

TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

MBA Program

Program Educational Objectives:

- An MBA program helps in acquiring business practices needed to start a new business or help existing ones grow.
- Many MBA graduates end up starting their own business. Those who don't, land middle-level or top-level management positions in big companies.
- An MBA graduate degree will offer you a wealth of advantages, like:
 - Getting a high MBA salary package after graduation,
 - Landing a management position,
 - Developing a strong professional network, or
 - Even becoming your own boss

are just a few of the advantages of studying an MBA.

- With an MBA degree program, students are taught Business Management, Planning, Organizing, Staffing, Directing, Controlling and Financial handling.
- These skills will put the students in the perfect position to manage not only their own business effectively, but also contribute to the economic development of our country.
- The objective of an MBA program is to educate and prepare a diverse group of men and women with the Knowledge, Analytical ability, and Management perspectives and Skills needed to provide Leadership to Organizations competing in a world, increasingly characterized by diversity in the Workforce, Rapid Technological change, and a fiercely Competitive Global marketplace.
- MBA from TECNIA INSTITUTE OF ADVANCED STUDIES is designed to prepare students for careers in Management and Leadership in both the Private and Public sectors. Students acquire a comprehensive foundation in the fundamentals of Business, the Global environment in which they will function, and the Analytical tools for intelligent decision-making.
- The Master of Business Administration (MBA) is an internationally-recognized degree designed to develop the skills required for careers in business and management. The value of the MBA, however, is not limited strictly to the business world. An MBA can also be useful for those pursuing a managerial career in the public sector, government, private industry, and other areas.

Program Outcomes: Upon completion of MBA, students will be able to

- Carry out a detailed literature search of Business Administration using relevant bibliographical resources from print and online resources.
- Discuss current conceptual and theoretical models, issues, and concerns in business administration.
- Describe current practices, issues, and concerns in business administration.
- Apply current business practices to the management of businesses.
- Summarize significant differences in business practices in different parts of the world and understand how these differences affect managing companies in various countries.
- Evaluate and critique business practices in various organizations throughout the world to determine the better practices in these organizations and how they can be applied to others.
- Devise appropriate strategies for their own ongoing professional development and implementation of these strategies upon successful completion of the MBA.

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Specialized subjects

1. Marketing
2. Finance
3. Human Resource
4. Information Technology
5. International Business

Marketing

An **MBA in Marketing** has become one of the most desired degrees by both students and employers in recent years. With the shift to digital and online marketing, most businesses now have their own in-house marketing teams specializing in bringing traffic and customers to the company.

To become a Marketing professional, students need to require a broad skill set. Well- rounded individuals with skills in both Mathematics and Soft Skills, such as Communications, tend to fare well in MBA in Marketing, besides Analytical and Leadership skills.

Earning an MBA in Marketing is helpful for individuals to evaluate how it will affect their career prospects and salary potential. The benefits of having an MBA in Marketing include the opportunity for advancement to higher positions, increased salary, and overall increased career opportunities in a variety of fields.

Earning an MBA in Marketing increases the chances of receiving a promotion. The variety of business, leadership skills and knowledge developed through an MBA program helps qualify graduates for management and executive positions. With enough relevant professional experience, MBA marketing graduates may advance to positions such as Marketing Managers or Directors, Marketing and Business Development Managers, Sales Managers, and Brand Managers.

Finance

MBA in Finance is focused on Economies, Planning, Accounting, Investments, Analysis of Market, Taxation Costing, Decision-making for growth and management, Study of futures and options, Corporate finance, Accounting, Management information systems, Supply chain management, Issues in Management and Organizations.

Human Resource

- Industry Relevant Curriculum,
- Human Resource subjects taught by UGC Net qualified/ PhD Faculties,
- Industrial Visits,
- Summer Internships,
- Guest Lectures/ Seminars by Industry Experts- Work-Life-Balance, Emotional Intelligence etc.

Human Resource Management is a management function which deals with possibly the most important resource of an organization, which is the **human resource**.

Human Resource Management focuses on the concepts relating to **Recruiting, Managing and Directing the People** who are a part of the organization.

HRM deals with the issues related to the human resource of a company like **Hiring, Compensation, Safety and Satisfaction of the People, Managing the Performance, Welfare of the Employees and Organizational Development**. An MBA in HR will provide students more opportunities and expertise in the various fields of HR such as **Training, Employee Relations, and Strategy**.

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Information Technology

Graduates who hold an **MBA in information technology** can enter a wide range of careers. Potential options include Network Architect, Systems Analyst, Security Analyst, Database Administrator, and Research Scientist.

International Business

- MBA in International Business will enable them as managers who understand the Strategies and trends of the Global economy and apply this to improve the country's Export management.
- An MBA in International Business equips you with knowledge of Global business trends and strategies that work in the business world. It is a degree that can offer lucrative job opportunities, as it has broad scope.

Course Specific Objectives and Outcomes

COURSE CODE MS 101

PAPER NAME Management Process and Organizational Behavior

COURSE OBJECTIVE:

- To expose the students to fundamental concepts of management, its processes and behavioral dynamics in organizations.

LEARNING OUTCOME:

- An understanding of fundamental concepts of management and behavioral dynamics in organizations.
- An understanding of managerial implications of various concepts related to management and organizational behavior.

COURSE CODE: MS 102

PAPER NAME: Management of Technology, Innovation and Change

COURSE OBJECTIVE: The course is designed to enable students appreciate the strategic significance of Operations management in highly competitive global economy and to introduce various principles, Concepts, tools and techniques developed in the area of operations management over the years. It is envisaged that students would gain a conceptual understanding of the subject and relate them to practical applications in real life situation.

LEARNING OUTCOME:

- Develop an understanding of various intricacies of Operations Management.
- Develop capability to identify core issues of Operational Management and application.
- Develop an understanding of organization structure and process related issues involved in Operations Management.

COURSE CODE MBA 103

PAPER NAME: DECISION SCIENCE

COURSE OBJECTIVE: To expose students to quantitative techniques in management decision making.

LEARNING OUTCOME:

- Develop an understanding of Descriptive Statistics, Linear Programming, Decision Theory, Transportation Problems, Assignment problems, Network Analysis, Queuing model, Game Theory, Probability, Correlation and Regression
- Develop capability to identify core issues of importance from unstructured & messy real life Operations Research & Statistics Problems.

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- Develop an understanding of organization & technology related issues involved in implementing ideas, which would lead to optimize their decision making process.

COURSE CODE MBA 104

PAPER NAME Financial Management

COURSE OBJECTIVE: To expose students to practical financial decision making in management.

Course would help students in

- Understanding functional, tactical and strategic role of financial decision making.
- Understanding basic financial management developing capabilities for taking financial decisions.

LEARNING OUTCOME:

Develop an understanding of Nature and Scope of Financial Management; Financial Objectives; Impact of Financial and Economic Environment on Financial Management; Time Value of Money including Pension Funds, Computation of EMI, Annuity, Annuity Due. Funds Flow Analysis; Cash Flow Statement and its Interpretation (AS-3), Financial Statement Analysis, Ratio Analysis, Time Series, Common Size Statements, Du Pont Analysis. Planning for Sources of Finance (Domestic and International); Capital Structure; Net Income

Approach; Net Operating Income Approach; Traditional Approach and MM Approach, Cost of Capital; EBIT – EPS Analysis, Capital Gearing/Debt-Equity Ratio, Generation of Internal Funds. Retained Earnings Vs. Dividend Decision; Gordon Model; Walter Model; MM Approach; Lintner Model; Planning of Funds through Management of Assets - Fixed and Current: Sustainable Growth Rate. Working Capital Management; Management of Cash (Various Theoretical Models), Inventories (Including Risk Analysis) and Receivables; Operating Cycle. Capital Budgeting - Conventional and DCF Methods; Inflation and Capital Budgeting; Risk Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate; Decision Tree;

Independent and Dependent Risk Analysis; Replacement Decisions, Sensitivity Analysis, Basic International Capital Budgeting.

- Develop capability to use financial concepts in real business decision making

COURSE CODE –MS 105

PAPER NAME: Managerial Economics

COURSE OBJECTIVE:

The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.

LEARNING OUTCOME:

The students will come to know about the applications of economics in Management.

COURSE CODE MBA 106

PAPER NAME: MARKETING MANAGEMENT

COURSE OBJECTIVE: To expose students to marketing management techniques in managerial decision making.

Course would help students in

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- Understanding functional, tactical and strategic role of Marketing Management.
- Understanding drivers of Marketing Management.
- Developing capabilities for taking strategic decision concern with Marketing Management.

LEARNING OUTCOME:

- Develop an understanding of Marketing, Production concept, Product Concept & Selling Concept.
- Develop capability to identify core Marketing.
- Develop an understanding of emerging Trends and Issues in Marketing.

COURSE CODE: MS 107

PAPER NAME: ACCOUNTING FOR MANAGEMENT

COURSE OBJECTIVE:

The course aims at enabling students to understand the basic accounting principles and techniques of preparing & presenting the accounts for users of accounting information. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making.

LEARNING OUTCOME:

- To know about fundamentals of financial management accounting and financial statements and its utilization in decision making process.
- To make them aware about techniques and tools about accounting, develop capability to identify core issues of Accounting for management.

COURSE CODE: MS 108

PAPER NAME: Business Research

COURSE OBJECTIVE: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

Course would help students in

- Identifying the management problem and marketing problem.
- Identifying the cause of the problems and their solutions.

LEARNING OUTCOME:

- Develop an understanding of management problem and marketing problem.
- Develop an Understanding the how to collect data, which test is applied on data and Reliability of Research Instruments.
- Develop an understanding of Research Report and its analysis.

COURSE CODE: MBA 109

PAPER NAME: INFORMATION TECHNOLOGY MANAGEMENT

COURSE OBJECTIVE:

The primary objective of this course is to familiarize the student with basic concepts of information technology and their applications to business processes.

LEARNING OUTCOME:

- Develop an understanding of Computer Software, Operating system, Gates & Number System.
- Develop an Understanding the Concepts of Data Communication, use of database management system for company in the business process.

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- Develop an understanding of Functional and Enterprise Systems and related issues involved in implementing ideas, execution of the ideas which would lead to optimize their knowledge for better understanding business process.

COURSE CODE: MS 110

PAPER NAME: Operations Management

COURSE OBJECTIVE: The course is designed to enable students appreciate the strategic significance of Operations management in highly competitive global economy and to introduce various principles, Concepts, tools and techniques developed in the area of operations management over the years. It is envisaged that students would gain a conceptual understanding of the subject and relate them to practical applications in real life situation.

LEARNING OUTCOME:

- Develop an understanding of various intricacies of Operations Management.
- Develop capability to identify core issues of Operations Management and application.
- Develop an understanding of organization structure and process related issues involved in Operations Management.

COURSE CODE MS 111

PAPER NAME: BUSINESS COMMUNICATION

COURSE OBJECTIVE:

The aim of the course is to train students to enhance their skills in written and oral communication through practical conduct of this course. This course will help students develop competence in communication so that they can successfully handle the challenges of all types of communication in business.

LEARNING OUTCOME:

This course will help students in understanding the principles and techniques of business communication.

COURSE CODE MBA 112

PAPER NAME: Human Resource Management

COURSE OBJECTIVE: To provide a clear understanding about the concepts, methods and techniques and issues involved in managing human resource so as to facilitate employing, maintaining and promoting a motivated force in an organization.

LEARNING OUTCOME:

- Develop an understanding of fundamental concepts of Human Resource Management.
- Develop an understanding of managerial implications of various concepts related to Human Resource Management.

COURSE CODE MBA 113

PAPER NAME: LEGAL ASPECTS OF BUSINESS

COURSE OBJECTIVE:

This course is intended to make students understand the legal aspects of business in terms of various acts that influence business in India so as to enable them appreciate associated Opportunities, risks and challenges and their relevance for managerial decisions.

LEARNING OUTCOME:

- An understanding of various Legal factors that influence business in India.
- Capability to identify core issues related to all such factors mentioned above.
- Ability to appreciate the associated opportunities, risks & challenges.

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- Develop confidence & capability to take managerial decisions in light of such opportunities, risks & challenges while doing day-to-day business activities.

COURSE CODE: MS 114

PAPER NAME: E-BUSINESS

COURSE OBJECTIVE: To expose students with understanding of the concepts and various application issues of e-business like

- Internet infrastructure
- Understanding security over internet
- Understanding payment systems and various online strategies for e-business.

LEARNING OUTCOME:

- Develop and understand how to promote business using e-Business and security issues.
- Develop practical implementation of launching business through internet.
- Develop and understanding of emerging Trends and Issues in e-business.

COURSE CODE: MS 116

PAPER NAME: Business Analytics

COURSE OBJECTIVE:

The course aims at providing students with an understanding of Business Analytical Tools that can be used for problem solving and decision making in firms. Course would help students in

- Handling data.
- Understanding the role of descriptive, predictive and prescriptive analytics in firms.

LEARNING OUTCOME:

- Develop an understanding of fundamental concepts and tools needed to understand the emerging role of business analytics in organization.
- Students will demonstrate the ability to think critically in making decisions based on data and deep analytics.
- Students will demonstrate the ability to use technical skills in predictive and prescriptive modeling to support business decision-making...

Course Code: MS-201

Paper Name: Summer Training Report

COURSE OBJECTIVE

The main objective of the course is to

- Provide practical exposure to the students outside the teaching hours in the classroom.
- The students are required to do the Internship for a period of 6-8 weeks in an organization.
- After completion of the Training, they are to present the report before the panel in the form of the report detailing the STR Topic, Objective, Methodology used and Learning Outcomes.

LEARNING OUTCOME

- Working Knowledge in the Organization
- Time Management Skills
- Stress Management
- Task Completion

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- Documentation Skills
- Presentation Skills
- Team Management
- Creativity and Innovation
- Sense of Responsibility

COURSE CODE –MS 202

PAPER NAME: Project Dissertation

Course Objective

The Objective of Project Dissertation is prepare a report on a Topic (Industry Based) assigned to the students in the specified format and come out with suggestions and recommendations to the industry experts.

Learning Outcome:

- Having successfully completed this module the students will be able to:
- Identify key research questions within the field of Demography on which you will carry out independent research.
- Manage your time effectively whilst working on your independent research.
- Demonstrate appropriate referencing and develop skills in other aspects of academic writing.
- Demonstrate knowledge and understanding of report writing.
- Apply the demographic/statistical research training acquired in the taught element of the programme by designing an appropriate research strategy and research methodology to carry out your research.
- Use and develop written and oral presentation skills.
- Identify summaries and critically evaluate relevant literature and write a literature review of the relevant field.
- Identify, analyze and interpret suitable data to enable the research question to be answered.
- Understand and apply theoretical frameworks to the chosen area of study.
- Show evidence of clarity of argument, understanding of the chosen topic area, and presentation of technical information.
- Describe the process of carrying out independent research in written format and report your results and conclusions with reference to existing literature.
- Analyze and synthesize research findings.

COURSE CODE –MS 203

PAPER NAME: Management of International Business

COURSE OBJECTIVE:

The main objective of the course is to create acquaintance regarding:

- The concept, functions, features International Business.
- Exposure to Types of international Business Organization and their functioning.
- Exposure different Business environments prevalent in different global locations.

LEARNING OUTCOME:

- Develop confidence & capability to tackle issues of global dimensions.
- Develop capability to identify core issues of Strategic Management nature, Strategy Formulation, Corporate level Strategies, Strategic Implementation and Evaluation of MNC functioning..

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COURSE CODE MS204

PAPER NAME: Business Intelligence System

COURSE OBJECTIVE:

This course is intended to expose the students to the latest tools of business Intelligence and applying those tools for effective decision-making.

LEARNING OUTCOME:

- Develop an understanding of online business marketing
- Developing the projects using DBMS.
- Articulate modern concepts, theories, and research in the field of Business Intelligence (BI).
- Apply BI enabling technologies in organizational settings.
- Articulate modern BI practices, including knowledge integration, sourcing and managing BI solutions.
- Discuss the social and ethical issues related to the use of Business Intelligence technologies in organizations.

COURSE CODE: MS 205

PAPER NAME: Information System Management

COURSE OBJECTIVE:

To expose students to latest information system applications used in management decision making.

Course would help students in

- Understanding functional, tactical and strategic role of Information System.
- Understanding drivers of Information System
- Developing capabilities for analytical analysis of Information System.

LEARNING OUTCOME:

- Develop an understanding of IS, IT, Types of IS and their applications
- Develop capability to identify core issues of CRM, ERP, SCM and business intelligence.
- Develop an understanding of organization & technology related issues involved in databases, database warehouse and database mining.

COURSE CODE: MS 206

PAPER NAME: Strategic Management

OBJECTIVE

- To develop an understanding of the Strategic Management process in a dynamic and competitive global environment

LEARNING OUTCOME:

- Nature of Strategic Management
- Environmental Analysis
- Corporate-Level Strategies
- Strategy Implementation and Evaluation

COURSE CODE: MS 207

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PAPER NAME: Entrepreneurship Development

COURSE OBJECTIVE: To expose students to various processes of Entrepreneurship and Small Business Management used in management systems. Course would help students in

- Understanding functional, tactical and strategic role of. Entrepreneurship
- Understanding drivers of Entrepreneurship

LEARNING OUTCOME:

- Develop an understanding of various intricacies of Entrepreneurship
- Develop capability to identify core issues related to Entrepreneurship
- Develop an understanding of the role and significance of SSI.

COURSE CODE: MS 208

PAPER NAME: Corporate Social Responsibility, Human Values and Ethics

COURSE OBJECTIVE

The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems. It aims at applying the moral values and ethics to the real challenges of the organizations.

LEARNING OUTCOME

Importance of

- Moral Values and Ethics
- Implications of failed corporate responsibilities Stockholders Right and Corporate Governance
- Unethical Issues in Sales, Marketing , Advertising and Supply Chain
- Intellectual Property Rights
- Current CSR Practices of the Firms in India and Abroad
- Challenges of Sustainable Development

COURSE CODE: MBA 209

PAPER NAME: Business Simulation Games (NUES)

COURSE OBJECTIVE

This Course aims at educating better business decision makers and holistic thinkers. It helps the students to understand and practice the interconnectedness of various business disciplines and functions. To help the students to improve their logical and analytical skills.

LEARNING OUTCOME:

- Develop an understanding of various business functions and to improve business decision-making.
- Develop capability to identify core issues of business and enhancing strategic thinking.
- Develop an understanding of organization structure and process

COURSE CODE: MBA 210

PAPER NAME: Project Management

COURSE OBJECTIVE

The Course aims at making the student to understand the concept of Project and its management by understanding the various tools and techniques that are used in managing the project starting from Planning to

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Control. The student will be given hands on training about Project Management on MS Project Software or any other Software.

LEARNING OUTCOME

The Students will learn about:

- Project Identification and Selection.
- Project Planning and Recourse Consideration.
- Organizational Structure and Quality Issues.
- Project Risk Management.
- Performance Management and Control.

COURSE CODE: MBA 211

PAPER NAME: Consumer Behavior

COURSE OBJECTIVE:

Objectives: This course aims at enabling students to understand the various aspects of consumer behavior, the external and internal factors that influence consumer behavior and to apply this understanding to the development of marketing strategy.

LEARNING OUTCOME:

- Develop an understanding of Consumer Behavior.
- Develop capability to identify core issues of Consumer Behavior while converting products into revenue.
- Develop an understanding of Individual Determinants of Consumer Behavior while generating sales.
- Develop confidence & capability to tackle day-to-day Sales & Distribution related issues efficiently & effectively.

COURSE CODE: MS 212

PAPER NAME: Retail Management

COURSE OBJECTIVE: The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems. It aims at applying the moral values and ethics to the real challenges of the organizations.

LEARNING OUTCOME:

- Understand the Retail Sector and the range of retail occupations.
- Understand the business of retailing.
- Understand the different types of retail channels.
- Characteristics of the local retail environment, and its importance.
- Identify different retail occupations and the related skills, attributes and behaviors.

COURSE CODE –MS 213

PAPER NAME: Sales & Distribution Management

COURSE OBJECTIVE: The course is aimed to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

LEARNING OUTCOME: The students will learn the applications of Sales & Distribution Management and also come to know about the emerging trends in Sales Management.

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COURSE CODE –MS 214

PAPER NAME: Advertising and Brand Management

COURSE OBJECTIVE: The objective of this paper is to understand the various aspects of marketing tools, identify the various tools available to a marketing researcher. The study of advertising and brand management can help the marketing manager in decision making. Course would help students in

- Identifying the management problem and marketing problem.
- Identifying the cause of the problems and their solutions.

LEARNING OUTCOME:

- Develop an understanding of management problem and marketing problem.
- Develop an advertising program and brand image.
- Develop an understanding of method of advertising and their analysis.

COURSE CODE: MBA 215

PAPER: International Marketing

COURSE OBJECTIVE: The course aims at acquainting students with the concepts and procedures for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations.

LEARNING OUTCOME:

- Develop an understanding & International Marketing Management.
- Develop capability to identify effective Marketing Tools in order to plan out the Marketing Strategy.
- Develop an understanding of the relationship between International Marketing Management & other management functions.

COURSE CODE: MBA 216

PAPER: Internet Marketing

Objective: This course aims at creating an understanding of the concepts and techniques of internet marketing so as to exploit the opportunities of this medium to support the organization's marketing activities.

LEARNING OUTCOME:

On successful completion of the course students will be able to:

1. Analyze the confluence of marketing, operations, and human resources in real-time delivery.
2. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
3. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
4. Investigate and evaluate issues in adapting to globalized markets that are constantly changing and increasingly networked.
5. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
6. Comprehend the importance of conversion and working with digital relationship marketing.
7. Analyze cross-cultural and ethical issues in globalized digital markets.

COURSE CODE: MS 217

PAPER NAME: Services Marketing

COURSE OBJECTIVE: This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

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LEARNING OUTCOME: The students will learn the applications of Services Marketing and also came to know about the emerging trends in Services Marketing.

COURSE CODE: MS 218

PAPER NAME: Business Marketing

COURSE OBJECTIVE: To develop the understanding of the fundamentals of Business Marketing and Business buying process and how the marketing activities are carried in B2B mode.

LEARNING OUTCOME: The students will learn about the Business Markets, Product Strategy & Business Marketing Channels, Business Marketing Communication & Pricing, and Recent Trends in Business Marketing.

COURSE CODE: MBA 219

PAPER NAME: Customer Relationship Management

Objective: This course is designed to expose the students to fundamental concepts of relationship management, its processes and its dynamics in organizations to retain the customers.

LEARNING OUTCOME: The students will understand the concepts and importance of Customer Relationship Management.

COURSE CODE: MBA 220

PAPER: Strategic Financial Management

Objective: This course aims to develop a strategic perspective to financial decision-making.

LEARNING OUTCOME: Understanding of the principal theories and techniques of corporate finance and valuation focusing on: Cost of capital estimation, distribution policy, investment appraisal, international finance, techniques of risk management, and valuation of corporate entities.

COURSE CODE: MBA 221

PAPER: International Financial Management

COURSE OBJECTIVE: The fundamental aim of the course is to develop those skills that equip students to understand and appreciate the international financial issues that companies face when they operate in several separate countries. This course discusses various issues related to international capital markets, foreign exchange rate determination and global financial management.

LEARNING OUTCOME:

- Develop an understanding & International Monetary System.
- Develop an Understanding the Concepts of Balance of Payments.
- Develop an Understanding the Concepts Arbitrage, Spot & Forward, Foreign Exchange & Role of SEBI/RBI.

COURSE CODE: MS 222

PAPER NAME: Mergers, Acquisitions and Corporate Restructuring

COURSE OBJECTIVE: Liberalized economy has generated many opportunities of combining businesses to create wealth. The fundamental aim of the course is to prepare students to take advantage of the current scenario and understand how mergers, acquisition and corporate restructuring is implemented

LEARNING OUTCOME:

- Develop an understanding of Mergers, Acquisitions and Corporate Restructuring.

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- Develop an Understanding the Concepts of Mergers, Acquisitions and Corporate Restructuring for company.

COURSE CODE: MS 223

PAPER NAME: Financial Markets and Institutions

Objective: To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

LEARNING OUTCOME:

- Develop an understanding of various intricacies of : **Financial Markets and Institutions**
- Develop capability to identify core issues related to : **Financial Markets and Institutions**
Develop an understanding of the role and significance of: **Financial Markets and Institutions**

COURSE CODE –MS224

PAPER NAME: Financial Derivatives

Objective: The course aims at providing detailed understanding of the characteristics and applicability of financial derivatives along with the relevant regulatory framework.

LEARNING OUTCOME:

Students should be able to:

1. Demonstrate an understanding of the uses of financial engineering and risk management approaches and techniques used by modern organizations.
2. Apply their knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk, credit risk and portfolio risks.
3. Make informed judgments on the use of derivative instruments.
4. Identify and assess the impact of seminal developments in the literature on derivatives.

Evaluate, synthesize and communicate the ethical implications of financial risk management policies and practices to an intended audience.

COURSE CODE –MS225

PAPER NAME: Security Analysis and Investment Management

COURSE OBJECTIVE:

To expose students to various analytical tools methods and processes used in investment analysis. Course would help students in

- Understanding functional and technical analysis.
- Understanding the factors which effects and assist in investment management.

LEARNING OUTCOME:

- Develop an understanding of various intricacies of Security Analysis and Investment Management
- Develop capability to identify core issues related to Security Analysis and Investment Management
- Develop an understanding of the role and significance of Security Analysis and Investment Management.

COURSE CODE –MS226

PAPER NAME: Behavioral Finance

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COURSE OBJECTIVE:

The course covers details of rational and other behavioral aspects of market participants which influence the return from market to investors.

LEARNING OUTCOME:

The students will learn about the Foundation of Behavioral Finance, Rationality to psychology, Various Theories, Challenges to Market Efficiency, Overconfidence, Emotion and reasoning, Investor behavior, Conformity, Contrarian investing, Group psychology on Board, Personality and biases.

COURSE CODE MS 227

PAPER NAME Corporate Tax Planning

COURSE OBJECTIVE:

Course would help students in

- The primary objective of this course is to equip the students with a reasonable knowledge of taxation concepts.
- To provide an insight into the concept of corporate tax planning.

LEARNING OUTCOME:

- Develop an understanding of Taxation laws
- Develop an Understanding the Concepts of corporate Tax planning.
- Develop an understanding of concepts related to filling of returns.

COURSE CODE MS 228

PAPER NAME Strategic Human Resource Management

COURSE OBJECTIVE: To expose students to marketing management techniques in managerial decision making.

Course would help students in

- Understanding functional, tactical and strategic role of Strategic Human Resource Management.
- Understanding drivers of Strategic Human Resource Management.
- Developing capabilities for taking strategic decision concern with Human Resource Management.

LEARNING OUTCOME:

- Develop capability to identify core Human Resource Management.
- Develop an understanding of emerging Trends and Issues in Human Resource Management.

COURSE CODE MS 229

PAPER NAME: FINANCIAL ECONOMETRICS

COURSE OBJECTIVE: This course aims at enabling the students to understand and analyze financial econometrics and developing their skills for the solution with the help of innovative financial econometrics.

LEARNING OUTCOME:

Having successfully completed this module the student will be able to:

- Demonstrate knowledge and understanding of the key features characterizing the behavior of financial asset prices and returns
- Use appropriate univariate and multivariate time series models for financial market data
- Specify alternative models for modeling volatility

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COURSE CODE MS 230

PAPER NAME: Organizational Development

COURSE OBJECTIVE: To expose students to various processes of Organizational Development and applications used in management systems.

Course would help students in

- Understanding functional, tactical and strategic role of Organizational Development.
- Understanding drivers of Organizational Development.

LEARNING OUTCOME:

- Develop an understanding of various intricacies of Organizational Development
- Develop capability to identify core issues of Organizational Development and its application.
- Develop an understanding of organization structure and process related issues involved in Organizational Development

COURSE CODE MS 231

PAPER NAME: Compensation Management

COURSE OBJECTIVE: to promote understanding of issues related to the compensation or rewarding Human Resources in the Corporate Sector, public services and other forms of organizations and to impart skills in designing, analyzing and restructuring compensation packages related systems, policies and strategies.

LEARNING OUTCOME:

- Develop an understanding of various intricacies of compensation management
- Develop capability to identify core issues of compensation management and its application.
- Develop an understanding of organization structure and process related issues involved in compensation management.

COURSE CODE –MS 232

PAPER NAME: Team Building

Objective: This course offers to teach students the importance of raising groups and turning them into passionate teams in organizations. It gives understanding of how individuals as team players must behave to become effective team players.

LEARNING OUTCOME:

- Team dynamics, issues, and behaviors
- Group morale and team bonding amid adversity
- Appreciation of roles, purpose, and group-established expectations
- Process of team roles and forming of a shared vision
- Appreciation of individual strengths and weaknesses
- Creative problem solving along with time and crisis management skills
- Increased efficiency and emphasis on sharing resources
- Conflict resolution skills and communication
- Improved decision making and individual leadership skills
- Ownership and accountability for results in all team members

COURSE CODE –MS 233

PAPER NAME: Industrial Relations and Labor Laws

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COURSE OBJECTIVE: The Management of employees, both individually and collectively, remains a central feature of organizational life. This course is an attempt to understand the conceptual and practical aspects of employee relations at the macro and micro levels.

LEARNING OUTCOME: Upon completion of the course, the student would:

- Be aware of the present state of Industrial relations in India.
- Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution.
- Understand the various processes and procedures of handling Employee Relations

COURSE CODE –MS 234

PAPER NAME: Behavior Testing & Counseling

COURSE OBJECTIVE: This Course will aid the students in having a clear understanding about the concepts, methods and techniques and issues involved in Behavior testing and counseling and a comprehensive learning of using various behavior tests in organizations and counseling skills to deal with employees.

LEARNING OUTCOME:

- Concepts of Freud, Adler, Cattell, and Jung
- Types of Tests-Ability, Intelligence, Achievement, Interest, Attitude, Personality.
- Projective Tests.
- Observation and Interviews,
- Checklists and Rating Scales,
- Ethical Issues in Testing.
- Methodology of Assessment
- Practical Exposure to Psychological Tests.

COURSE CODE MS 235

PAPER NAME: Training & Development

COURSE OBJECTIVE: To expose students to various processes of Training & Development and applications used in management systems. Course would help students in

- Understanding functional, tactical and strategic role of Training & Development
- understanding drivers of Training & Development

LEARNING OUTCOME:

- Develop an understanding of various intricacies of Training & Development
- Develop capability to identify core issues of Training & Development and application.
- Develop an understanding of organization structure and process related issues involved in Training & Development.

COURSE CODE: 236

PAPER NAME: Digitalization and E-governance

COURSE OBJECTIVE: The course is aimed at exposing and making aware the students about the role of IT in business enterprises and government enterprises through electronic governance.

LEARNING OUTCOME:

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The students will learn about the role and importance of digitalization/outsourcing and develop an understanding of E-Governance.

COURSE CODE: 237

PAPER NAME: Performance Management

Objective: The objective of the course is to apprise the students about the importance of Performance Management in organizations and impart an understanding of the process of managing performance to achieve the organization's current and future objectives.

LEARNING OUTCOME:

The Students will know the importance of different types of performance appraisal in organizations, the appraisal systems and compensation thereof.

COURSE CODE: 238

PAPER NAME: Software Project Management

Objective: To acquaint the students with the software project management concepts, techniques and issues related to implementation.

LEARNING OUTCOME:

The Students will know the concepts of software project management, techniques and issues related to implementation.

COURSE CODE: 239

PAPER NAME: Talent Management

Objective: This Course will aid the students in having a clear understanding about the concepts, methods and techniques of talent management and competency mapping and applying them effectively in the organizations.

LEARNING OUTCOME:

- Upon the successful completion of this course, the student will be able to:
- Define talent management and discuss the process of linking talent management to organizational strategy and other HR practices.
- Examine the process for identifying high potential talent and developing a pipeline of talent to serve organizational present and future needs.
- Examine the processes for talent development and succession planning.
- Discuss the unique challenges and opportunities of TM resulting from globalization.
- Examine the role of leadership related to TM (both HR leadership and org. leadership).
- Evaluate the quality of a TM program.
- Identify and analyze the body of evidence related to a relevant topic/question impacting TM practices today.

COURSE CODE: 240

PAPER NAME: Web Technologies

Objective: To familiarize the students with trends in Web Technologies.

LEARNING OUTCOME:

The students would have learnt about the various trends in Web Technologies including Web Servers, HTML and DHTML, Active Server Pages and Databases.

COURSE CODE MS 241

PAPER NAME: Systems Analysis and Design

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COURSE OBJECTIVE: To teach techniques and approaches to students so that they may analyze and develop business systems more effectively and efficiently.

LEARNING OUTCOME:

- Define and describe the five phases of the system development life cycle.
- State at least five expected benefits from systems projects.
- Explain at least three ways in which information systems support business requirements.
- Describe how systems analysts interact with users, management, and other information systems professionals.
- Develop data flow diagrams and decision tables.
- Perform a feasibility study.
- Evaluate systems development alternatives.
- Solve realistic systems analysis problems.
- Determine methods for evaluating the effectiveness and efficiency of a system.

COURSE CODE: 244

PAPER NAME: Global Competitiveness and Strategic Alliance

Objective: The purpose of the course is to familiarize students with the basics of global competitiveness and learn strategies to gain competitiveness in world markets. The course also aims at exposing the students to the forms and success ingredients of strategic alliances, which are fast emerging as basic tools for business success.

LEARNING OUTCOME

- Global Competitiveness: Framework for Assessing Competitiveness – Various Approaches; International and National Competitiveness Studies.
- Government Policy and Competitiveness, Role of Quality and Productivity in achieving World Class Competitiveness; Science, Technology and Innovation Policy, Human Capital and Competitiveness, Role of Information Systems in Building Competitiveness, Industrial Clusters and Business Development, Strategic Management of Technology and Innovations.
- Global Competitiveness of Indian Industry –
- Value Creation through Alliances, Management of Strategic Alliances; Strategic Alliances in Indian Context.

COURSE CODE: 245

PAPER NAME: Network Applications and Management

Objectives: The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications.

Learning Outcomes:

After completing this course the student would have knowledge and ability to:

1. Independently understand basic computer network technology.
2. Understand and explain Data Communications System and its components.
3. Identify the different types of network topologies and protocols.
4. Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.
5. Identify the different types of network devices and their functions within a network
6. Understand and building the skills of subnetting and routing mechanisms.

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7. Familiarity with the basic protocols of computer networks, and how they can be used to assist in network design and implementation.

COURSE CODE: 247

PAPER NAME: Database Management Systems

Objective: This course will help students to understand how databases can be used to store an organization's information.

Learning Outcome: At the end of this class, the successful student will:

- have a broad understanding of database concepts and database management system software
- have a high-level understanding of major DBMS components and their function
- Be able to model an application's data requirements using conceptual modeling tools like ER diagrams and design database schemas based on the conceptual model.
- Be able to write SQL commands to create tables and indexes, insert/update/delete data, and query data in a relational DBMS.
- Be able to program a data-intensive application using DBMS APIs.

COURSE CODE –MS 248

PAPER NAME: Managing Diversity

Objective: The objective of the course is to develop an insight into diversity dynamics as it manifests in organizations and to develop a holistic understanding of the nature and challenges of workforce diversity within an organization.

LEARNING OUTCOME:

On successful completion of the course students will be able to:

1. Compare and contrast characteristics of workforce diversity both nationally and internationally.
2. Examine different theories used to explain labor market segregation, segmentation, equity and diversity.
3. Identify relevant legislation, case law and government policies that relate to anti-discrimination, harassment, equal employment opportunity, pay equity and privacy.
4. Explore and reflect on individual/personal opportunities and challenges when pursuing diversity in the workplace.
5. Based on an assessment of "the business case" for diversity, determine, justify and recommend, professional best practice with regards to technical, organizational and process elements to be included in an organization's strategy for managing diversity.
6. Employ macro and organizational-level data to critically analyze the success of state and firm-based diversity interventions.

COURSE CODE –MS 251

PAPER NAME: International Business Environment

COURSE OBJECTIVE: The purpose of the course is to familiarize students with various environmental factors and forces that affect a firm's overseas operations and learn to manage international business.

LEARNING OUTCOME: The students will learn about various International Business Environment factors and also able to compare the difference between domestic and international business environment.

COURSE CODE: MBA 253

PAPER NAME: Export, Import Policies, Procedures, and Documentation

COURSE OBJECTIVE: The purpose of this course is to familiarize students with policy, procedures and

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Documentation relating to foreign trade operations, and to train them to handle the export-import Business.

LEARNING OUTCOME:

- Develop an understanding of Macro & micro environment for International Business.
- Develop an Understanding the Concepts of Documentation & Procedures.
- Develop an understanding of Quality, Technology & Gov. policies and its impact on the business.

COURSE CODE –MS 255

PAPER NAME: WTO and Intellectual Property Rights

COURSE OBJECTIVE: The course is intended to sensitize the students about the importance of WTO and Intellectual property in the global economy.

LEARNING OUTCOME: The students will learn how WTO functions and controls the global trade and various elements of WTO and Intellectual property Rights.