

**Villa Marie Degree College for Women**  
**(Affiliated to Osmania University)**  
**Somajiguda, Hyderabad**  
**An ISO 9001:2015 Certified Institution**

**Department of Business Management (PG)- MBA**  
**Academic Year 2021 -2022**

**Program Outcomes/ Specific Outcomes/ Course Objectives, Course Outcomes**

S.No	Course Title	Course Code	Course Objective	Course Outcome
1	Management & Organizational Behaviour	MB101	<ul style="list-style-type: none"> <li>To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.</li> <li>To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.</li> <li>To appreciate the theories and models of organizations in the workplace.</li> <li>To creatively and innovatively engage in solving organizational challenges.</li> <li>To learn and appreciate different cultures and diversity in the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.</li> <li>To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.</li> <li>To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.</li> <li>To develop creative and innovative ideas that could positively shape the organizations.</li> <li>To accept and embrace in working with different people from different cultural and diverse background in the workplace.</li> </ul>
2	Accounting for Management	MB102	<ul style="list-style-type: none"> <li>To gain knowledge of the process, principles and conventions of accounting</li> <li>To develop the skill of preparation of final accounts</li> <li>To understand the methods of analysis of financial statements</li> <li>To develop the skill of preparation of cash flow statements</li> <li>To gain knowledge of breakeven analysis and its use to management</li> </ul>	<ul style="list-style-type: none"> <li>Principles and conventions of accounting</li> <li>Journal, Ledger, Trial Balance and Final Account</li> <li>Analyse performance of companies using Ratio Analysis</li> <li>Understand Cash Flow position of companies</li> <li>Make calculation relating to Cost Volume Profit Analysis</li> </ul>

3	Marketing Management	MB103	<ul style="list-style-type: none"> <li>• To impart the basic tools of marketing and selling</li> <li>• To analyze factors affecting business environment</li> <li>• To assess buyer perceptions</li> <li>• To analyze market and competition structure</li> <li>• To know value of culture in marketing of good and services</li> <li>• To make the students imbibe the global changes in the area of marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Students will be able to:</li> <li>• Equip with marketing and selling tools.</li> <li>• Learn about the competition levels in the market.</li> <li>• Buyer behavior and perceptions are key of any business; that can be thoroughly learnt.</li> <li>• Various market position skills can be obtained for competitive advantage.</li> <li>• Group Dynamics and Channel Dynamics involved in marketing can be assessed.</li> </ul>
4	Statistics for Management	MB104	<ul style="list-style-type: none"> <li>• To introduce basic statistics to management students like measures of central tendency, measures of dispersion, skewness and kurtosis and concept of probability.</li> <li>• To provide an understanding of Probability Distribution.</li> <li>• Understanding sampling and sampling distributions and hypothesis testing framework with small samples and large samples.</li> <li>• Introduce concepts related to Correlation, Regression and their relationship, applications of time series data.</li> </ul>	<ul style="list-style-type: none"> <li>• Basic statistics helps in descriptive analysis.</li> <li>• Knowledge of Probability and distributions are play an important role across various areas of management like finance, marketing, HR, supply chain, etc.,</li> <li>• Hypothesis testing is useful in estimation for analysis and decision making.</li> <li>• Correlation, Regression techniques are an integral part of planning and controlling.</li> </ul>
5	Economics for Managers	MB105	<ul style="list-style-type: none"> <li>• To make students familiarize with Economic behaviour of a person.</li> <li>• To let managers, know the market behaviour</li> <li>• To understand the environment of Business firms.</li> <li>• To know the demand conditions of various products</li> <li>• To know the contemporary economic policies</li> </ul>	<ul style="list-style-type: none"> <li>• The students will be able to:</li> <li>• Learn micro factors of Economic behaviour of a consumer.</li> <li>• Acquaint knowledge on market dynamics and the same is imparted during business decisions.</li> <li>• Opportunities and threats of business.</li> <li>• Better understand nature of the products and demand conditions.</li> </ul>

				<ul style="list-style-type: none"> <li>Comprehend the concepts of decision making tools and investment avenues.</li> </ul>
6	IT Applications for Management	MB106	<ul style="list-style-type: none"> <li>To acquaint the students' with the micro-level competency with regard to contemporary Information Technology Tools in organizations.</li> <li>To provide real-time insights into the fundamentals of computers as business tools</li> <li>To Create Awareness in upcoming managers, of different types of Information Technology, Management Systems so as to enable the use of IT resources efficiently</li> <li>To study the role and Value addition of IT in business</li> <li>To acquaint the students' with the micro-level competency with regard to contemporary Information Technology Tools in organizations.</li> </ul>	<ul style="list-style-type: none"> <li>Students can work in IT field to make positive contribution to the organization.</li> <li>Students can take professional responsibilities and make informed judgments in the organizations.</li> <li>Students can get streamline work processes and improve communication within the organization.</li> <li>Students to develop proficiency in using certain components of the package includes MS Excel, MS Access</li> <li>Students can understand contemporary approach to IS and Recognize management challenges</li> </ul>
7	Managerial Communication	MB107	<ul style="list-style-type: none"> <li>Learn the fundamentals of communication.</li> <li>Apply business communication theory to solve workplace communication issues.</li> <li>Demonstrate the communication skills required in the workplace</li> <li>Understand complex ideas in written and spoken formats.</li> <li>Express complex ideas accurately in written and spoken formats.</li> </ul>	<ul style="list-style-type: none"> <li>Students will be able to:</li> <li>Acquire the requisite knowledge about the fundamentals of communication skills.</li> <li>Study how to write business letters, reports and other business correspondence.</li> <li>Learn various aspects of oral communications viz presentation skills, group discussions and negotiation.</li> <li>Acquire knowledge about various types of interviews.</li> <li>Learn media management and social etiquette in order to handle day to day managerial responsibilities.</li> </ul>
8	Human Resources Management	MB201	<ul style="list-style-type: none"> <li>The Objective of the Course is to develop an understanding on various issues, approaches and practices of Human Resource Management and ability to</li> </ul>	<ul style="list-style-type: none"> <li>Transform human beings into Human Resources</li> <li>Build Global level HR Managers</li> <li>Create Agile Workforce</li> </ul>

			identify potential employees, evaluate competences, design workforces and build HR driven corporate strategies	<ul style="list-style-type: none"> <li>Innovate Winning Organisations</li> </ul>
9	Financial Management	MB202	<ul style="list-style-type: none"> <li>To learn about the scope and goal of financial management.</li> <li>To familiarize the student with the concepts of long term investment decisions.</li> <li>To make the student acquire basic concepts of short term investment decisions.</li> <li>To familiarize the students with dividend decisions of firms.</li> <li>To acquaint the students with the Corporate Mergers, Acquisitions</li> </ul>	<ul style="list-style-type: none"> <li>Apply Project appraisal methods to cash flows.</li> <li>Understand the corporate practices of dividend payment.</li> <li>Learn about dividend decisions and inventory management of manufacturing companies</li> <li>Learn about corporate events like mergers and acquisitions</li> </ul>
10	Operations Research	MB203	<ul style="list-style-type: none"> <li>To introduce techniques such as Linear Programming Problem.</li> <li>To Analyze special cases of LPP such as Transportation Problem, Assignment Problem.</li> <li>To study network Concepts and techniques like PERT and CPM.</li> <li>To study quantitative competitive strategy models such as game theory, simulation and queuing theory</li> </ul>	<ul style="list-style-type: none"> <li>Helps in formulating real life situation in organizations in quantitative form.</li> <li>Helps in formulating strategies for optimal use of various resources within the organizations.</li> <li>Application of optimization tools for decision making.</li> </ul>
11	Entrepreneurship and Development	MB204	<ul style="list-style-type: none"> <li>To understand the role of an Entrepreneur and a Manager</li> <li>To recognize the importance of Entrepreneurship Development Programmes (EDPs).</li> <li>To analyse the role of small enterprises in economic development.</li> <li>To understand the role of financial institutions to support Entrepreneurs.</li> <li>To identify the Structure and regulatory framework of venture capital financing in India.</li> </ul>	<ul style="list-style-type: none"> <li>The students will be able to:</li> <li>Distinction Between an Entrepreneur and a Manager</li> <li>Analyse the importance of participating Entrepreneurship Development Programmes (EDPs).</li> <li>Comprehend Career opportunities in establishing a small enterprise.</li> <li>Explore Major Financial Institutions in support of Entrepreneurs.</li> <li>Understand the importance and need of venture capital financing in India.</li> </ul>
12	Business Research Methods	MB205	<ul style="list-style-type: none"> <li>Enable students to learn the importance of Research</li> <li>To involve students in activities related to Research</li> </ul>	<ul style="list-style-type: none"> <li>To gain understanding of various kinds of research design</li> </ul>

			<ul style="list-style-type: none"> <li>• To train them on Data collection and data processing methods</li> <li>• To impart Report writing skills to Management graduates</li> <li>• To help learners gain overall insights into the finer aspects of research Methodology</li> </ul>	<ul style="list-style-type: none"> <li>• To enable learners to be able to formulate the research problem</li> <li>• To acquire basic knowledge on qualitative and quantitative research</li> <li>• To have knowledge on descriptive and inferential data tools</li> <li>• 5. To be able to write and develop independent and critical analysis for report writing</li> </ul>
13	Business Law and Ethics	MB206	<ul style="list-style-type: none"> <li>• Basic and broad knowledge in business environment in management.</li> <li>• Ability to apply concepts, principles and theories to understand special contracts.</li> <li>• Global Perspective: Awareness of the different companies' laws.</li> <li>• Awareness of the global business laws and its impacts on businesses towards consumer act.</li> <li>• Understand the rationale behind codes of ethics for professional advisers</li> </ul>	<ul style="list-style-type: none"> <li>• The study of law and how it governs conduct in business.</li> <li>• Explore the range of special contracts when making business decisions.</li> <li>• Understand the role and function of regulatory authorities and codes of conduct in companies act.</li> <li>• Analyse the principle of consumer councils and awareness adopted by firms for the protection of consumer interests</li> <li>• Justify the importance of Ethics and CSR to business and corporate organizations.</li> <li>•</li> </ul>
14	Innovation Management	MB207	<ul style="list-style-type: none"> <li>• To educate and discover the innovation concept to</li> <li>• Provide a summary of basic concepts related to R&amp;D, Innovation and Innovation Management in an Organization.</li> <li>• The basic details of R&amp;D management and to manage product innovation and product development and build competitiveness through innovation.</li> <li>• Recognise the factors to achieve success in innovation</li> <li>• Diagnose different ways of managing innovation such as alliances, open innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Plan and implement innovation strategies in organisations, corporate foresight and technology with the aim of detecting sources of competitive advantage for evaluating and selecting R&amp;D proposals.</li> <li>• Accomplish innovation accomplishments (new product and process development) for decision making, management and early withdrawal.</li> <li>• Conversant with the values of management multidisciplinary human teams for innovations</li> </ul>

			<ul style="list-style-type: none"> <li>Describe what an innovation strategy is and why it is important</li> </ul>	<ul style="list-style-type: none"> <li>Attentive of the innovation systems and public programs reinforcement technology cooperation agreements with different actors and know how to use external funds.</li> <li>Prepare R&amp;D programs and standardisation</li> </ul>
15	Operations Management	MB301	 <ul style="list-style-type: none"> <li>The objective is to provide the student with adequate knowledge regarding the basic manufacturing facilities and how service activities have attained significance and need managerial skills to address the problems.</li> <li>Further a thorough understanding of quality in materials management, manufacturing and services is emphasized.</li> <li>To acquire the managerial skills to address the problems encountered in manufacturing sector.</li> <li>To have a thorough understanding of quality in materials management where manufacturing and services is emphasized.</li> <li>To find out the optimum order quantity based on the constraints</li> </ul>	 <ul style="list-style-type: none"> <li>To gain adequate knowledge regarding the basic manufacturing facilities.</li> <li>To focus on how service activities have attained significance.</li> <li>To acquire the managerial skills to address the problems encountered in the manufacturing sector.</li> <li>To have a thorough understanding of quality in materials management where manufacturing and services is emphasized.</li> <li>To find out the optimum order quantity based on the constraints.</li> </ul>
16	E- Business	MB302	 <ul style="list-style-type: none"> <li>To acquaint micro-level competency with regard to contemporary E Business tools in organization.</li> <li>To comprehend real time insights into online marketing tools and techniques.</li> <li>To recognise the differentiation between E-Commerce and E-Business applications and its uses.</li> <li>To familiarise the mobile technology system generations.</li> <li>To understand Mobile Commerce Applications and mobile computing systems.</li> </ul>	<ul style="list-style-type: none"> <li>The students will be able to:</li> <li>Streamline work processes and improve communication within the organizations to meet their objectives by involving E-Business models.</li> <li>Work in latest trends of E-Marketing and be aware of Cybercrimes.</li> <li>Become the observant of updated Mobile commerce applications.</li> <li>Have knowledge on updated sixth generation Mobile technology systems.</li> <li>Undertake professional responsibilities and make</li> </ul>

				informed judgements using Mobile-Computing systems.
17	Operations Research	MB303	<ul style="list-style-type: none"> <li>To introduce techniques such as Linear Programming Problem.</li> <li>To Analyze special cases of LPP such as Transportation Problem, Assignment Problem.</li> <li>To study network Concepts and techniques like PERT and CPM.</li> <li>To study quantitative competitive strategy models such as game theory, simulation and queuing theory</li> </ul>	<ul style="list-style-type: none"> <li>Helps in formulating real life situation in organizations in quantitative form.</li> <li>Helps in formulating strategies for optimal use of various resources within the organizations.</li> <li>Application of optimization tools for decision making.</li> </ul>
18	Financial Risk Management (Finance)	MB304	<ul style="list-style-type: none"> <li>To understand the concept and types of risk that financial Institutions are exposed to</li> <li>To learn about the measurement and management of risk.</li> <li>To learn about the techniques of risk management financial and non-financial.</li> <li>To develop knowledge about the various instruments of hedging using SWAPs</li> <li>-To learn about technique and tools of risk management options</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the concerned risk and overview of tools and techniques to manage them</li> <li>Make calculations find out CaR and VaR</li> <li>Differentiate between forwards and futures</li> <li>Comprehend the valuation of swaps and hedging mechanism</li> <li>-Find the intrinsic value of options using BOPM and BSOPM</li> </ul>
19	Product & Brand Management (Marketing)	MB304	<ul style="list-style-type: none"> <li>To acquaint knowledge on product and branding decisions.</li> <li>To comprehend real time insights in new product introduction.</li> <li>To understand the idea generating device, and the role of research and development.</li> <li>To understand how operating costs change in relation to a change in an organization's level of activity.</li> <li>To acquire the new concepts of PLANOPT model and MARMIX Model.</li> </ul>	<ul style="list-style-type: none"> <li>The students will be able to:</li> <li>Gain knowledge on the branding concepts with its practices.</li> <li>Become the observant of new product development and generic product development process.</li> <li>In-depth knowledge on product and market mapping concepts.</li> <li>Perform cost behaviour analysis through cost functions.</li> <li>Manage and plan a multitude of work and production processes using administered personnel and production resources.</li> </ul>
20	Compensation Management	MB304	<ul style="list-style-type: none"> <li>Impart the techniques and methods for competing employer – employee</li> </ul>	<ul style="list-style-type: none"> <li>Students will be able to:</li> </ul>



	(Human Resource)		<p>negotiations for arriving at optimal compensation system,</p> <ul style="list-style-type: none"> <li>• Learn the concepts of Compensation and its relative factors,</li> <li>• Orient them to understand the relation between effective compensation management and organisation productivity,</li> <li>• Familiarize with the concepts of Employee Benefits and Services,</li> <li>• Impart the concepts of International Compensation and Executive Compensation</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the techniques for arriving at optimal compensation system,</li> <li>• Acquaint with the fundamental concepts of compensation</li> <li>• Know the strong relationship between Compensation and organisational productivity,</li> <li>• Learn the various forms of Employee Benefits and Services,</li> <li>• Familiarize with the system of Expatriate compensation, Repatriates Settlement and Executive Compensation system in India.</li> </ul>
21	Decision Support Systems (System)	MB304	<ul style="list-style-type: none"> <li>• To review and clarify the fundamental terms, concepts and theories associated with Decision Support Systems</li> <li>• To examine examples and case studies for organizational decision making, and various planning, analysis and control tasks.</li> <li>• To discuss and develop skills in the analysis, design and implementation of computerized Decision Support Systems.</li> <li>• To examine user interface design issues and evaluate the user interfaces and capabilities of Decision Support Systems.</li> <li>• To discuss organizational and social implications of Decision Support Systems</li> </ul>	<ul style="list-style-type: none"> <li>• To gain knowledge on fundamental terms, concepts and theories associated with Decision Support Systems.</li> <li>• To elucidate examples and case studies for organizational decision making, and various planning, analysis and control tasks.</li> <li>• To examine skills in the analysis, design and implementation of computerized Decision Support Systems.</li> <li>• To find out interface design issues of Decision Support Systems.</li> <li>• To know organizational and social implications of Decision Support Systems</li> <li>•</li> </ul>
22	International Finance(Finance)	MB305	<ul style="list-style-type: none"> <li>• To provide an analysis of the evolution of international financial systems</li> <li>• To learn about international banking</li> <li>• To study of foreign exchange market</li> <li>• To learn the financial management of MNCs</li> </ul>	<ul style="list-style-type: none"> <li>• To know about the evolution of international financial system</li> <li>• Differentiate between fixed and floating rates</li> <li>• Make calculation relating to foreign exchange rate based on parity theories</li> <li>• Understand the financial instruments in international</li> </ul>

			<ul style="list-style-type: none"> <li>To understand the international tax environment</li> </ul>	<p>markets</p> <ul style="list-style-type: none"> <li>Make decision relating to capital budgeting decision in an international environment</li> </ul>
23	Promotion & Distribution Management (Marketing)	MB305	<ul style="list-style-type: none"> <li>To comprehend real time budgeting concepts in organisation.</li> <li>To develop Integrated Marketing Communications.</li> <li>To understand the role of personal selling in IMC programmes</li> <li>To use direct media technologies for marketing communications.</li> <li>To identify the role and functions of distribution channels.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>The students will be able to:</li> <li>Establish objectives and budgeting for the promotional program.</li> <li>Identify the process used to unify marketing communication elements.</li> <li>Strengthen the relationship between the organization and the end-users.</li> <li>Extend the direct marketing knowledge to allow two-way communications between a buyer and a seller.</li> <li>Implement the distribution management concepts in decision making.</li> </ul>
24	Organization Development (Human Resource)	MB305	<ul style="list-style-type: none"> <li>Create a mindset of planned change, Techno -structural and strategic interventions for Development of Organization through organizational Transformation.</li> <li>Understand the concept of Organisation Development, models and theories of Planned change,</li> <li>Familiarize with the concepts of OD Process Management and models in it,</li> <li>Learn the human process interventions,</li> <li>Acquaint the students with fundamentals of Techno-Structural Interventions.</li> </ul>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>Understand the concepts relating to the entire process of Organisation Development,</li> <li>Familiarize the models of Planned Change,</li> <li>Learn the concepts of Diagnosis and OD Interventions,</li> <li>Acquaint with the features of Human Process Interventions,</li> <li>Get imparted with the fundamental knowledge of Techno – Structural Interventions.</li> </ul>
25	Business Analytics (Systems)	MB305	<ul style="list-style-type: none"> <li>The objective is to provide knowledge of data science.</li> <li>To provide basic statistical tools</li> <li>State the importance of data in current business scenario</li> <li>To develop contingent business models for better analysis</li> <li>Critique the role of information and analytics in supporting</li> </ul>	<ul style="list-style-type: none"> <li>Students can use data as tool for business analysis</li> <li>The basic statistics provides a roadmap to learners</li> <li>Micrometrics makes the students to identify data gaps</li> <li>The business models may help in better decision making.</li> </ul>

			business processes and functions.	<ul style="list-style-type: none"> <li>Effectively communicate analytical conclusions in written and visual formats.</li> </ul>
26	Innovation Management	MB306	<ul style="list-style-type: none"> <li>To instruct and explore the innovation concept to</li> <li>Provide an overview of basic concepts related to R&amp;D, Innovation and Innovation Management in an Organization.</li> <li>The fundamentals of R&amp;D management and to manage product innovation and product development and build competitiveness through innovation.</li> <li>Identify the factors to achieve success in innovation</li> <li>Recognize different ways of managing innovation such as alliances, open innovation</li> <li>Explain what an innovation strategy is and why it is important</li> </ul>	<ul style="list-style-type: none"> <li>Design and implement innovation strategies in organisations, corporate foresight and technology with the aim of detecting sources of competitive advantage for evaluating and selecting R&amp;D proposals.</li> <li>Manage innovation activities (new product and process development) for decision making, management and early cancellation.</li> <li>Acquainted with the principles of management multidisciplinary human teams for innovations</li> <li>Aware of the innovation systems and public programs underpinning technology cooperation agreements with different actors and know how to use external funds.</li> <li>Equip R&amp;D programs and standardisation</li> </ul>
27	Strategic Management	MB401	<ul style="list-style-type: none"> <li>To familiarize with the technique of strategic analysis and facilitate to develop strategic thinking through case analysis.</li> <li>To maximize the competitiveness and enable economic growth for customers, employees, workers, managers, and organizations relating strategy formulation.</li> <li>To provide information relating to strategy implementation in different perspectives of decision making for organizational effectiveness.</li> <li>To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.</li> </ul>	<ul style="list-style-type: none"> <li>Equip frameworks, tools and techniques of strategic analysis and its application.</li> <li>Learn the Key business issues/challenges/problems of business in light of dynamic business environment.</li> <li>Promote the Strategy execution process, framework and its effectiveness in organisation</li> <li>Understand and Assessing the strategic control of a firm</li> <li>Adopting theoretical and empirical foundation of SM background towards business issues.</li> </ul>

			<ul style="list-style-type: none"> <li>To adopt various strategic applications in promoting business environment of various business issues.</li> </ul>	
28	Business Intelligence	MB402	<ul style="list-style-type: none"> <li>To provide an understanding of the concepts of Business Intelligence.</li> <li>To emphasize the practical need for Data mining and Data warehousing.</li> <li>To connect Business Performance Measurement with Business Intelligence</li> <li>To create an awareness on the basic business analytics and visualization techniques in decision making.</li> <li>To have knowledge on implementing BI and emerging trends in BI.</li> </ul>	<ul style="list-style-type: none"> <li>To understand the concepts of Business Intelligence.</li> <li>To emphasize the practical need for Data mining and Data warehousing.</li> <li>To connect Business Performance Measurement with Business Intelligence</li> <li>To be aware of the basic business analytics and visualization techniques in decision-making.</li> <li>To gain knowledge on implementing BI and emerging trends in BI.</li> </ul>
29	Supply Chain Management	MB403	<ul style="list-style-type: none"> <li>To understand the role of supply chain in enhancing organizational efficiency.</li> <li>To gain skills and knowledge in all aspects and issues of logistics in a sustainable supply chain.</li> <li>To determine efficiency of moving products in the operation of transportation.</li> <li>To understand the role of IT in SCM.</li> <li>To ascertain the broad areas of manufacturing and service industries.</li> </ul>	<p>The students will be able to:</p> <ul style="list-style-type: none"> <li>Comprehend the strategies of supply chain in organizations.</li> <li>Acquaint knowledge on Integrated logistics Management.</li> <li>Familiarize on the role of Transportation in Supply Chain.</li> <li>Disseminate the knowledge of Information and Communication Technology in SCM.</li> <li>Understand the issues in Workforce Management and Relationship Management with suppliers, customers and employees.</li> </ul>
30	Investment Management (Finance)	MB404	<ul style="list-style-type: none"> <li>To explain the basic concepts of risk and return</li> <li>To explain the various methods of analysis of the fixed income securities</li> <li>To understand the features and valuation of equity instruments</li> <li>To explain the concept of portfolio and the various portfolio theories</li> </ul>	<ul style="list-style-type: none"> <li>Know the process of investment analysis in financial assets</li> <li>Understand the various methods of analysis of the fixed income securities</li> <li>Apply the valuation methods of equity instruments</li> </ul>

			<ul style="list-style-type: none"> <li>To describe portfolio evaluation methods</li> </ul>	<ul style="list-style-type: none"> <li>Comprehend the concept of portfolio and portfolio theories</li> <li>Differentiate the portfolio evaluation methods</li> </ul>
31	Consumer Behaviour (Marketing)	MB404	<ul style="list-style-type: none"> <li>To study consumer's emotions, attitudes, and preferences affect buying behaviour.</li> <li>To classify the information processing activity of consumer.</li> <li>To identify the impact of consumer behaviour.</li> <li>To analyse the consumer behaviour in decision making.</li> <li>To comprehend the five-stage decision-making process before consumers make a purchase.</li> <li>To analyse the buying behaviour through various models</li> </ul>	<ul style="list-style-type: none"> <li>The students will be able to:</li> <li>Analyse the Buying behaviour of consumers.</li> <li>Suggest the advantages and disadvantages of product development.</li> <li>Identify the social cultural marketing practices.</li> <li>Explore the consumer behaviour, post - purchase behaviour and disposal of products.</li> <li>Suggest a stimulus-response pattern of understanding the consumer's behaviour</li> </ul>
32	Performance Management (Human Resource)	MB404	<ul style="list-style-type: none"> <li>The Main objective of the course in to offer an understanding of Various approaches to measure performance and facilitates studying different methods of performance appraisal.</li> <li>Orient the concepts of Performance Management,</li> <li>-Learn the student learn the techniques and methods for various Competency models,</li> <li>Establish the student to study different methods of performance appraisal,</li> <li>-Make them to understand and provide knowledge of the processes performance bench – making,</li> <li>-Impart the understanding of various performance metrics and models.</li> </ul>	<ul style="list-style-type: none"> <li>Students will be able to:</li> <li>Familiarize the concepts of Performance Management</li> <li>Learn with the fundamental concepts of Competency models</li> <li>Acquaint the strong relationship between Performance and employee efficiency,</li> <li>Orient the features of Performance Benchmarking system,</li> <li>Know with the different Performance Metrics and Models</li> </ul>
33	Data Base Management Systems (System)	MB404	<ul style="list-style-type: none"> <li>The objective of this course is to present an introduction to DBMS with a n emphasis on how to organize, maintain and retrieve efficiently and effectively information from a DBMS.</li> <li>To explain basic concepts,</li> </ul>	<ul style="list-style-type: none"> <li>Students can apply the basic concepts of database systems and applications.</li> <li>Design a commercial relational database system (Oracle, My SQL) by writing SQL using the system.</li> <li>Facilitate Students in</li> </ul>

			<p>applications, data models, schemas and instances</p> <ul style="list-style-type: none"> <li>Describe the basics of SQL and construct queries using SQL.</li> <li>Use the basics of SQL and construct queries using SQL in database creation and interaction.</li> <li>Analyse and select storage and recovery techniques of database system.</li> </ul>	<p>database design</p> <ul style="list-style-type: none"> <li>To familiarize issues of concurrency control and transaction management in DBMS.</li> <li>To solve deadlocks.</li> </ul>
34	<p>Banking &amp; Insurance (Finance)</p> 	MB405	<ul style="list-style-type: none"> <li>To provide an overview of the structure of banking and insurance business in India.</li> <li>To describe the products and services in Banking and Insurance</li> <li>To highlight the regulatory changes and innovations in the Banking and Insurance sectors</li> <li>To provide an overview of the structure of insurance business in India</li> <li>To acquaint the students with the concept of Life insurance and General Insurance</li> </ul>	<ul style="list-style-type: none"> <li>Comprehend the performance of banks in India.</li> <li>Understand the products and services in Banking and Insurance</li> <li>Understand the regulatory changes and innovations in the Banking and Insurance sectors</li> <li>Learn the regulations, principles, types of insurance</li> <li>Understand the concept, claim settlement process of Life Insurance and General Insurance</li> </ul>
35	<p>Services &amp; Global Marketing (Marketing)</p> 	MB405	<ul style="list-style-type: none"> <li>To study the concepts of Services Marketing.</li> <li>To know the Services Marketing Mix.</li> <li>To learn strategies for Marketing.</li> <li>To focus on Global Marketing.</li> <li>To identify global customer needs</li> </ul>	<p>The students will be able to:</p> <ul style="list-style-type: none"> <li>Analyse the service concepts along with customer expectations and perceptions of service.</li> <li>Understand 7P's of marketing mix and service quality dimensions</li> <li>Comprehend the strategies for dealing with intangibility, inventory, inconsistency and inseparability.</li> <li>Know the importance of global and consumer markets.</li> <li>Identify the global customers' needs and marketing activities</li> </ul>
36	<p>Talent &amp; Knowledge Mgt (Human Resource)</p>	MB405	<ul style="list-style-type: none"> <li>Handle different work conditions for development</li> <li>Identify the source of talent and its significance working for development</li> </ul>	<ul style="list-style-type: none"> <li>Examine the process for identifying high potential talent and developing a pipeline of talent to serve organizational present and future needs.</li> </ul>

			<ul style="list-style-type: none"> <li>• Highlight the importance of talent while making decision for effectiveness</li> <li>• Assume the different climates of talent management for making effective decisions of talent management</li> <li>• Assess the probability of talent and utilization of resources of organization</li> </ul>	<ul style="list-style-type: none"> <li>• Learn about Individual vs organizational climate of managing career in talent management.</li> <li>• Study about future directions in talent management practice and research</li> <li>• Define talent management and discuss the process of linking talent management to organizational strategy and other HR practices.</li> <li>• Examine the processes for talent development and succession planning for development</li> </ul>
37	Software Project Management (System)	MB405	<ul style="list-style-type: none"> <li>• Understand the fundamental principles of Software Project management</li> <li>• have a good knowledge of responsibilities of project manager and how to handle these.</li> <li>• Be familiar with the different methods and techniques used for project management.</li> <li>• To understand why majority of the software projects fails and how that failure probability can be reduced effectively.</li> <li>• Will be able to do the Project Scheduling, tracking, Risk analysis, Quality management and Project Cost estimation using different techniques</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of this course student will have good knowledge of the issues and challenges faced while doing the Software Project Management</li> <li>• Identify the different project contexts and suggest an appropriate management strategy.</li> <li>• Practice the role of professional ethics in successful software development.</li> <li>• Identify and describe the key phases of project management.</li> <li>• Determine an appropriate project management approach through an evaluation of the business context and scope of the project.</li> </ul>