MANAGEMENT	1. Provides an overview of concepts relating to R & D and Innovation Management. 2. Provides an understanding of concepts like R & D Investment, Evaluation of R & D. 3. Brings out the differences between Innovation and Invention. 4. Provides an understanding of Innovation management in an organization.	1. Helps in formulating R&D policy and strategy for an organization. 2. Helps in making budget allocations for R & D projects in organization. 3. Helps in managing Innovation in Organization.
34	MB307	SYNOPSIS	The Objective of this course is a pre-paration for the main project. Student is expected to write 3-4 pages of the project synopsis and take approval of the supervisor allotted before proceeding to work on main project.	Student synopsis can be assessed in terms of his originality in thinking, pedagogical aspects, clarity in their proposal, sequence and so on. Each student to prepare project synopsis as per given outline by supervisor assigned and proceed to work on next stages of main project report preparation.
35	MB401	STRATEGIC MANAGEMENT	1. To enable strategic orientation in conduct of the business. 2. To explain to students about different tools and techniques of strategic analysis. 3. To educate on strategy Implementation, planning systems for Implementation. 4. To provide understanding of various turnaround and diversification strategies. 5. To elucidate qualitative and quantitative benchmarking to evaluate performance.	1. Understand the importance of strategic management process. 2. Learn various market life cycle models for strategic analysis. 3. Learn Strategies for competing in global markets and Internet economy. 4. Appreciate the need for having appropriate Turnaround and Diversification Strategies. 5. Understand the aspects of strategy evaluation and control.
36	MB402	BUSINESS INTELLIGENCE	1. To provide an understanding of business intelligence and related concepts 2. To understand the importance data warehousing and Data Mining in the context of technological advancements in data base management 3. To introduce various concepts like Business Performance Management, Business Analytics and Data Visualization and their utility.	1. By taking this course the learner would be able to understand the importance of BI as good decision support system in an organization 2. Enable the learner to get a holistic perspective of BI tools 3. Provide a theoretical framework for the understanding of data warehousing and data mining
37	MB403	SUPPLY CHAIN MANAGEMENT	1. To understand the fundamental operations of logistics and supply chain management. 2. To apply the knowledge and principles of management of cross functional areas for effective Logistics and supply chain management. 3. Understand the strategic issues and multi-level linkages in logistics management.	1. Gain a holistic understanding of logistics and supply chain management and the role of Logistics management in SCM 2. Understand the basic drivers that lead to the performance of LSM in effective manner. 3. Gain an insight into the role of Information Technology and recent trends in making supply chains more efficient.
38		INVESTMENT MANAGEMENT	1. To explain the basic concepts of risk and return 2. To explain the concept of portfolio return and risk and portfolio theories 3. To understand the features and valuation of debt instruments 4. To understand the features and valuation of Common stock 5. To describe the portfolio evaluation methods	1. Differentiate various avenues of investment on the basis of risk and return 2. Gain basic knowledge of analysing stocks 3. Make valuation of equity, debt and portfolio instruments 4. Gain an understanding of mutual funds, their performance evaluation and regulation.
39	MB404	CONSUMER BEHAVIOUR	1. The main objective of this course is an introduction to the world of buyer behavior. 2. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace. 3. This course will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior. 4. It establishes the relevance of buyer behavior theories and concepts in marketing decisions.	1. Students can examine and identify the major influences in buyer behavior 2. Students can develop an understanding between different consumer behavior influences and their relationships. 3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.
40		PERFORMANCE MANAGEMENT	1. The main objective of the course is to offer an understanding of various approaches to measure performance and facilitate studying different methods of performance appraisal. 2. The course also provide knowledge of the processes performance benchmarking and framework of competencies 3. The course gives understanding of various performance metrics and models.	1. To produce Competent Executives 2. To transform Performance Appraisals, Performance Management 3. To build pivotal performance 4. To establish leading Human Capital
41		DATABASE MANAGEMENT SYSTEM	1. The objective of the course is to present an Introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS. 2. To explain basic database concepts, applications, data models, schemas and instances. 3. Describe the basics of SQL and construct queries using SQL. 4. Use the basics of SQL and construct queries using SQL in database creation and interaction. 5. Analyze and Select storage and recovery techniques of database systems.	1. Students can apply the basic concepts of Database Systems and Applications 2. Design a commercial relational database system (Oracle, MySQL) by writing SQL using the system. 3. Students can get to facilitate students in Database design and also to familiarize issues of concurrency control and transaction management in DBMS
42		BANKING & INSURANCE	1. To provide an overview of the structure of banking and insurance business in India. 2. To describe the products and services in Banking and Insurance 3. To highlight the regulatory changes and innovations in the Banking and Insurance sectors. 4. To prepare students for career opportunities in banking and insurance	1. Learn about the performance of banks in India 2. Learn about the sources and uses of bank funds 3. Understand the role and importance of insurance, its types, principles, and regulation 4. Understand the latest innovations in banking system



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43	MB405	SERVICES & GLOBAL MARKETING	<p>1. The main objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services on global markets</p> <p>2. Identify the major elements needed to improve the marketing of services.</p> <p>3. Develop an understanding of the roles of relationship marketing and customer service</p> <p>In adding value to the customer's perception of a service</p> <p>4. Appraise the nature and development of a global marketing strategy.</p>	<p>1. Students can examine the nature of services, and distinguish between products and services</p> <p>2. Students can develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.</p> <p>3. Students can get appraised about the nature and development of a services marketing strategy.</p>
44		TALENT & KNOWLEDGE MANAGEMENT	<p>1. To offer knowledge on various approaches to talent and knowledge management in business organizations.</p> <p>2. To discuss on a variety of institutional strategies and models for dealing with talent and knowledge management.</p> <p>3. To educate on the nature and processes of knowledge intensive firms.</p> <p>4. To understand the knowledge management approaches.</p> <p>5. To provide the framework of knowledge management approaches.</p>	<p>1. Understand various approaches to talent and knowledge management.</p> <p>2. Learn the strategies and models for dealing with talent and knowledge management.</p> <p>3. Understand the nature and processes of knowledge intensive firms.</p> <p>4. Learn about the knowledge management approaches.</p> <p>5. Understand the approaches to knowledge management.</p>
45		SOFTWARE PROJECT MANAGEMENT	<p>1. To understand the Software Project Planning and Evaluation techniques.</p> <p>2. To plan and manage projects at each stage of the software development life cycle (SDLC).</p> <p>3. To learn about the activity planning and risk management principles.</p> <p>4. To manage software projects and control software deliverables.</p> <p>5. To develop skills to manage the various phases involved in project management and people management.</p>	<p>1.To deliver successful software projects that support organization's strategic goals.</p> <p>2.Understand Project Management principles while developing software.</p> <p>3.Gain extensive knowledge about the basic project management concepts, framework and the process models.</p> <p>4.Obtain adequate knowledge about software process models and software effort estimation techniques.</p> <p>5.Estimate the risks involved in various project activities.</p> <p>6.Define the checkpoints, project reporting structure, project progress and tracking mechanisms using project management principles.</p> <p>7.Learn staff selection process and the issues related to people management</p>



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