



**DEPARTMENT OF MANAGEMENT STUDIES**  
**MANONMANIAM SUNDARANAR UNIVERSITY TIRUNELVELI – 627 012**  
**PROGRAM OBJECTIVES, OUTCOMES AND COURSE OUTCOMES**



Name of the Programme : Master of Business Administration (MBA)

Regulations : July 2022

PO – Programme Outcomes – Faculty of Business Studies

Upon successfully completing the Post Graduate Programs offered by the Faculty of Business Studies, the student will be able to:

PO1	Become disciplined individuals, which will be achieved through the classroom discussions, activities given by the facilitators and the exposure to various etiquettes of the corporate.
PO2	Apply the knowledge of various fundamental concepts of the economy and business, through classroom activities, case discussions and simulated exercises.
PO3	Provide solutions to solve problems of the economy and corporate, through critical analysis of real-life issues in the economy and the corporate.
PO4	Offer oneself as the potential candidate for a responsible position in the corporate or be ready to venture into a business by demonstrating professional competence and entrepreneurial skills, through field visits, project works, internship and discussions with successful intrapreneurs and entrepreneurs.
PO5	Communicate properly in all forms and exhibiting appropriate interpersonal skills for the success of the organization, through group discussions, panel discussions, presentations, assignments and participating in seminars both individually and in group.
PO6	Adopt and be conversant with the Information and Communication Technology practices of the industry, through the exposure provided in the usage of contemporary software and packages.
PO7	Demonstrate a positive attitude towards lifelong learning of economic, commercial and management concepts and practicing the same successfully to ensure self-development in the career, through continuous inputs, assessment of learning outcomes and evaluation of the knowledge and skills.
PO8	Become a socially responsible citizen and a person of ethical standards, through the value system embedded in the entire curriculum and its pedagogy.

### **PSO – Programme Specific Outcomes –Department of Management Studies**

Upon successfully completing the Master of Business Administration offered by the **Department of Management Studies**, the student will be able to:

PSO1	Become an effective planner after scanning and the environmental requirements related to business development
PSO2	Visualise the unprecedented business problems based on the case and classroom discussions and industry exposure during the programme and become an industry ready professional
PSO3	Compare and contrast the various functional areas of management and integrate them to offer cost effective pragmatic business solutions
PSO4	Evaluate the market conditions based on various indicators and navigate the organization to ensure a prospective future
PSO5	Exhibit professional skills and contribute to the sustainability of the business
PSO6	Establish proficiency cutting across national boundaries and adapt to cross cultural environment in all walks of business and management
PSO7	Translate the acquired knowledge and skills in to tangible business results with an entrepreneurial zeal
PSO8	Develop into a socially responsible citizens upholding ethical standards following corporate governance principles and green practices



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**PROGRAM OBJECTIVES, OUTCOMES AND COURSE OUTCOMES**



Name of the Programme: Master of Business Administration (MBA)

<b>Programme Objectives</b>	Expose the students on the nuances of business and its related environment; thereby make them on Industry ready professional in their preferred functional areas of management with integrity and social consciousness.
<b>Programme Outcomes</b>	1. Students develop a good acumen in business both theoretically and practically. 2. The students will be able to develop a professional interest matching to their potential and thereby making their career whether as an employee or entrepreneur.

**Courses of the MBA Programme:**

SL. NO.	Name of the Course	Course Objectives	Course Outcomes
<b>Core Course</b>			
1	Management Principles and Business Ethics	The objective of this course is to make the students understand the basic theories, principles and functions of management with regard to the business entity and also to create knowledge on the ethical practices of doing a business	CO1 Understand the fundamentals about the different principles and its functions of management to practice in the organization. CO2 Comprehend the different factors influencing the management style across the organizations present worldwide. CO3 Remember the successful management practices followed by the organizations and to understand the

			<p>knowhow of the strategies.</p> <p>CO4 Explain the real time cases related to management practices.</p> <p>CO5 Understand the ethical practices of successful organizations.</p> <p>CO6 Apply the learned management principles and formulate strategies.</p>
2	Organizational Behaviour	The course is aimed at understanding the human interactions in an organization and to equip the students with the theoretical and practical tools to effectively manage individuals and groups within the organization	<p>CO1. Analyse the behaviour of individuals and groups in organizations.</p> <p>CO2. Handle the conflicts and effectively build teams.</p> <p>CO3. Understand the culture and the climate of organizations.</p> <p>CO4. Communicate well, understanding the barriers of communication.</p> <p>CO5. Explain group dynamics and demonstrate skills required for working in groups.</p> <p>CO6. Discuss the implementation of organizational change.</p>
3	Microeconomics	<p>1. To make the students to describe various economic ideas and apply them in the corporate to take decisions.</p> <p>2. To make the students to compare various market conditions and resource utilization.</p>	<p>CO1 Examine in detail the basic economic concepts in managerial decision making.</p> <p>CO2 Describe the consumer behaviour and how the market behaves because of the consumers.</p> <p>CO3 Solve the business dilemmas using Capital Budgeting decisions.</p>

			<p>CO4 Compare and Contrast the various aspects of the Market Conditions.</p> <p>CO5 Evaluate different methods to analyze the various strategies used in business.</p> <p>CO6 Integrate the consumer behaviour and the market conditions to take firm level decisions.</p>
4	Quantitative Techniques	<p>1. Providing an introduction on the mathematical tools used in managerial decision making</p> <p>2. Making the students understand procedure of different mathematical tools</p> <p>3. Training the students in using various techniques for solving problems</p>	<p>CO1 Recognize the need for mathematical concepts in business decision making</p> <p>CO2 Formulate the practical situation in to a quantitative problem.</p> <p>CO3 Understand the application of different methods and choose an opt one.</p> <p>CO4 Explain the results derived through mathematical tools.</p> <p>CO5 Infer and evaluate the results of different from mathematical methods.</p> <p>CO6 Prepare a system for utilizing various techniques based on the need.</p>
5	Research Methodology	<p>The course attempts to expose the research techniques to be adopted in the pursuit of research in management topic. The content is designed to deliberate to a researcher from identifying the purpose of a research, conception of the problem, development of the hypothesis, type of survey to be adopted. Finally the course deliberates on the method to process the data and</p>	<p>CO1 Conduct an intensive literature review and formulate the business problem.</p> <p>CO2 Select the appropriate research design.</p> <p>CO3 Design the data collection methods for collecting data.</p> <p>CO4 Apply suitable statistical tools for</p>

		present them in a report format.	data analysis. CO5 Recommend suitable suggestions based on the research finding to improve the business performance. CO6 Preparing the research report.
6	Principles of Business Finance and Accounting	<ol style="list-style-type: none"> <li>1. Students know the accounting framework to prepare final accounts of trading concerns.</li> <li>2. Analyze and interpret the accounting information of financial statements for decision-making.</li> <li>3. Making the students to understand the cost sheet and budget preparation process for planning and control purposes includes computer accounting.</li> </ol>	<p>CO1 Understand the accounting concepts and conventions in preparation of final accounts.</p> <p>CO2 Analyze and interpret the financial statements using ratio analysis for trading concerns.</p> <p>CO3 Prepare funds flow statement and identify the changes in working capital.</p> <p>CO4 Prepare the cost sheet and its special work orders to obtain an accurate product cost.</p> <p>CO5 Understand the concepts of budget and budgeting preparation to predict cash flows.</p> <p>CO6 Understand the concept of marginal costing to take decisions using costing techniques.</p>

7	Executive Communication – I (Practical)	<p>The course is designed to be operated as a practical performing course focused in enhancing the soft skills among the incumbent students and enable him to develop into an industry ready professional. The modules are designed in such to fulfil the mentioned need with the following objectives.</p> <ol style="list-style-type: none"> <li>1. To develop the skills of communication used in the business parlance and express in fearlessly in public.</li> <li>2. To sensitize on the current business happenings through regular reading and presentation in advance level on the current business news.</li> <li>3. To enable him to understand map his Strength and weakness and act on it to leverage the strength.</li> <li>4. To set his professional goals according to his capability, interest and opportunity those are available in his contemporary times.</li> <li>5. To identify and network with industry through industry mentors and sensitize him on his chosen industry.</li> <li>6. To understand the nuances of working in team group presentation and other related activity are assigned on a continuous basis.</li> </ol>	<p>CO1 The student would be able to develop the skills of communication and understand the nuances of its usage in business.</p> <p>CO2 The student would be able to map his strength, interest and set a viable professional goal for his future career.</p> <p>CO3 The candidate would be able to think in his foot and express himself appropriately in any forum of business.</p> <p>CO4 The incumbent would be in a position to sensitize himself on his chosen industry by undertaking the communication assignment on continuous basis.</p> <p>CO5 The student would be able to network with industry by identifying industry mentors and constantly interact with them.</p>
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8	Marketing Management	<p>The objective of this course is to make the students understand the concepts, theories and strategies of marketing function of an organisation with regard to profit and non-profit businesses and also to create knowledge on the current trends in marketing practices along with the ethical practices of marketing the benefits.</p>	<p>CO1 Understand and explore the basics of the marketing and its presence in the current business scenario.  CO2 Analyse the different marketing concepts and formulate strategies.  CO3 Understand and apply the concepts on par with the real time situations.  CO4 Understanding the real time marketing situation and applying the concepts  CO5 Understanding the buyer behaviour and its implication on marketing practices  CO6 Understanding the ethics and its necessity in modern marketing practices and its trends.</p>
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9	Financial Management	<p>1. To make the students to evaluate the financial decision making process using various tools.</p> <p>2. To make the students to comprehend the integration of various decisions, namely, Financing, Investing and Dividend with respect to the Finance function.</p> <p>3. To make the students to help all other functional areas of management in order to achieve wealth maximization.</p>	<p>CO1 Examine in detail the basic financial concepts in managerial decision making.</p> <p>CO2 Discuss the various Investment decisions taken by a firm.</p> <p>CO3 Relate the various decisions like Financing, Investing and dividend decisions.</p> <p>CO4 Analyze the Time Value of Money in all the financial decisions taken by a firm.</p> <p>CO5 Evaluate different methods to analyze the costs involved in business.</p> <p>CO6 Prepare oneself to become a Finance Professional by having the right foundation.</p>
10	Human Resource Management	<p>To help the students develop an understanding of the management of human resources and develop abilities and skills required to manage them.</p>	<p>CO1 Develop Integrated perspective on role of HRM in modern business.</p> <p>CO2 Plan HR and implement techniques of job design.</p> <p>CO3 Recruit, train and appraise the performance of employees</p> <p>CO4 Motivate and Maintain the Human Resource.</p> <p>CO5 Explain the concept of Human Resource management.</p> <p>CO6 Discuss the Recruitment process.</p>

11	Operations and Logistics Management	<ol style="list-style-type: none"> <li>1. Providing an introduction to the field of production, operations, and logistics.</li> <li>2. Making the learners understand the tools used for decision making in varied situations.</li> <li>3. Developing the skills to take decisions using problem solving and analytical methods.</li> </ol>	<p>CO1 Identify key decision areas in production, operations and distribution system (PODS).</p> <p>CO2 Understand the need, measurement techniques, and correction measures for quality.</p> <p>CO3 Apply appropriate tools, techniques, and methods for improving effectiveness</p> <p>CO4 Plan PODS in terms of location, layout, capacity, inventory, and mode of delivery.</p> <p>CO5 Recommend modifications on policies, procedures, and facilities as and when required.</p> <p>CO6 Formulate models and strategies for effective PODS.</p>
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12	Economic Environment and Entrepreneurship	<ol style="list-style-type: none"> <li>1. To understand the economic environment related to that of entrepreneurship.</li> <li>2. To understand the concept of entrepreneurship.</li> <li>3. To identify an opportunity so as to prepare them for venturing a business.</li> </ol>	<p>CO1 Assess the surrounding environment pertaining to the economic related aspects.</p> <p>CO2 Would be able to identify a problem relevant for a venture and understand the process of Ideation for a product.</p> <p>CO3 The candidate would be able to understand and prepare of a Minimum viable product.</p> <p>CO4 Would be able to prepare a Business Plan.</p> <p>CO5 Would be sensitized about various support and funding organization that are available in the starting a venture.</p> <p>CO6 The students will have a knowledge on the formalities to start and run the institution.</p>
13	Business Analytics	<ol style="list-style-type: none"> <li>1. Providing an introduction to data and on the field of business analytics.</li> <li>2. Creating awareness on various tools used to analyze the data.</li> <li>3. Developing the skills to derive inference to the results of the analyzed data.</li> </ol>	<p>CO1 Recognize the need and Importance of data and database management system</p> <p>CO2 Understand data structure and their malleability to different tools for analysis</p> <p>CO3 Compute results using various analytical tools</p> <p>CO4 Plan appropriate analytical tools with respect to the data structure and requirement</p> <p>CO5 Summarize the results derived from different software</p> <p>CO6 Create a system of analysis for</p>

			providing information to the decision makers.
14	Executive Communication – II (Practical)	<p>The course is designed to be operated as a practical performing course focused in enhancing the soft skills among the incumbent students and enable him to develop into an industry ready professional. The modules are designed in such to fulfill the mentioned need with the following objectives.</p> <ol style="list-style-type: none"> <li>1. To develop the skills of communication used in the business parlance and express in fearlessly in public.</li> <li>2. To sensitize on the current business happenings through regular reading and presentation in advance level on the current business news.</li> <li>3. To enable him to understand map his Strength and weakness and act on it to leverage the strength.</li> <li>4. To set his professional goals according to his capability, interest and opportunity those are available in his contemporary times.</li> <li>5. To identify and network with industry through industry mentors and sensitize him on his chosen industry.</li> <li>6. To understand the nuances of working in team group presentation and other related activity are</li> </ol>	<p>CO1 The student would be able to develop the skills of communication and understand the nuances of its usage in business.</p> <p>CO2 The student would be able to map his strength, interest and set a viable professional goal for his future career.</p> <p>CO3 The candidate would be able to think in his foot and express himself appropriately in any forum of business.</p> <p>CO4 The incumbent would be in a position to sensitize himself on his chosen industry by undertaking the communication assignment on continuous basis.</p> <p>CO5 The student would be able to network with industry by identifying industry mentors and constantly interact with them.</p>

		assigned on a continuous basis.	
15	Operations Research	<ol style="list-style-type: none"> <li>1. Introducing the concept and need of Optimization.</li> <li>2. Making the learners understand the methods to solve problems.</li> <li>3. Creating the skills of formulating situations in to solvable problems and solve them.</li> </ol>	<p>CO1 Locate the situations that require optimization.</p> <p>CO2 Associate the dependent variable with independent variables</p> <p>CO3 Construct the situation in to mathematical problem.</p> <p>CO4 Select appropriate tools, techniques, and methods for finding the optimum solution.</p> <p>CO5 Evaluate the results and convert the result in to practically implementable form.</p> <p>CO6 Devise a system for continuous monitoring and optimising situations.</p>
16	Legal Aspects of Business and Sustainable Environment	<ol style="list-style-type: none"> <li>1. To make the students to create knowledge on various laws related to business.</li> <li>2. To make the students understand the basic concepts, theories and functions of sustainability and environmental management with regard to the business entity and also to create knowledge on the ethical practices of doing a business.</li> </ol>	<p>CO1 Have knowledge on understandings on different laws of business.</p> <p>CO2 Possess insights &amp; awareness about various acts like consumer protection Act, Cyber Crimes, Intellectual Property Rights.</p> <p>CO3 Solve the business cases taking the vital real time examples of sustainability and its environment.</p> <p>CO4 Compare the various aspects of green management and corporate sustainability.</p> <p>CO5 Strategize the business and provide</p>

			consultancy for sustainable development focusing the environment and implement efficiently as per the theories and the practical relevance to practice business ethically.
17	Executive Communication – III (Practical)	<ol style="list-style-type: none"> <li>1. To make the students understand the basic nuances of communication used in the business parlance.</li> <li>2. To get acquainted to public speaking the students are made to present/express on business topics on regular basis.</li> <li>3. To sensitize on the current business happenings through regular reading and presentation on the current business news from business dailies.</li> <li>4. To think on his foot that is required for a business personality by enabling him to understand himself on his Strength and weakness</li> <li>5. To understand the nuances of working in team by making them participate and organize on team activity.</li> </ol>	<p>CO1 The student would be able to develop the skills of communication and understand the nuances of its usage in business.</p> <p>CO2 The student would be able to map his strength, interest and set a viable professional goal for his future career.</p> <p>CO3 The candidate would be able to think in his foot and express himself appropriately in any forum of business.</p> <p>CO4 The incumbent would be in a position to sensitize himself on his chosen industry by undertaking the communication assignment on continuous basis.</p> <p>CO5 The student would be able to network with industry by identifying industry mentors and constantly interact with them.</p>
18	Small Business Management	<ol style="list-style-type: none"> <li>1. To understand the role of small business.</li> <li>2. To understand the factors determining the preferences across different business.</li> <li>3. To assess the scopes and opportunities</li> </ol>	<p>CO1 Assess the surrounding environment pertaining to economic development related aspects</p> <p>CO2 Would be able to understand the</p>

		<p>available in small business.</p> <p>4. To facilitate the students experiment through case studies regarding small business.</p>	<p>nuances that are relevant of a small venture and the governmental policies impacting them.</p> <p>CO3 Understand the problems faced by small business and would be capable of devising the solution to manage them.</p> <p>CO4 The candidate would be able to understand and prepare strategies and plans pertaining to different functional areas.</p> <p>CO5 Would be able to understand the opportunities locally and globally.</p> <p>CO6 Would be able to understand the operational nuances of few select businesses.</p>
19	New Venture Creation	<p>1. To understand the nexus between entrepreneurship and personality.</p> <p>2. To understand the environment and identify opportunities for a new venture.</p> <p>3. To evaluate the new business opportunity and understand its feasibility.</p> <p>4. To understand the scopes of finances and create an appropriate business plan.</p> <p>5. To understand the role of team and optimum model for the operation of new venture</p> <p>6. To understand the legal requirements for the commissioning of the new business.</p>	<p>CO1 Would be able to understand and assess the basic facets related to entrepreneurship.</p> <p>CO2 Would be capable of scanning the surrounding environment and identify the potential opportunity.</p> <p>CO3 Would know the feasibility requirement and able to undertake the feasibility study.</p> <p>CO4 Able to understand the financial requirement, the sources and the perspectives of an investor.</p> <p>CO5 Able to raise the finance that is</p>

			required for the proposed business. CO6 Would be able to understand the legal formalities and protect the intellectual property pertaining to the new venture.
20	Social Entrepreneurship	<ol style="list-style-type: none"> <li>1. To understand the need and the opportunity for social entrepreneurship.</li> <li>2. To understand the social problems and generate the ideas for solving such problems.</li> <li>3. To understand the requirements that are required for making a social entrepreneurial project feasible.</li> <li>4. To understand and develop an appropriate business plan.</li> <li>5. To sensitize on the select successful social entrepreneurship cases within and outside the country.</li> </ol>	<p>CO1 Would be able to understand and assess the basic facets related to social entrepreneurship.</p> <p>CO2 Would be capable of scanning the surrounding environment and identify the potential social entrepreneurial opportunity.</p> <p>CO3 Would know the feasibility requirement and able to undertake the feasibility study for the social projects.</p> <p>CO4 Able to understand the challenges of a social project and develop an appropriate business plan.</p> <p>CO5 Would be able to understand the legal formalities in commissioning the social enterprises.</p>
21	Marketing for Entrepreneurs	<ol style="list-style-type: none"> <li>1. To understand the basics of marketing and strategy for entrepreneurs.</li> <li>2. To understand the customer expectation and the related nuances of marketing so as to market the product planed by the entrepreneur.</li> <li>3. To understand the competitive scopes and the options of pricing the product chosen by the</li> </ol>	<p>CO1 Would be able to understand and assess the basic facets of marketing and strategy making.</p> <p>CO2 Would be capable of understanding the customer expectation and the market nuances for successfully marketing the product.</p>



		<p>entrepreneur.</p> <p>4. To understand the channels of distribution and to design an optimum channel with appropriate strategy.</p> <p>5. To understand the nuances of branding and promotion of the product proposed by the entrepreneur.</p> <p>6. To understand the components of a marketing plan for the identified product.</p>	<p>CO3 The candidate would be capable of figuring out the competition in the market and fix the prices for his/her product appropriately.</p> <p>CO4 The student would be able to develop a distribution channel for his business individually.</p> <p>CO5 The student would be able to develop branding and promotion strategy pertaining.</p> <p>CO6 Capable of developing an overall marketing plan for the identified products.</p>
22	Startup Policies And Procedures	<p>1. To understand the innovation and its role in entrepreneurship development.</p> <p>2. To understand about the startup and its nuances.</p> <p>3. To understand the business incubator and its types.</p> <p>4. To know the process of developing a business plan.</p> <p>5. To understand the funding scopes and the institutions for funding startups in India.</p> <p>6. To understand the cases on successful startups.</p>	<p>CO1 Will know on the innovation, its types and its role in entrepreneurial development.</p> <p>CO2 Would be able to understand the nuances that are relevant start up and its related aspects.</p> <p>CO3 Will be knowing the concept of business incubator, its types</p> <p>CO4 Will be able to develop business plan and the know the process of registration of a firm.</p> <p>CO5 Would be knowing the different funding agencies and identify suitable institution for funding his/her project.</p> <p>CO6 Would be knowing the successful startup cases around the world.</p>

23	Financial Institutions, Markets And Services	<p>1. To make the students to understand the dynamics of the Indian Financial System and make them ready to work in it.</p> <p>2. To make the students to compare various Financial Institutions, Markets and Services which are available for an investor.</p>	<p>CO1 Examine in detail the basic concepts in Financial System.</p> <p>CO2 Describe the structure and functions of the financial markets, institutions and services</p> <p>CO3 Solve the business dilemmas by choosing the best financial instrument.</p> <p>CO4 Compare and Contrast the various aspects of various Financial Markets and services.</p> <p>CO5 Evaluate different to analyze the various strategies used in business.</p> <p>CO6 Integrate the market conditions and the opportunities to take firm level decisions.</p>
24	Security Analysis And Portfolio Management	<p>1. To make the students to describe the Indian Securities Market, functions of SEBI and the various Investment theories.</p> <p>2. To make the students to identify the best investment avenue by measuring the risk – return trade off. Compare various market conditions and resource utilization.</p>	<p>CO1 Examine in detail the basic concepts in management of Investment.</p> <p>CO2 Describe the investor behaviour and how the market behaves because of the investors.</p> <p>CO3 Choose the best investment avenue using Portfolio Management theories.</p> <p>CO 4 Compare and Contrast the various investment avenues.</p> <p>CO5 Evaluate different methods to analyze the risk return trade off using Technical Analysis.</p> <p>CO6 Integrate the Investor behaviour and</p>

			the market conditions to take investment decisions.
25	Working Capital Management	<p>1. To make the students to describe the various concepts of Asset Liability Management and apply them in the corporate to take liquidity-oriented decisions.</p> <p>2. To make the students to forecast the working capital needs of a firm make appropriate resource utilization decisions.</p>	<p>CO1 Examine in detail the basic concepts in working capital management.</p> <p>CO2 Describe the various types and aspects of Working Capital Management.</p> <p>CO3 Solve the business dilemmas using Working Capital decisions.</p> <p>CO4 Compare and Contrast the various aspects of the Working Capital.</p> <p>CO5 Evaluate different methods to analyze the Working Capital requirement of a firm.</p> <p>CO6 Integrate the liquidity position and financial market conditions.</p>
26	Mergers And Acquisitions	<p>1. To understand the role of mergers and acquisitions in the business and to develop knowledge on various financial methodology of valuation.</p> <p>2. To know the significance M&amp;A in time value of money, decision making and to develop an ability to make certain important decisions relating to M&amp;A, Restructuring and takeover.</p>	<p>CO1 Examine in detail the basic concepts in mergers and acquisitions.</p> <p>CO2 Describe the various strategies involved in making a corporate marriage successful.</p> <p>CO3 Solve the dilemmas of whether to continue or close the business.</p> <p>CO4 Compare and Contrast the various aspects of the Corporate Structure.</p> <p>CO5 Evaluate different methods to analyze the various strategies used in mergers.</p> <p>CO6 Integrate the investors' wealth</p>

			maximization with company's profitability and decide.
27	International Financial Management	<p>1. To make the students to describe the importance of multinational trade and the financial aspects related to the same.</p> <p>2. To make the students to compare various documents used in International trade and the foreign exchange market and its developments.</p>	<p>CO1 Examine in detail the basic concepts in international trade.</p> <p>CO2 Describe the documents and INCO terms used in international trade.</p> <p>CO3 Solve the business dilemmas by using the appropriate shipping documents.</p> <p>CO4 Compare and Contrast the various aspects of the International Market Conditions.</p> <p>CO5 Evaluate the functions of different Institutions in the International Scenario.</p> <p>CO6 Integrate the Financial Management and International Finance concepts.</p>
28	Knowledge Management	The course is aimed at equipping the students with competencies to manage themselves in organizations with a scientific outlook towards knowledge management	<p>CO1 Know the knowledge management with different strategic dimensions.</p> <p>CO2 Analyse the knowledge management system process and implementation model and KM architecture.</p> <p>CO3 Explain the various models of Knowledge Management.</p> <p>CO4 Understand to align the KM in organizations.</p> <p>CO5 Implement the various tools and techniques in KM.</p> <p>CO6 Know the various Measurement systems for KM.</p>

29	Performance Management	The course is aimed at providing students practical skills in performance management and appraisal concepts and practices which are relevant to the development, implementation and maintenance of effective policies, procedures and practices in the management of performance.	<p>CO1 Explain the purpose of a Performance Management System.</p> <p>CO2 Identify the different types of reward systems and performance appraisals.</p> <p>CO3 Analyse the performance through various measuring tools.</p> <p>CO4 Understand the implementation of various Performance Appraisal Methods</p> <p>CO5 Outline the process of designing and implementing a performance management system.</p> <p>CO6 Developing and implementing performance consultation.</p>
30	Training and Development	<ol style="list-style-type: none"> <li>1. To implement learning theories and apply them in training delivery</li> <li>2. To demonstrate use of various training methods in conducting training programs</li> <li>3. To identify training needs, design and develop appropriate training programs and implement them</li> <li>4. To evaluate training programs and the return on investment made in training</li> </ol>	<p>CO1 Understand basic concepts associated with learning process, learning theories, training and development.</p> <p>CO2 Understand training needs, identification of training needs, training processes, training methods and evaluation of training.</p> <p>CO3 Emerging trends in training and development.</p> <p>CO4 Relevance and usefulness of training expertise in the organizational work environment.</p> <p>CO5 Summarize the concepts of E-learning.</p> <p>CO6 Learn how design a training module</p>

			and execute it.
31	Organisational Change and Development	<ol style="list-style-type: none"> <li>1. To know the process of implementing change</li> <li>2. To learn about the Technological change</li> <li>3. To asses development after change</li> </ol>	<p>CO1 To understand and manage organizational change.</p> <p>CO2 To discuss the success and failure of systems development.</p> <p>CO3 To understand clear vision about organizational change sustainable.</p> <p>CO4 To determine conflict resolution</p> <p>CO5 To correlate evolutionary &amp; revolutionary change.</p> <p>CO6 To develop organizational performance.</p>
32	Human Resource Information System	The course is aimed at knowing about the Human Resource Information System, implementing HRIS in HRM practices and to learn the implementation and usage of HRIS Software packages.	<p>CO1 Explain what an Information System is, its functions and applications.</p> <p>CO2 Understand the HRIS Data Management.</p> <p>CO3 Identify the various modules of HRIS.</p> <p>CO4 Evaluate the results of the training.</p> <p>CO5 Discuss the various ethical and legal considerations for HRIS.</p> <p>CO6 Understand the usage of various HRIS-Software Packages.</p>
33	Social Media Marketing	<ol style="list-style-type: none"> <li>1. To make the students to create knowledge on different trends in social media and its advantages</li> <li>2. To make the students to compare and assess the different marketing strategies based on social</li> </ol>	<p>CO1 Understand in detail the basics of Social Media Marketing.</p> <p>CO2 Knowledge about the types and platforms and its functions with respect to social media marketing.</p>

		media with real time case studies	CO3 Solve the business cases taking the vital real time examples. CO4 Compare the various aspects of different featured Apps. CO5 Evaluate different methods to formulate the strategies used in business.
34	Integrated Marketing Communication	<ol style="list-style-type: none"> <li>1. To understand the different concepts, strategies and theories of marketing communication that an organization can pursue.</li> <li>2. To know the latest trends that exists in terms of promotional strategies practiced by the companies.</li> <li>3. To understand and apply the latest strategies adopted by the company through case discussions.</li> <li>3. To formulate the marketing strategies on the basis of the different promotional concepts.</li> </ol>	CO1 Understand the basics of marketing communication concepts. CO2 Know the different types of promotional mix that can be adapted by the organization. CO3 Different influential factors in terms of selection of the promotional tools. CO4 Knowledge of the existing marketing promotions and its usage. CO5 Practical understanding through survey to know the real operations of the promotional schemes. CO6 Formulate marketing strategies based upon the understanding of the marketing communication solutions through real time situations.
35	Marketing Research	<ol style="list-style-type: none"> <li>1. To understand the different concepts, strategies and theories of marketing research that an organization can practice.</li> <li>2. To know the applications of the marketing research based on the types of business.</li> <li>3. To develop more knowledge in current</li> </ol>	CO1 Understand marketing research concepts. CO2 Know the different types of data and sampling procedures to practice. CO3 Understand and apply different analytical techniques and methods.

		<p>research methodologies.</p> <p>4. To learn the practical through real time survey upon cases.</p>	<p>CO4 Knowledge of the current research methodology procedures.</p> <p>CO5 Know how of data analysis and interpretation of results.</p> <p>CO6 Applying research concepts by undergoing project works.</p>
36	Consumer Behaviour	<p>1. To understand the concepts of consumer behaviour.</p> <p>2. To understand and apply the factors which influence the purchasing decision, usage decision and the post purchase decision of the consumers.</p>	<p>CO1 Understand the basics of consumer behaviour.</p> <p>CO2 Understand and assess the different types of consumers and their decision-making skills to prefer and purchase products.</p> <p>CO3 Different factors like motivation, perception of a customer which influences the purchase decisions.</p> <p>CO4 Knowledge of the organizational consumers and their preferences.</p> <p>CO5 Practical survey to know the awareness and preferences of consumers.</p> <p>CO6 Formulate different behavioral decision strategies based upon the real time problems.</p>
37	Product and Brand Management	<p>1. To understand the different concepts, strategies and theories related to products and branding.</p> <p>2. To know the real time applications of the product and its evolution and brand management.</p>	<p>CO1 Understand the concepts of product and brand management.</p> <p>CO2 Know the various stages of product development and its success.</p> <p>CO3 Understand and apply different concepts of product design and branding</p>



		3. To develop more knowledge in current trends through real cases.	techniques. CO4 Knowledge of the current product and branding trends. CO5 Knowledge of brand development and goodwill of the brands. CO6 Applying the course concepts through case discussions.
38	Sales and Distribution Management	1. To explore and understand the different techniques of selling and distribution of products. 2. To know the real time applications of sales and distribution strategies. 3. To develop more knowledge towards applying the strategies of sales and distribution by understanding the real cases.	CO1 Understand the concepts of sales and distribution management. CO2 Know the various techniques of sales and distribution of benefits. CO3 Understand and apply different sales and distribution strategies. CO4 Knowledge of the current trends. CO5 Refresh the knowledge through real case discussions. CO6 Formulate sales techniques and distribution strategies based on the product types.
39	Production Planning and Control	1. Introducing the concept of estimating quantum of production. 2. Making the skills to know the important aspects and their impact on quantity and quality. 3. Enable the learners to plan the production system.	CO1 Recognise different form of production system and their need. CO2 Understand the production process and the requirements. CO3 Calculate the required materials and plan for their maintenance. CO4 Plan the schedule for production. CO5 Evaluate the quality of the input, process, and output of the production

			system. CO6 Formulate monitoring and improvement system for production.
40	Materials and Maintenance Management	<ol style="list-style-type: none"> <li>1. Introducing the need for classifying and maintaining of materials.</li> <li>2. Making the learners understand the quality maintenance and rationing of materials.</li> <li>3. Create the skills in the learners to plan for the system for quality material supply.</li> </ol>	<p>CO1 Recognise the relationship of availability of material and production system.</p> <p>CO2 Understand the importance of classification for material.</p> <p>CO3 Develop a system for procurement and vendor management.</p> <p>CO4 Plan the maintenance system for materials.</p> <p>CO5 Decide on a proper storage and maintenance of materials.</p> <p>CO6 Design reevaluating the system for improvement.</p>
41	Total Quality Management	<ol style="list-style-type: none"> <li>1. Introducing the concept of total quality.</li> <li>2. Making the learners understand the quality management techniques.</li> <li>3. Create the skills in the learners to plan the system for quality management.</li> </ol>	<p>CO1 Recognise the importance of the quality in the product.</p> <p>CO2 Understand the methods and techniques to be used for achieving quality.</p> <p>CO3 Plan the quality policy for each stage of the production.</p> <p>CO4 Develop a system for monitoring the quality at various stages of production.</p> <p>CO5 Predict the quality improvement against the standards.</p> <p>CO6 Design a model for the quality</p>

			management.
42	Facilities Location and Process Design	<p>1. Introducing the various variables affecting the location.</p> <p>2. Making the learners know the designing of the process.</p> <p>3. Create the skills in the learners to design a process in the selected location.</p>	<p>CO1 Recognise the variables affecting the location decision.</p> <p>CO2 Associate the design with the process required.</p> <p>CO3 Examine the applicability of different machines and tools and the layout.</p> <p>CO4 Calculate the cost for the process of production.</p> <p>CO5 Develop strategy for the production process.</p> <p>CO6 Formulate a model for analyse the quality to find the scope for improvement.</p>
43	Fundamentals of Shipping Business	<p>1. Students know the basic knowledge on the concepts of shipping business&amp; the trade routes and types of ships used for transportation as well as understand the marine insurance functioning and the concept of commercial private and public companies' liabilities.</p>	<p>CO1 Examine in details about fundamental concepts of shipping business.</p> <p>CO2 Describe the different types of trade vessels, carriers and tankers, containerships etc.</p> <p>CO3 Prepare liner and tramps in major trade routes with types of ships used for transportation.</p> <p>CO4 Understand the ship operations management and charter preparation in shipping business</p> <p>CO5 Analyse and evaluate Hague or Hamburg rules using marine insurance</p>

			and BIMCO. CO6 Prepare the private and public limited commercial companies' liabilities under shipping business.
44	Maritime Economics	This course provides to understand the cost analyses of shipping industry with various economic factors influencing.	CO1 Students should understand basic knowledge about shipping industry demand and supply based on cost analysis. CO2 To learn about shipping affecting factors of productivity measure through elasticity of supply. CO3 To analyze & evaluate the determination of equilibrium pricing in various segments. CO4 To analyses the structure of competitive markets in shipping operations. CO5 To know the impact factors from political, environmental and pricing behaviour. CO6 To evaluate the determining economic factors impacts on shipping business.
45	Export and Import Management	This course outlines students can able to understand easily about export and import procedure and insurance policy on pre & post shipment financing methods.	CO1 Students should understand the basic concept of export preparation methods and registration formalities. CO2 Students should remember the shipment documentations framework and

			<p>type of contracts.</p> <p>CO3 Students should analyze the pre-post shipment finance methods and negotiations with bank.</p> <p>CO4 Students can evaluate the quality control methods under clearance of cargo in pre-shipment inspection.</p> <p>CO5 Students should assess the customs clearance of EXIM cargo and its types of risk.</p> <p>CO6 Students should also understand insurance policy of export contract.</p>
46	Supply Chain and Logistics Management	<p>1. The course aims at providing inputs on different concepts in delivering the goods and services to the end consumer.</p> <p>2. This course is intended to provide an understanding of the components and processes of supply chain and logistics management as well as the performance drivers of supply chain. It is also intended to help the students to learn about logistics, transportation, warehousing and outsourcing decisions.</p>	<p>The students understand the concepts so as to take correct decision on the supply chain in the organization.</p> <p>CO1 Understand the basic framework of supply chain management and in the new era.</p> <p>CO2 Remember the supply chain forecast demand decisions with legal aspects.</p> <p>CO3 Knowledge about distribution, warehousing and its roles in strategic planning with supply chain.</p> <p>CO4 Analyze the competency using materials management methodologies.</p> <p>CO5 Evaluate organization infra-networks and select transportation modes.</p> <p>CO6 Assess the strategic role of global</p>

			logistics in the current scenario.
47	Systems Analysis and Design	The main objective of this course is to provide knowledge of different concepts of system analysis and design so that students will be able to develop information systems using different methodologies, tools, techniques, and approaches.	CO1 Able to remember the concepts of system analysis and design. CO2 Understand feasibility studies and development strategies. CO3 Construct process and data models. CO4 Produce a system design satisfying requirements and constraints. CO5 Understand systems implementation processes. CO6 Become a system analyst.
48	Database and Information Management System	This course explains the formats of different databases and the methods to derive information from the data.	CO1 Ability to recall the basic concepts and terms related to database and information management system. CO2 Understand and create conceptual database models utilizing entity-relationship modeling. CO3 Understand and apply the concept related with data model. CO4 Analyze the query processing and query cost. CO5 Evaluate how database applications are applied to different functional areas. CO6 Develop solutions using database concepts for real time requirements.
49	Internet and Intranet Technology Management	This course introduces the technology that helps to manage the data and its flow.	On successful completion of the course, the students will be able to attain CO: CO1 Ability to recall the basic concepts

			<p>related to internet and internet.</p> <p>CO2 Understand the fundamentals of network technologies.</p> <p>CO3 Apply the popular programming languages for web development.</p> <p>CO4 Analyze the cyber security needs of an organization.</p> <p>CO5 Design E-Commerce websites.</p> <p>CO6 Create the effective web applications for business functionalities using latest web development platforms.</p>
50	Strategic IT Consulting	This course is designed to introduce the field of IT consultancy and the techniques used for the consultancy.	<p>CO1 Ability to recall the basic concepts and terms related to IT consultancy.</p> <p>CO2 Critically analyzing business situations and problems and understanding the role that information technology can play a role in solving the issues.</p> <p>CO3 Identification of suitable and accurate sources of information and data gathering.</p> <p>CO4 Analyze the effective client relationship management.</p> <p>CO5 Evaluate the role and influence of ethics in professional consulting.</p> <p>CO6 Students can become a good IT consultant.</p>
51	Strategic Management	1. To acquire an understanding of various	CO1 Understand the basic concepts and

		<p>concepts and perspectives in the strategic management process.</p> <p>2. To develop the requisite skills for application of these concepts in solving the business problems</p>	<p>characteristics of business strategies.</p> <p>CO2 Understand and assess the different environmental factors decide the formulation of strategies.</p> <p>CO3 Different factors which influences the competitiveness of the organisation.</p> <p>CO4 Knowledge of the strategic alternatives.</p> <p>CO5 Knowledge of strategic analysis and its performance.</p> <p>CO6 Understand strategic control and formulating strategies through real case situations.</p>
52	Management Information System	<p>1. The students can understand the role of information systems in the current scenario of businesses.</p> <p>2. Gain knowledge of electronic office, e-commerce, e-business, and tools and technologies for collaboration and social business.</p> <p>3. To know the management information system in functional areas of business.</p> <p>4. To understand DSS components and Describe structure of DSS components.</p> <p>5. To know the current issues in information systems, including security, privacy, and ethics.</p>	<p>CO1 Recall the concepts of management information systems.</p> <p>CO2 To enable students to understand the electronic office, e-commerce, e-business, and tools and technologies for collaboration and social business.</p> <p>CO3 Recognize how an information system is applied to different functional areas such as marketing, production, human resources, accounting, and finance.</p> <p>CO4 The students are able to understand the models and analysis in decision support systems.</p> <p>CO5 Explain the cybercrime prevention and detection.</p>



			CO6 Apply the understanding of how various information systems work together to accomplish the information objectives of an organization.
53	Family Business Management	<ol style="list-style-type: none"> <li>1. To understand the basics of family business.</li> <li>2. To understand the unique situations and issues faced by the family business.</li> <li>3. To understand the governance issues and behavioural issues of family business.</li> <li>4. To identify the suitable business models for effectively managing the family business.</li> <li>5. To understand the nuances related to the succession of family business.</li> <li>6. To understand the changing role and status of family business.</li> </ol>	<p>CO1 Would be able to understand and assess the basic faces of family business.</p> <p>CO2 Would be capable of understanding the situations and issues faced by the family business.</p> <p>CO3 The candidate would be capable of understanding the governing and behavioural issues of a family business.</p> <p>CO4 The student would be able to develop an appropriate business model for family business.</p> <p>CO5 The student would be able to understand the succession related issues and would be able to devise appropriate succession strategy.</p> <p>CO6 The learner would be able to understand the change in role of family business.</p>
54	Innovation and Intellectual Property Protection	<ol style="list-style-type: none"> <li>1. To make the student understand the basics of innovation.</li> <li>2. To help the students to understand the necessity of IPR</li> <li>3. To sensitize the student on the various aspects of Copy right.</li> </ol>	<p>CO1 Would be able to understand the basic facets of innovation.</p> <p>CO2 Would be capable of understanding the importance of IPR.</p> <p>CO3 The students would be able to know the utility of copyright.</p>

		<p>4. To brief the student on the various aspects of Patent.</p> <p>5. To explain the student the different aspects of Trademarks.</p> <p>6. To educate the students on the aspects related to GI.</p>	<p>CO4 The learners at the end will be able to know the importance and do the required for obtaining patent.</p> <p>CO5 The candidates at the end would know the importance of Trademarks and develop the same.</p> <p>CO6 The students would be able to know the importance and uses of GI.</p>
55	Rural Entrepreneurship	<p>1. To introduce the concepts associated with the basics of rural entrepreneurship.</p> <p>2. To educate on the role of rural entrepreneurship in rural development.</p> <p>3. To expose on the scopes of micro entrepreneurship and help identify project ideas.</p> <p>4. To help scan the rural environment for understanding the requirements of other functional areas of business.</p> <p>5. To educate on the various schemes, policies and support institutions available for rural entrepreneurs.</p> <p>6. To expose on the challenges associated in rural entrepreneurship through select cases.</p>	<p>CO1 Would be able to understand the basic facets of rural entrepreneurship.</p> <p>CO2 Would be able to comprehend the role of entrepreneurship and rural development.</p> <p>CO3 Would be capable of generating suitable ideas for rural entrepreneurship.</p> <p>CO4 Would be able to understanding the environment associated with the rural locality and strategize accordingly.</p> <p>CO5 Would be possible to make use of various schemes, policies and support institutions prevailing for rural entrepreneurs and promote the ventures.</p> <p>CO6 Would understand the challenges of rural business institutions through real time cases.</p>
56	Entrepreneurial Finance	<p>1. To expose the valuation of firm to the learners.</p> <p>2. To introduce the concepts related to the</p>	<p>CO1 Would be able to understand the basic of valuing the firms.</p> <p>CO2 The students could be capable of</p>

		<p>analysis of financial statements.</p> <p>3. To educate on the capital budgeting decisions.</p> <p>4. To teach on the nuances related to venture capital, IPO and other financing options.</p> <p>5. To train the candidate on the methods of financial forecasting required for a new entrepreneur.</p> <p>6. To expose on the challenges in operation, exit or liquidation of a unviable firm.</p>	<p>analyzing the financial statements.</p> <p>CO3 The candidates will be able to decide on projects by apply the concepts of capital budgeting.</p> <p>CO4 The students would be able to understand about venture capital, IPO and the financing options available for entrepreneurs.</p> <p>CO5 The candidate will be able to forecast on the financials of venture.</p> <p>CO6 The candidates would be in a position to decide on the future of the organization and exit if required.</p>
57	Entrepreneurship Support System	<p>1. To understand various domains of entrepreneurship ecosystem.</p> <p>2. To understand the role and support of government in the promotion of entrepreneurship.</p> <p>3. To know the feature and important provisions of MSME Act 26.</p> <p>4. To get exposed on the various institutions that supports the cause of entrepreneurship.</p> <p>5. To get the knowledge related to the role and function of education and training institutions in the promotion of entrepreneurship.</p> <p>6. To know the institutions available for financing the entrepreneurial ventures.</p>	<p>CO1 Would be able to understand the various domains of entrepreneurial ecosystem.</p> <p>CO2 Would be capable of understanding the role of government in the support of entrepreneurial cause.</p> <p>CO3 Would know the features and provision of MSME Act 2006.</p> <p>CO4 Would know about the institutions that supports the cause of entrepreneurship.</p> <p>CO5 Would be able to know the activities and functions of education and training institutions in supporting the entrepreneurial cause.</p>

			CO6 Able to understand the financial institutions that support the entrepreneurs
58	Digital Finance	<p>1. To make the students to describe various developments in the Finance arena through the FinTech revolution.</p> <p>2. To make the students to compare and contrast the opportunities and challenges in integrating modern technology and conservative banking practices.</p>	<p>CO1 Examine in detail the basic concepts in FinTech and its various aspects.</p> <p>CO2 Describe the recent developments in Artificial Intelligence and Machine Learning.</p> <p>CO3 Solve the business risks involved in transforming to a new finance platform.</p> <p>CO4 Compare and Contrast the various aspects of the Fintech and Techfin Companies.</p> <p>CO5 Evaluate the Blockchain technology to analyze the various strategies used to cope up.</p> <p>CO6 Integrate the investor behavior and the economic conditions with technology.</p>
59	Behavioural Finance	<p>1. To make the students to describe the Behavioral aspects of Finance.</p> <p>2. To make the students to compare and contrast the differences between Standard Finance and Behavioral Finance.</p>	<p>CO1 Examine in detail the basic concepts in Behavioral Finance.</p> <p>CO2 Describe the Investor behavior and how the market behaves because of the biases.</p> <p>CO3 Solve the business dilemmas arising due to the Investors' irrational behavior.</p> <p>CO4 Compare and Contrast the impact of rational and irrational behavior of investors.</p> <p>CO5 Evaluate different biases based on</p>

			different Behavioral theories. CO6 Integrate the investor behavior and the market conditions to make good investments.
60	Project Finance	<p>1. To make the students to describe various aspects of Project Management and its stages.</p> <p>2. To make the students to evaluate and choose the best project and implement them using optimization techniques and financial decision making.</p>	<p>CO1 Examine in detail the basic concepts in Project Finance.</p> <p>CO2 Describe planning, evaluating and decision making based on financial prudence.</p> <p>CO3 Solve the business dilemmas using the Optimization Techniques.</p> <p>CO4 Compare and Contrast the various aspects of the choosing the right project profitably.</p> <p>CO5 Evaluate different methods to analyze the various strategies used to select a project.</p> <p>CO6 Integrate the team building skills and financial decision-making skills.</p>
61	Strategic Financial Management	<p>1. To make the students to describe various strategic perspectives of decision making with special reference to Financial Management.</p> <p>2. To make the students to apply the knowledge gained in Financial Management and Strategic Management and take a comprehensive wealth maximization decision.</p>	<p>CO1 Examine in detail the basic concepts in financial modelling.</p> <p>CO2 Describe the various techniques available for making financial decisions for the future.</p> <p>CO3 Solve the business problems using risk management tools.</p> <p>CO4 Compare and Contrast the various policies of Dividend.</p>

			CO5 Evaluate different methods to analyze the various strategic decisions. CO6 Integrate the quantitative methods and forecasting techniques in decision making.
62	Commodities and Financial Derivatives	1. To make the students to describe various hedging techniques available for risk management in Finance. 2. To make the students to compare various hedging tools for taking effective risk management decisions.	CO1 Examine in detail the basic risk management techniques in International Finance. CO2 Describe the pros and cons of each hedging tool available for a treasury manager. CO3 Solve the problems using Foreign Exchange Arithmetic. CO4 Compare and Contrast the various hedging tools. CO5 Evaluate and analyze the various hedging techniques and choose the best. CO6 Integrate the risk return trade off techniques and the hedging tools to minimize risk.
63	Cross Cultural and Diversity Management	1. To understand basic aspects of culture. 2. To learn communication strategies to be adopted across culture. 3. To know cross cultural issues in organization.	CO1 To understand cultural implications. CO2 To learn to retain culturally different employees. CO3 To Manage cultural issues. CO4 To Estimate employee relationship. CO5 To Managing cultural diversity in global business. CO6 To convince multicultural societies.

64	Compensation and Reward Management	<p>1. To familiarize the students with the dynamics of wage and salary administration and current trends in India.</p> <p>2. To learn about the Compensation design and to know about the Laws regarding compensation.</p>	<p>CO1 To develop basic skills in developing, job description, pay structure and performing job analysis.</p> <p>CO2 To understand the legal and regulating aspects of Compensation and benefit.</p> <p>CO3 To analyze and apply theoretical and practical approaches of various Compensation issues.</p> <p>CO4 To learn basic Compensation concepts of payment and Employee Benefits issues.</p> <p>CO5 To recognize the legally required employee benefits.</p> <p>CO6 To illustrate different ways to strengthen the pay for –performance link.</p>
65	Managerial Counselling and Negotiation Skills	The course is aimed at promoting counselling skills and to provide required skills in negotiation.	<p>CO1 Explain the counselling process and its stages.</p> <p>CO2 Understand the need for workplace counselling.</p> <p>CO3 Discuss the characteristics and multiple roles of Workplace counsellors.</p> <p>CO4 Solve the various issues at Workplace.</p> <p>CO5 Discuss the various situations in which counselling is needed.</p> <p>CO6 Understand the need for negotiation skills in Managers.</p>

66	Strategic Human Resource Management	<p>1. The objective of this course is to develop a theoretical and practical understanding of the role of HR professionals as a strategic partner in organizations and it is designed to provide linkages of business strategy to HR strategies- Policies and Systems.</p> <p>2. Provides insights on how to develop and formulate strategies and programs to introduce and sustain competitive HR advantage in organizations and Focuses on the best practices, tools and models to implement an effective HRM system.</p>	<p>CO1 Integrate HR with the Business Strategy</p> <p>CO2 Develop competency to enhance Employee Development.</p> <p>CO3 Understand the various strategies in an organisation.</p> <p>CO4 Understand HR perspective of other functional units.</p> <p>CO5 Gain rational ability to manage performance strategically.</p> <p>CO6 Developing competencies to implement global HR practices.</p>
67	Contemporary Employment Relations	<p>The course is aimed at providing students knowledge about the nature and future prospects of Employment Relations and also familiarize them on the contemporary issues.</p>	<p>CO1 Explain Employment Relations and its nature.</p> <p>CO2 Identify the different types of employment relationships.</p> <p>CO3 Analyse the various theories of employment relations.</p> <p>CO4 Understand the ways to handle Grievance and Discipline.</p> <p>CO5 Outline the process of managing employment relations CO6 Deal with the contemporary issues.</p>



68	Rural Marketing	<p>1. To understand the rural market set up in India and explore the potential for various brands and products.</p> <p>2. To know the importance and to learn how to frame rural marketing strategies and its influence in business.</p>	<p>CO1 Understand the basics of rural marketing and its necessity.</p> <p>CO2 Assess the rural market buyer's intention of purchase of various products.</p> <p>CO3 Different factors which influences the availability of products and purchase decisions.</p> <p>CO4 Knowledge of the existing rural market situations about the businesses.</p> <p>CO5 Practical survey to know the awareness and intention of rural market and its preferences.</p> <p>CO6 Formulate different rural marketing strategies based upon the real time problems.</p>
69	Strategic Marketing	<p>1. To understand the concepts of strategic marketing and its effective implementation.</p> <p>2. To know the retailing nuances to do better and optimum business.</p>	<p>CO1 Understand the basics of marketing strategies.</p> <p>CO2 Understand the various methods to implement the strategy effectively.</p> <p>CO3 Explore the different techniques to know the competitors' strategies.</p> <p>CO4 Knowledge of the success stories due to effective strategic marketing implementation.</p> <p>CO5 Practical understanding of the customers' likely strategies.</p> <p>CO6 Develop more knowledge through case discussions.</p>

70	Green Marketing	<p>1. To understand the impact on environmental degradation due to marketing practices and develop knowledge on green marketing practices.</p> <p>2. To know the importance and to understand and practice the alternative marketing practices to reduce the environmental degradation in order to protect the environment</p>	<p>CO1 Understand the details of green marketing concepts.</p> <p>CO2 Explore the different marketing sources for environmental degradation.</p> <p>CO3 Rethink the necessity of using the societal based marketing strategies.</p> <p>CO4 Knowledge of global environmental marketing practices and the types of consumers.</p> <p>CO5 Practical survey to know the awareness and intention of green products and its preferences.</p> <p>CO6 3Rs to suggest alternative environment friendly practices for better earth.</p>
71	Retail Management	<p>1. To understand the concepts and types of retailing and its formats in India and to assess the possibilities of different alternatives.</p> <p>2. To know the retailing nuances to do better and optimum business.</p>	<p>CO1 Understand the basics of retail functions and its necessity.</p> <p>CO2 Understand and assess the different types of retailing and its necessity of managing as per the types.</p> <p>CO3 Different factors which influences the availability of layouts and purchase decisions.</p> <p>CO4 Knowledge of the retail consumers and strategies to increase the customer base.</p> <p>CO5 Practical survey to know the awareness and preferences of retail</p>

			formats. CO6 Formulate different retail management decisions based upon the real time problems.
72	Services Marketing	<ol style="list-style-type: none"> <li>1. To explore the different kinds of services operated in the world and their success.</li> <li>2. To know and understand the concepts of services marketing.</li> <li>3. To assess and frame the strategies for successful service-oriented businesses.</li> </ol>	<p>CO1 Understand the basics of services and its marketing strategies.</p> <p>CO2 Understand and assess the different types of services and its marketing significance.</p> <p>CO3 Different factors which influences the preference by the customers among the service providers.</p> <p>CO4 Knowledge of the service consumers and the different strategies to increase the customer base.</p> <p>CO5 Practical survey to know the awareness and preferences of different services.</p> <p>CO6 Formulate different services marketing strategies based upon the real time business problems.</p>
73	Marketing Metrics	<ol style="list-style-type: none"> <li>1. To understand the different ways to assess the marketing performance of the businesses.</li> <li>2. To know the significance of the different parameters to assess the marketing metrics.</li> <li>3. To formulate the marketing strategies on the basis of the metrics.</li> </ol>	<p>CO1 Understand the basics of marketing performance.</p> <p>CO2 Assess the various parameters considered to evaluate the marketing performance.</p> <p>CO3 Different factors and perspectives which influences the performance.</p>

			<p>CO4 Knowledge of the existing marketing metrics and its usage.</p> <p>CO5 Practical survey to understand and implement the other metrics based upon the situations.</p> <p>CO6 Formulate marketing strategies based upon the understanding of the marketing metrics through real time situations.</p>
74	Retail Store and Mall Operations Management	<ol style="list-style-type: none"> <li>1. Introducing the concept of small and large retail system.</li> <li>2. Making the learners understand the processes involved in retailing.</li> <li>3. Create the skills in the learners to monitor and optimize the resources available.</li> </ol>	<p>CO1 Visualise different types of retail formats and their scope.</p> <p>CO2 Understand the operations in different formats of retail.</p> <p>CO3 Employ the required techniques for managing the layout.</p> <p>CO4 Plan the recourses required for managing the retail store / Mall.</p> <p>CO5 Develop model for replenishment and replacement of stock.</p> <p>CO6 Create a system for continuous evaluation of performance and corrective measures.</p>
75	Computer Manufacturing Integrated	<ol style="list-style-type: none"> <li>1. Introducing the concept of computer integrated manufacturing.</li> <li>2. Making the learners understand the basic requirements for CIM.</li> <li>3. Create awareness on latest developments in</li> </ol>	<p>CO1 Identify the scope for CIM.</p> <p>CO2 Understand the system requirements.</p> <p>CO3 Employ appropriate technology for production.</p> <p>CO4 Device a system for manufacturing.</p>

		technology.	CO5 Compare the existing and new updation and the benefits. CO6 Create sensitiveness in the learners on the need for updating the system.
76	Value Engineering	<ol style="list-style-type: none"> <li>1. Introducing the concept and need for value engineering.</li> <li>2. Making the learners understand the process of value engineering.</li> <li>3. Building consciousness to the learners on requirement of continuous improvement.</li> </ol>	CO1 Identify the scope for value engineering. CO2 Understand the techniques for creativity required for value engineering. CO3 Choose appropriate function to be attended for value engineering. CO4 Analyse the existing technology, design, function, etc and that of the proposed. CO5 Prepare institutional budget for value engineering. CO6 Create a model for the process of value engineering.
77	Project Management	<ol style="list-style-type: none"> <li>1. Introducing the concept of project management.</li> <li>2. Making the learners understand the important subthemes in project management.</li> <li>3. Crating knowledge for quality execution of the projects.</li> </ol>	CO1 Identify the significance of the project. CO2 Understand the schedule to be followed for successful completion of the project. CO3 Choose appropriate tools and techniques for analysing ongoing project. CO4 Analyse the alternates and time estimates for the alternates. CO5 Plan the resource requirements for projects.

			CO6 Compile activities of the project in specific order for effective implementation of project.
78	Customs Law and Procedure	This course explains the procedures to be followed in logistics.	CO1 Students should understand the concepts of customs duty and its exemption procedure. CO2 To remember the principles of customs goods and valuation methods. CO3 To describe the provisions governing conveyance on EXIM goods. CO4 To designate the transshipment of goods under EXIM goods prohibitions. CO5 To understand the customs authorities and ports appellate remedies procedure. CO6 To assess the service tax act records and exemption procedure.
79	Legal Aspects of Shipping	The primary objectives to acquire a sound understanding of the legal aspects of commercial, contract, maritime, merchant law of the shipping industry. A secondary objective is to assess marine insurance and policies in process of claiming under legal acts.	CO1 To understand basic understanding of commercial law, law of agency, bailment & pledge. CO2 To remember elementary requirements of Indian Contract Act and its types. CO3 To impart basic provisions of maritime law concerning incorporation and regulation of business organizations. CO4 To understand merchant shipping activities with Indian laws on general

			<p>aspects of carriage of goods by sea.</p> <p>CO5 To realize the marine insurance policies, claims and arbitration and conciliation act.</p> <p>CO6 To apply basic knowledge on shipping business and legal terminologies related to settling business disputes.</p>
80	Warehouse Management	This course outlines the managing principles required for warehouses and students can understand various inventory models and materials management.	<p>CO1 To understand the basic concept of warehouse management to take decision on location selection.</p> <p>CO2 To remember the warehousing design and strategies for maintaining materials handling equipment.</p> <p>CO3 To evaluate the valuation of stock through various inventory models.</p> <p>CO4 To create the ordering quantity forecasting method &amp; policy to identify the financial impact.</p> <p>CO5 To analyses the forecasting models using various types of warehouses.</p> <p>CO6 To understand the Zero Inventory and contemporary issues in warehouse management.</p>
81	Port Management	To familiarize the fundamental functions, operations, ownership and management structure of the ports and terminals.	<p>CO1 Students should understand fundamental functions of port structure and its operations.</p> <p>CO2 Students should remember the ship operations from berths and handling</p>

			<p>terminals operations.</p> <p>CO3 Students should identify the technical development affecting port through phases of port development.</p> <p>CO4 Students should learn the global regulatory framework of conventions and reports.</p> <p>CO5 Students can also learn about environmental management system, port security and health administration.</p> <p>CO6 Students also learn port ownership administration and port management structure in the competitive world.</p>
82	E-Business	The primary objective of this course is to introduce concepts, tools, and approaches to electronic business. Also, this course will help the students develop skills to manage businesses in the digital world.	<p>CO1 Able to remember the concepts of electronic business.</p> <p>CO2 Understanding the various technologies used in e-business.</p> <p>CO3 Apply the latest innovations, like electronic payment systems, in the field of e-business.</p> <p>CO4 Analyze the e-business in different fields and industries.</p> <p>CO5 Discuss e-startup companies in India and the reasons behind their success. CO6 Be able to design new e-startups.</p>
83	IT Enabled Services	The objective of the course is to introduce the concepts IT Enabled Services as well as E-Governance, E-Marketing, E- HRM, IT enabled	CO1 Able to remember the basic concepts of information technology-enabled services.



		<p>services in Legal system, E- Learning, Computerized reservation for hotels, transport, other services and various Online transactions.</p>	<p>CO2 Ability to understand business design, people design, process design, and programme design.</p> <p>CO3 Able to apply information technology-enabled services in various functional areas of business.</p> <p>CO4 Use the online financial transactions.</p> <p>CO5 Gain knowledge about IT - Enabled Services.</p> <p>CO6 The student can solve business problems through the use of IT - Enabled Services.</p>
84	Decision Support System	<p>This course explains the system components that support each other in taking and implementing the decisions.</p>	<p>CO1 Able to remember the concepts of information system and decision support system.</p> <p>CO2 Understand the various models of decision support system.</p> <p>CO3 Recognize how an information system is applied to different functional areas such as marketing, production, human resources, accounting, and finance.</p> <p>CO4 Evaluate how the executive information system helps make effective decisions.</p> <p>CO5 Adapt a decision support system to improve the company's decision – making capabilities.</p> <p>CO6 The students understand the</p>

			relationship between the components of the system and the means to utilize the information available for making decision.
85	Technology Management	The course aims to understand the importance of technology in conducting business.	<p>CO1 Able to remember the concepts of technology management.</p> <p>CO2 Understand the role of technology management in today's business environment.</p> <p>CO3 Apply the knowledge of technology management to carry out technology forecasts.</p> <p>CO4 Analyze the new technology.</p> <p>CO5 Evaluate the issues in technology management.</p> <p>CO6 Develop technology management plans for both manufacturing and service sector based industries.</p>