

### Semester I

<b>Semester I: Course Name: Management and Organizational Behavior (20MB101PC)</b>	
1	Gain understanding of the Concepts of Management, its Evolution, Functions and the Theories contributed by various Management Thinkers.
2	Learn the process of planning, goal setting and the process of decision making with the help of various models.
3	Learn the processes of Organizing and Controlling with the help of various Organizational Structures.
4	Appreciate the relevance of Individual and group behaviour in an organization and the role of Culture and dynamics
5	Identify different Leadership Styles, Skills and the Theories of Motivation

<b>Semester I: Course Name: Managerial Economics (20MB102PC)</b>	
1	Understand the Concepts and Principles of Business Economics
2	Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium.
3	Learn concepts and applications related to Production and Cost of a firm.
4	Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms.
5	Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioral Theories of a Firm

<b>Semester I: Course Name: FINANCIAL ACCOUNTING AND ANALYSIS (20MB103PC)</b>	
1	Understand the Concepts and Principles of Accounting.
2	Understand the Accounting Process in detail.
3	Learn various aspects in depreciation, Inventory and Goodwill.
4	Analyze the Working Capital and Flow of Funds and Cash into the Business
5	Prepare, analyze and Interpret Financial Statements

<b>Semester I: Course Name: RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS (20MB104PC)</b>	
1	Gain a conceptual overview of Research and the relevant concepts to Research.
2	Learn the different types of Research Designs, Data Collection Tools and Procedures.
3	Use different methods of representing data through Graphs and Tables; gain an overview of Statistics and relevant concepts and conduct Small Sample Tests.
4	Learn to solve mathematical problems related to ANOVA (One-way and Two-way), Correlation and Regression.
5	Learn the application of Time Series and Index Numbers; appreciate the need for preparing and presenting a structured Research Report.

<b>Semester I: Course Name: BUSINESS LAW &amp; REGULATIONS (20MB105PC)</b>	
1	Understand the Business Laws related to Incorporation of a company.
2	Learn the salient features of Negotiable Instruments Act 1881
3	Learn the Law of Contract & Sale of Goods
4	Learn about the Income Tax Act and computation of GST
5	Gain insights of the Regulatory Framework in India.

<b>Semester I: Course Name: BUSINESS ENVIRONMENT (20MB106PC)</b>	
1	Understand the business environment through macro analysis, industrial policies, FDI trends, and recent economic developments.
2	Analyze fiscal and monetary policies, public finance, budget highlights, and recent economic trends in India.
3	Understand India's trade policy, EXIM regulations, balance of payments structure, and the impact of economic policies on trade dynamics.
4	Analyze the role, functions, and impact of the WTO in global trade, including key agreements, dispute resolution, and trade policies.
5	Understand the structure, functions, and recent developments of Indian money and capital markets, including stock exchanges and SEBI regulations.

<b>Semester I: Course Name: BUSINESS COMMUNICATION SKILLS (20MB107PC)</b>	
1	Enhance spoken communication skills by applying functional grammar in everyday greetings and dialogues for effective and confident interactions.
2	Improve written communication skills by mastering punctuation, parts of speech, tenses, sentence formation, and precise paragraph writing.
3	Develop effective business communication and correspondence skills through mastery of oral and written communication, business messaging, and professional letter writing.
4	Develop proficiency in writing clear business instructions, reports, and proposals through structured formats, audience analysis, and practical exercises.
5	Build career development skills by setting goals, exploring job opportunities, and mastering resume writing for various formats and online recruitment.

<b>Semester I: Course Name: STATISTICAL DATA ANALYSIS LAB (20MB108PC)</b>	
1	Understand the importance of the main functions of MS- Excel /SPSS.
2	Practice advance Excel Tools for conduction of Data Analysis
3	Evaluate Data Analysis using Pivot Tables and Pivot Charts.
4	Analyze the Data using Descriptive Statistics
5	Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS

## Semester II

<b>Semester II: Course Name: HUMAN RESOURCE MANAGEMENT (20MB201PC)</b>	
1	Understand the concepts, role and functions of HRM and appreciate the need of HR to act as a Strategic Business Partner of the Organization
2	Learn the methods of conducting Job Analysis, process of writing Job Descriptions & Specifications and the processes of recruitment and selection.
3	Gain an understanding of various concepts and practices of Employee Training & Development and Performance Management & Appraisals
4	Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.
5	Explore contemporary HRM issues, including HRIS, HR accounting, audits, diversity management, ethics, and global HR challenges.

<b>Semester II: Course Name: FINANCIAL MANAGEMENT (20MB202PC)</b>	
1	Understand the concept of time value of money.
2	Learn about the capital budgeting techniques and cost of capital
3	Learn the significance of Capital structure vs. financial structure. Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory.
4	Understand the Concepts and Applications of Working Capital Management
5	Understand the Concepts and Applications of Management of Current Assets.

<b>Semester II: Course Name: MARKETING MANAGEMENT (20MB203PC)</b>	
1	Understand the core concepts, scope, and principles of marketing, along with the role of a marketing manager and market dynamics.
2	Develop skills in market segmentation, targeting, positioning, and demand forecasting to enhance strategic marketing decisions.
3	Develop analytical skills in competitive analysis, market research, and consumer behavior to enhance strategic marketing decisions.
4	Understand product planning, branding, and pricing strategies to develop effective marketing mix decisions.
5	Develop expertise in promotion strategies, distribution channels, and emerging marketing trends to optimize market reach and customer engagement.

<b>Semester II: Course Name: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS (20MB204PC)</b>	
1	Understand the origin and application of operations research
2	Learn about the Formulation of Linear Programming Problem for different areas
3	appreciate the significance of variations of assignment problem, methods for finding Initial feasible solution.
4	Learn the aspects of Decision Theory and Network Analysis

5	Gain insights of the theoretical principles and practical applications of different queuing models
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<b>Semester II: Course Name: ENTREPRENEURSHIP (20MB205PC)</b>	
1	Understand the approaches to entrepreneurship
2	Learn about the individual entrepreneurial mind-set and Personality
3	Develop skills in identifying market opportunities, fostering creativity, and launching entrepreneurial ventures through various business models.
4	Understand legal challenges, intellectual property protection, feasibility analysis, and financial planning for successful entrepreneurial ventures.
5	Develop strategic planning skills for entrepreneurial growth, business stabilization, and leveraging government initiatives for entrepreneurship.

<b>Semester II: Course Name: MANAGEMENT INFORMATION SYSTEM &amp; ERP (20MB206PC)</b>	
1	Understand the fundamentals of MIS, its structure, role, and importance in gaining a competitive advantage.
2	Develop knowledge of information systems, decision support systems, and IS management for effective business intelligence and security.
3	Gain expertise in system development, analysis, and design methodologies for building effective information systems.
4	Understand ERP concepts, evolution, benefits, modules, and implementation for effective enterprise resource planning.
5	Understand cyber security threats, organizational implications, and best practices for protecting data, privacy, and intellectual property.

<b>Semester II: Course Name: ANNUAL REPORT ANALYSIS – LAB (20MB207PC)</b>	
1	Develop proficiency in updating and adjusting trial balance data for accurate financial reporting.
2	Prepare and analyze balance sheets, income statements, and cash flow statements effectively.
3	Apply financial data protection techniques and optimize financial statement reporting.
4	Evaluate profitability, liquidity, structural, and asset turnover ratios for financial analysis.
5	Assess business growth, stability, and stock performance using financial metrics.

<b>Semester II: Course Name: PERSONAL EFFECTIVENESS-SEMINAR (20MB208PR)</b>	
1	Understand the scope, need, and impact of personality enhancement (PE) on career development through SWOT analysis and improvement methods.
2	Enhance communication skills through content development, debates, group discussions, and JAM sessions on current business affairs.
3	Develop analytical and problem-solving skills through case study evaluation, reflections, and structured case discussions.
4	Enhance personal and professional effectiveness through body language, etiquette, oratory skills, and emotional intelligence.
5	Develop corporate grooming skills, resume writing, and interview techniques for successful professional interactions.

### **MBA III Semester**

<b>Semester III: Course Name: PRODUCTION &amp; OPERATIONS MANAGEMENT (20MB301PC)</b>	
1	To provide understanding of the concepts of production and operations management in an organization and analytical methods.
2	To explain to students the steps in new product design and analysis.
3	To provide an understanding of plant location and layout.
4	To help understand the Process and factors that influence scheduling.
5	To impart knowledge of various aspects of materials management viz. e-Procurement, Green Purchasing.

<b>Semester III: Course Name: STRATEGIC MANAGEMENT (20MB302PC)</b>	
1	Develop strategic management skills by analyzing internal and external environments, formulating strategies, and building competitive advantages.
2	Develop strategic decision-making skills using analytical tools and models to evaluate competition and market positioning.
3	Understand strategy formulation at corporate, business, and functional levels, including diversification, mergers, acquisitions, and restructuring.
4	Learn Strategies for competing in global markets and internet economy.
5	Understand the aspects of strategy evaluation and control.

<b>Semester III: Course Name: DISASTER MANAGEMENT (20MB311OE)</b>	
1	Understand disaster concepts, risk levels, hazards, vulnerabilities, and assessment methods for effective disaster management.
2	Develop knowledge of disaster management mechanisms, including risk management, mitigation, preparedness, response, and recovery strategies.
3	Enhance capacity-building skills through risk reduction strategies, resource management, and legislative support for disaster management.

4	Develop effective coping strategies, safety planning, and media utilization for disaster preparedness and management.
5	Develop strategic planning skills for disaster management, including risk reduction, policy implementation, and organizational preparedness.

<b>Semester III: Course Name: TOTAL QUALITY MANAGEMENT (20MB312OE)</b>	
1	Understand TQM principles, quality leadership, customer satisfaction, and employee involvement for organizational excellence.
2	Apply continuous process improvement techniques, supplier partnerships, and benchmarking strategies for quality management.
3	Develop expertise in quality management systems, ISO standards, QFD, and Six Sigma for process and performance improvement.
4	Apply quality by design, FMEA, and total productive maintenance strategies for process reliability and continuous improvement.
5	Utilize management tools and statistical process control techniques to enhance quality management and decision-making.

<b>Semester III: Course Name: ENVIRONMENTAL SCIENCE (20MB313OE)</b>	
1	Understand ecosystem structure, functions, energy flow, and biogeochemical cycles for sustainable environmental management.
2	Understand the classification, importance, and sustainable utilization of renewable and non-renewable natural resources.
3	Understand biodiversity levels, values, threats, and conservation strategies for sustainable ecosystem management.
4	Understand types of environmental pollution, control technologies, and waste management strategies for sustainable development.
5	Understand environmental laws, sustainable development strategies, and the role of IT in ecological conservation and assessment.

<b>Semester III: Course Name: R-PROGRAMMING (20MB314OE)</b>	
1	Develop proficiency in R programming by understanding data types, structures, functions, and mathematical operations.
2	Gain expertise in R programming structures, control statements, loops, functions, and recursive algorithms for data processing.
3	Develop mathematical and simulation skills in R, including probability, calculus, linear algebra, and data handling operations.
4	Develop skills in creating, customizing, and saving graphs using R's base graphics functions.
5	Apply probability distributions, statistical analyses, and regression models in R for data interpretation and decision-making.

<b>Semester III: Course Name: CONSUMER BEHAVIOUR (20MB312PE)</b>	
1	Understand consumer behavior concepts, research methods, and factors influencing consumer decision-making for effective marketing strategies.
2	Analyze the impact of cultural, social, and personal factors on consumer behavior, including the role of social media and family dynamics.
3	Understand the individual determinants of consumer behavior and the decision-making process, from problem recognition to post-purchase behavior.
4	Analyze various models and theories of consumer behavior to understand purchasing decisions and psychological influences.
5	Evaluate consumerism and marketing ethics to understand consumer rights, responsibilities, and marketer responses in a globalized economy.

<b>Semester III: Course Name: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (20MB313PE)</b>	
1	Understand the Indian financial system and also about Investment.
2	Learn the relevance of risk and returns
3	Understand the relevance of equity valuation of cash market and derivatives.
4	Learn various influences bond valuation and management
5	Identify the need for mutual funds in India.

<b>Semester III: Course Name: PERFORMANCE MANAGEMENT SYSTEMS (20MB314PE)</b>	
1	Understand the meaning, importance, and scope of talent management, along with competency development and assessment through competency mapping and models.
2	Learn to implement competency-based talent management for acquisition, development, performance, succession planning, and building high-performance teams.
3	Understand the importance of performance management, its determinants, HR's role, and its linkages with strategy and other HR processes.
4	Learn the process of performance management, including goal setting, KRAs, KPIs, performance measurement, evaluation, and corrective actions.
5	Understand employee development, coaching, feedback systems, reward structures, and legal principles in performance management.

<b>Semester III: Course Name: DIGITAL MARKETING (20MB322PE)</b>	
1	Understand the principles and drivers of the new marketing environment, including digital channels, online marketing mix, and mobile marketing.
2	Analyze purchasing behavior in digital marketing, including online buying processes, website design, search engines, and SEO strategies.
3	Understand product attributes, branding, and online pricing strategies, including time-based, personalized, and bundle pricing tactics.

4	Learn internet-enabled retailing strategies, including mass customization, personalized messaging, online intermediaries, and direct-to-customer interactions.
5	Understand the integration of online communication through IMC, social media, viral marketing, consumer engagement, and legal aspects of digital marketing.

<b>Semester III: Course Name: FINANCIAL INSTITUTIONS, MARKETS AND SERVICES (20MB323PE)</b>	
1	Understand the structure of the Indian financial system, regulatory institutions, and the role of RBI, SEBI, and other financial organizations in financial development.
2	Understand the structure of the Indian financial system, banking and non-banking institutions, regulatory frameworks, and challenges in the banking, mutual funds, and insurance sectors.
3	Understand the structure, trends, and regulations of primary and secondary securities markets, including trading, settlement, stock market indices, and SEBI guidelines.
4	Gain knowledge of asset/fund-based financial services, including leasing, hire purchase, consumer credit, factoring, housing finance, and venture capital financing.
5	Understand fee-based and advisory services, including credit rating, investment banking, merchant banking, stock broking, and the depository system.

<b>Semester III: Course Name: LEARNING AND DEVELOPMENT (20MB324PE)</b>	
1	Understand Learning theories with the emphasis on learning outcomes.
2	Learn the significance of Training in organization.
3	Learn different training methods.
4	Understand essentials of management development.
5	Identify the Training needs, Training methods for different sectors.

<b>Semester III: Course Name: SERVICE MARKETING (20MB332PE)</b>	
1	Understand the concepts, characteristics, and classification of services, along with service marketing mix, technology impact, and emerging service sectors in India.
2	Analyze service consumer behavior and develop customer relationship strategies through service development, customer satisfaction, feedback, and recovery mechanisms.
3	Apply service innovation and quality management models, including the SERVQUAL gap model, to enhance service design and customer satisfaction.
4	Analyze and manage service operations by optimizing service processes, delivery channels, and stakeholder roles to enhance efficiency and customer satisfaction.
5	Develop and implement effective service marketing strategies through branding, pricing, promotion, and communication to enhance service promise and customer trust.

<b>Semester III: Course Name:STRATEGIC MANAGEMENT ACCOUNTING (20MB333PE)</b>	
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1	Understand and apply cost concepts, allocation methods, and activity-based costing for effective planning and control in management accounting.
2	Apply various costing methods, including job costing, process costing, and unit costing, to analyze costs and manage financial efficiency in specific industries.
3	Utilize marginal costing and break-even analysis for effective cost control, profit planning, product mix decisions, and business strategy optimization.
4	Apply budgetary control techniques to plan, monitor, and optimize financial performance through various budgeting methods and audits.
5	Utilize standard costing techniques to analyze variances in materials, labor, and sales for effective cost control and decision-making.

<b>Semester III: Course Name: MANAGEMENT OF INDUSTRIAL RELATIONS (20MB334PE)</b>	
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1	Understand the concepts, importance, and evolution of industrial relations in India, including trade unions, their functions, and legal provisions.
2	Understand the legal framework, processes, and mechanisms for collective bargaining and industrial dispute resolution in India.
3	Understand grievance handling procedures, quality of work life, and worker participation in management for improving industrial relations.
4	Understand key labor laws, including the Factories Act, Workmen's Compensation Act, ESI Act, Standing Orders Act, and Child Labor Act.
5	Understand wage policies, wage regulation machinery, and key legislations like the Payment of Wages Act, Minimum Wages Act, Bonus Act, and Gratuity Act.

<b>Semester III: Course Name: SUMMER INTERNSHIP (20MB303PR)</b>	
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1	Understand and analyze the core management functions practiced within the organization.
2	Observe workplace behavior, organizational culture, and overall work climate.
3	Gain practical insights into functional domain knowledge relevant to the industry.
4	Learn about organizational processes and systems for efficient workflow management.
5	Assess the impact of external and internal environmental factors on business operations.

<b>Semester III: Course Name: BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS -SEMINAR (20MB304PR)</b>	
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1	Identify and analyze best industry practices through internet research and company interactions.
2	Gain insights into successful business strategies and operational efficiencies.
3	Learn from classmates' experiences to broaden understanding of diverse best practices.
4	Develop the ability to critically assess and suggest improvements for existing practices.

5	Enhance problem-solving and innovation skills by proposing next practices for industry growth.
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### **MBA IV Semester**

<b>Semester IV: Course Name: TECHNOLOGY MANAGEMENT (20MB401PC)</b>	
1	Understand the process of technological innovation and strategies for effective research and development to gain a competitive advantage.
2	Evaluate the financial viability of R&D projects using cost-effectiveness analysis, risk assessment, and resource allocation techniques.
3	Analyze the impact of technological change, lifecycle, and policies on technology management and socio-economic development.
4	Apply technological forecasting techniques to support strategic decision-making and innovation planning.
5	Analyze modes of technology transfer and negotiate pricing for effective technology commercialization.

<b>Semester IV: Course Name: PROJECT MANAGEMENT (20MB402PC)</b>	
1	Understand the significance of project management and its integration with organizational strategy, structure, and culture.
2	Develop skills in project planning, screening, selection, and creating a structured monitoring and controlling process.
3	Gain expertise in project execution, risk management, cost control, and performance evaluation.
4	Develop skills in building and leading project teams, managing conflicts, and fostering cross-functional collaboration.
5	Develop the ability to monitor, evaluate, and control project performance using earned value management and project control cycles.

<b>Semester IV: Course Name: BUSINESS ANALYTICS (20MB422OE)</b>	
1	Understand the benefits, data structures, application areas, and analytical methods in business analytics.
2	Apply data visualization techniques and statistical inference methods, including hypothesis testing and ANOVA, using Excel and other tools.
3	Apply predictive and prescriptive analytics techniques, including regression analysis, forecasting, and optimization, using Excel tools.
4	Understand and apply data warehousing and mining techniques, including classification, clustering, and association mining.
5	Understand the concept of Big Data and its significance in various business applications.

<b>Semester IV: Course Name: NON-CONVENTIONAL ENERGY SOURCES (20MB423OE)</b>	
1	Understand the global and national energy scenario, including conventional and renewable energy sources, sustainability, and future energy trends.
2	Understand solar energy systems, including radiation measurement, thermal and photovoltaic conversion, storage, and applications.
3	Understand wind energy conversion, site selection, turbine types, wind resource assessment, hybrid systems, and the economic and environmental aspects of wind energy.
4	Understand biogas properties, plant technology, biomass resources, conversion processes, and applications of biogas energy systems.
5	Understand the importance, components, turbine types, and power estimation of small hydro power plants.

<b>Semester IV: Course Name: INTERNATIONAL BUSINESS (20MB424OE)</b>	
1	Understand the Concepts, Principles and Approaches of International Business.
2	Learn the evolution of International Trade thought process with the help of classical and modern theories of International Trade.
3	Gain insights of the aspects of Business and Economic Integration with the help of various Regional Economic Integrations and Multilateral Trade Agreements.
4	Understand the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, Strategic Alliances.
5	Gain knowledge of the contribution of major functional areas of business viz. Production, Finance, Marketing and HRM in International Business Operations.

<b>Semester IV: Course Name: ENTREPRENEURIAL FINANCE (20MB441PE)</b>	
1	Understand Financing through venture lifecycle in a company.
2	Understand financing sources, financial statements, and performance evaluation for operating a new venture.
3	Understand financial planning, capital costs, and risk assessment throughout a venture's lifecycle.
4	Understand venture valuation methods, financial projections, and discounted cash flow analysis.
5	Analyze financing options for growing ventures, including venture capital, financial institutions, and government programs.

<b>Semester IV: Course Name: ADVERTISING &amp; SALES DISTRIBUTION (20MB442PE)</b>	
1	Understand the evolution, types, and process of advertising, including campaign planning and effectiveness models.
2	Understand advertising objectives, budgeting, agency functions, compensation, and the social, ethical, and economic aspects of advertising.

3	Understand media planning, strategy implementation, evaluation of different media types, and creative strategy development in advertising.
4	Understand sales promotion types, strategies, consumer and middlemen incentives, and effectiveness evaluation.
5	Understand the design and management of marketing channels, logistics, transportation, and supply chain decisions.

<b>Semester IV: Course Name: INTERNATIONAL FINANCIAL MANAGEMENT (20MB443PE)</b>	
1	Understand the scope, significance, and components of the international financial system in a global business context.
2	Analyze the balance of payments, factors affecting international trade flows, and the evolution of the international monetary system.
3	Understand the structure, functions, and instruments of the foreign exchange market, including exchange rates, arbitrage, speculation, and regulatory frameworks.
4	Analyze exchange rate movements, influencing factors, government policies, and risk management strategies in the global financial system.
5	Understand asset-liability management, international financing methods, and risk strategies in global trade and investment.

<b>Semester IV: Course Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT (20MB444PE)</b>	
1	Understand the key concepts, cultural foundations, and challenges of International Human Resource Management in a global market context.
2	Understand global human resource planning, compensation strategies, and key components of international compensation programs.
3	Understand global recruitment, staffing strategies, and selection criteria for expatriates, TCNs, and HCNs.
4	Understand the strategic role of global workforce training, expatriate preparation, and international assignments.
5	Understand the planning, implementation, and challenges of global performance management in an international HRM context.

<b>Semester IV: Course Name: ENTREPRENEURIAL MARKETING (20MB451PE)</b>	
1	Understand the fundamentals of entrepreneurial marketing, including its characteristics, functions, challenges, and market opportunity identification.
2	Understand the concept, types, and structures of enterprise growth, along with growth analysis techniques and entrepreneurial finance.
3	Students will gain insights into growth strategies, life-cycle models, Greiner's growth model, and complexity management for business expansion.

4	Understand and apply entrepreneurial market development strategies, including positioning, segmentation, targeting, pricing, distribution, and customer relationship building.
5	Utilizing innovative and digital marketing tools.

<b>Semester IV: Course Name: RETAILING MANAGEMENT (20MB452PE)</b>	
1	Understanding retail evolution, formats, and strategies.
2	Analyzing retail location decisions and merchandising strategies.
3	Understanding retail models and competitive strategies.
4	Developing effective retail communication and branding strategies.
5	Enhancing retail supply chain efficiency through technology and relationship marketing.

<b>Semester IV: Course Name: STRATEGIC INVESTMENT AND FINANCING DECISIONS (20MB453PE)</b>	
1	Applying risk analysis techniques for informed investment decisions under uncertainty.
2	Understanding investment and disinvestment strategies for effective capital budgeting.
3	Evaluating appraisal techniques for effective investment decision-making.
4	Analyzing strategic investment decisions in leasing and financing.
5	Understanding financing decisions in mergers and acquisitions.

<b>Semester IV: Course Name: LEADERSHIP AND CHANGE MANAGEMENT (20MB454PE)</b>	
1	Understanding leadership roles, functions, and effective leadership styles.
2	Analyzing leadership theories, styles, and their impact on team empowerment.
3	Understanding organizational change, its triggers, impact, and resistance management.
4	Analyzing organizational structure, culture, politics, and leadership in times of change.
5	Implementing systematic change strategies through organizational development and leadership skills.

<b>Semester IV: Course Name: CREATIVITY, INNOVATION AND ENTREPRENEURSHIP (20MB461PE)</b>	
1	Understanding creativity through personality, environment, technology, and evaluation criteria.
2	Applying creative problem-solving models using divergent and convergent thinking techniques.
3	Developing creative intelligence through convergent thinking, motivation, and overcoming creativity blocks.
4	Understanding innovation management through ideation methods, levels, and outsourcing theories.
5	Analyzing innovation from micro and macro perspectives, including systems approach, leadership, and open innovation.

<b>Semester IV: Course Name: INTERNATIONAL MARKETING (20MB462PE)</b>	
1	Understanding the scope, features, and strategies of international marketing and its differences from domestic marketing.
2	Analyzing the global market environment, trade policies, and international trade barriers.
3	Identifying global market opportunities through research, entry strategies, and consumer analysis.
4	Formulating global market strategies through competitive analysis, marketing mix, segmentation, and distribution.
5	Executing global marketing strategies through e-marketing, export procedures, and international negotiations.

<b>Semester IV: Course Name: FINANCIAL DERIVATIVES (20MB463PE)</b>	
1	Understanding the development, types, roles, and participants in financial derivative markets.
2	Understanding forwards and futures trading, pricing, hedging strategies, and trading mechanisms.
3	Understanding options trading, hedging strategies, pricing models, and risk management.
4	Understanding options trading strategies, spreads, combinations, and commodity exchange mechanisms.
5	Understanding the concept, evolution, features, and pricing of various swap market

<b>Semester IV: Course Name: TALENT AND KNOWLEDGE MANAGEMENT (20MB464PE)</b>	
1	Understanding the process, tools, and models for effective talent management.
2	Implementing effective succession and career planning strategies for talent development.
3	Understanding the nature, types, and drivers of knowledge in knowledge management.
4	Understanding knowledge management systems, strategies, technologies, and assessment methods.
5	Exploring knowledge management processes, approaches, infrastructure, and organizational impact.

<b>Semester IV: Course Name: PROJECT (20MB403PR)</b>	
1	Understanding project report preparation, topic selection, research planning, and report organization.
2	Gathering and analyzing relevant literature and data for research insights.
3	Providing a detailed explanation of the company's background, structure, and operations.
4	Analyzing and interpreting collected data to derive meaningful insights and conclusions.
5	Presenting key findings, drawing conclusions, and providing relevant suggestions for improvement.