

Course Name: Management and Organizational Behavior (22MB101PC)

Semester 1: Course Name: Management and Organizational Behavior	
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

Course Name: Business Economics (22MB102PC)

Semester 1: Course Name: Business Economics	
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

Course Name: Financial Reporting and Analysis (22MB103PC)

Semester 1: Course Name: Financial Reporting and Analysis	
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	Analyse the Working Capital and Flow of Funds and Cash into the Business
5	Prepare, analyse and Interpret Financial Statements.

Course Name: Research Methodology and Statistical Analysis (22MB104PC)

Semester 1: Course Name: Research Methodology and Statistical Analysis	
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.

Course Name: Legal and Business Environment (22MB105PC)

Semester 1: Course Name: Legal and Business Environment	
1	Understand the Business Laws related to Incorporation of a company
2	Learn the Law of Contract & Sale of Goods
3	Learn the salient features of Negotiable Instruments Act 1881
4	Learn the Reforms Undertaken by the Government with respect to the challenging business environments
5	Gain insights of the Regulatory Framework in India

Course Name: Business Ethics and Corporate Governance (22MB101OE)

Semester 1: Course Name: Business Ethics and Corporate Governance	
1	Understand the Need for Business Ethics and Corporate Governance in India.
2	Apply Knowledge of Established Methodologies of Solving Professional Ethical Issues.
3	Learn Codes and Committees in Corporate Governance.
4	Understand the Role of Board in Corporate Governance
5	Assess the Stakeholder perspective of Corporate Governance

Course Name: Project Management (22MB102OE)

Semester 1: Course Name: Project Management	
1	Understand and appreciate the importance of Project Management.
2	Learn Project Planning, Execution and implementation
3	Apply Project Appraisal Methods to Cash Flows and Corporate Practices of Dividend Payment
4	Understand particulars of Project Evaluation techniques for better decision making
5	Appreciate the significance of Organizational & Team Behaviors in projects.

Course Name: Sustainability Management (22MB103OE)

Semester 1: Course Name: Sustainability Management	
1	Understand the importance of Climate change and global warming
2	Learn about environment pollution and sustainability, economic approaches to sustainable development.
3	Assess the steps in sustainable planning for competitive advantage.
4	Understand sustainable and circular value chain, sustainability marketing
5	Appreciate the relevance of Market Sustainability

Course Name: Cross Cultural Management (22MB104OE)

Semester 1: Course Name: Cross Cultural Management	
1	Understand the importance of the influence of national culture on business culture
2	Learn about value orientations and dimensions
3	Assess culture and leadership, culture and strategy, cultural change in organizations
4	Understand cross cultural team management.
5	Learn the aspects of working with international teams and multiple cultures and management of conflicts

Course Name: Business Communication Lab(22MB106PC)

Semester 1: Course Name: Business Communication Lab	
1	Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.
2	Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents
3	Identify the intricacies of writing Business Reports and Proposals
4	Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication
5	Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.

Course Name: Statistical Data Analysis Lab (22MB107PC)

Semester 1: Course Name: Statistical Data Analysis Lab	
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	Analyse the Data using Descriptive Statistics
5	Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS

Course Name: Human Resource Management (22MB201PC)

Semester 2: Course Name: Human Resource Management	
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	Learn the principles and practices of Employee Compensation and Rewards, with the help of Job Evaluation & Broad-banding etc. and the salient features of Workmen Compensation Act and Minimum Wages Act.
5	Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.

Course Name: Marketing Management (22MB202PC)

Semester 2: Course Name: Marketing Management	
1	Understand the important concepts and principles of Marketing Management and Marketing Research.
2	Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements
3	Learn the significance of designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
4	Assess Global marketing, green marketing strategies for sustainable development.
5	Gain insights of the key aspects of pricing decisions and the role of communication

Course Name: Financial Management (22MB203PC)

Semester 2: Course Name: Financial Management	
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.
4	Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory.
5	Understand the Concepts and Applications of Working Capital Management and Management of Current Assets

Course Name: Quantitative Analysis for Business Decisions (22MB204PC)

Semester 2: Course Name: Quantitative Analysis for Business Decisions	
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.

Course Name: Entrepreneurship and Design Thinking (22MB205PC)

Semester 2: Course Name: Entrepreneurship and Design Thinking	
1	Understand the approaches to entrepreneurship
2	Learn about the individual entrepreneurial mind-set and Personality.
3	Learn the significance of Feasibility Analysis, Industry, competitor analysis, new venture development.
4	Understand the principles of implementation of Design Thinking.
5	Appreciate the relevance of Creativity in the process of implementation of Design Thinking

Course Name: Logistics and Supply Chain Management (22MB206PC)

Semester 2: Course Name: Logistics and Supply Chain Management	
1	Understand the cyclical perspective of logistics and supply chain process.
2	Learn about the distribution, transportation, warehousing related issues and challenges in supply chain.
3	Appreciate the significance of network design in the supply chain.
4	Gain knowledge of various models / tools of measuring the Supply Chain Performance.
5	Appreciate the role of coordination and technology in supply chain management.

Course Name: Total Quality Management (22MB201OE)

Semester 2: Course Name: Total Quality Management	
1	Understand the need for Quality.
2	Learn the relevant TQM models like PDCA Cycle, 5S, Kaizen, Quality Circles.
3	Learn statistical aspects relevant for process control.
4	Assess the relevance of Total Productive Maintenance, FMEA, Six Sigma.
5	Learn different Quality Management Systems.

Course Name: Marketing Research (22MB202OE)

Semester 2: Course Name: Marketing Research	
1	Understand the importance of marketing research.
2	Learn various aspects in research design.
3	Learn sampling design process.
4	Understand the characteristics of a good measurement, scaling and sampling methodology.
5	Learn hypothesis testing and data presentation.

Course Name: International Business (22MB203OE)

Semester 2: Course Name: International Business	
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.

Course Name: Rural Marketing (22MB204OE)

Semester 2: Course Name: Rural Marketing	
1	Understand the importance of Indian Rural Economy.
2	Learn various rural marketing strategies
3	Learn challenges of Retail Channel Management
4	Understand the aspects of rural business research.
5	Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India.

Course Name: Production and operations management (22MB301PC)

Semester 3: Course Name: Production and operations management	
1	Understand the importance concepts of operations management.
2	Learn various strategies in product and process design, analysis.
3	Learn examine the various aspects of plant location and product layout.
4	Understand the aspects of scheduling.
5	Gain insights of integrated materials management, e-procurement, materials planning

Course Name: Management Information Systems (22MB302PC)

Semester 3: Course Name: Management Information Systems	
1	Understand the importance of MIS for strategic advantages.
2	Learn various business applications of information systems like e-business, BPR, DSS.
3	Learn examine the information system planning.
4	Understand alternative methods for building information system.
5	Learn cyber security with inter networks security defenses.

Course Name: Business Analytics (22MB303PC)

Semester 3: Course Name: Business Analytics	
1	Understand the importance of business analytics in practice
2	Learn various rural marketing strategies
3	Learn challenges of data modelling.
4	Understand the aspects data mining
5	Learn Monte Carlo simulation, risk analysis and decision tree analysis.

Course Name: Digital Marketing (22MB311PE)

Semester 3: Course Name: Digital Marketing	
1	Understand Evolution of digital marketing, its strategies and platforms.
2	Learn the relevance of digital marketing channels.
3	Learn the significance of digital marketing.
4	Understand the relevance of online advertising.
5	Understand the methods of measuring the digital media performance

Course Name: Security Analysis and Portfolio Management (22MB312PE)

Semester 3: Course Name: Security Analysis and Portfolio Management	
1	Understand the Indian financial system and also about Investment.
2	Learn the relevance of risk and returns.
3	Learn various influences bond valuation and management.
4	Understand the relevance of equity valuation of cash market and derivatives.
5	Identify the need for mutual funds in India.

Course Name: Talent and Performance Management (22MB313PE)

Semester 3: Course Name: Talent and Performance Management	
1	Understand Talent Management Process along with its key components.
2	Learn the significance of performance management and employee development in organizations.
3	Learn different approaches to Performance Management System
4	Understand Key Performance Indicators (KPI's) and performance metrics.
5	Identify the importance of reward systems in organizations.

Course Name: Startup and MSME Management (22MB314PE)

Semester 3: Course Name: Startup and MSME Management	
1	Understand various Startup opportunities.
2	Learn Business Startup, Ideation, and Venture Choices.
3	Learn Legal and other requirements for new ventures
4	Learn Problems of entrepreneurs.
5	Understand the Forms of Financial support.

Course Name: Sales and Promotion Management. (22MB321PE)

Semester 3: Course Name: Sales and Promotion Management.	
1	Understand Evolution of Sales and Promotion Management.
2	Learn the relevance of various types of Advertising.
3	Appreciate the significance of sales management.
4	Assess the relevance of sales promotion strategies.
5	Appreciate the need for the distribution channels.

Course Name: Risk Management and Financial Derivatives. (22MB322PE)

Semester 3: Course Name: Risk Management and Financial Derivatives.	
1	Understand risk management and derivatives.
2	Learn the relevance of Basel norms, types of risks.
3	Learn various aspects about Derivatives Market in India.
4	Understand the uses of options strategies.
5	Examine the importance of SWAP Market.

Course Name: Learning and Development. (22MB323PE)

Semester 3: Course Name: Learning and Development.	
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.

Course Name: Technology Business Incubation. (22MB324PE)

Semester 3: Course Name: Technology Business Incubation .	
1	Understand various Startup opportunities.
2	Learn Business Startup, Ideation, and Venture Choices.
3	Learn Legal and other requirements for new ventures.
4	Learn Problems of entrepreneurs.
5	Understand Forms of Financial support.

Course Name: Consumer Behaviour. (22MB331PE)

Semester 3: Course Name: Consumer Behaviour.	
1	Understand Evolution of consumer behaviour.
2	Learn the relevance various influences on consumer behaviour.
3	Learn the significance of personality, attitudes of the consumer.
4	Assess the relevance of the different models of Consumer decision making.
5	Identify the need for the marketing ethics towards consumers.

Course Name: Strategic Cost and Management Accounting. (22MB332PE)

Semester 3: Course Name: Strategic Cost and Management Accounting	
1	Understand the cost analysis and control.
2	Learn the relevance of unit, job, process costing for strategic decisions
3	Learn various aspects of activity-based management.
4	Understand the role of types of budgets and the budgeting process in non-profit organizations
5	Identify the need for establishing cost standards

Course Name: Employee Relations. (22MB333PE)

Semester 3: Course Name: Employee Relations	
1	Understand the changing nature of Workforce in India and appreciate the need for knowing and maintaining good relations with Industry and Trade Unions
2	Learn the legal framework of Collective Bargaining and the aspects of Negotiation, Social Security and Drafting of Agreements.
3	Learn various aspects of Tripartism, Social Dialogue and the role of Government in Industrial Relations
4	Understand the salient features of various Acts such as Factories Act, Minimum Wages Act, ESI Act etc. and the need for maintenance of good Employee Relations
5	Understand the salient features of Acts such as Industrial Disputes Act, Occupational Safety, Health and Working Conditions Code

Course Name: Innovation and Entrepreneurship. (22MB334PE)

Semester 3: Course Name: Innovation and Entrepreneurship	
1	Gain an understanding of the concepts and processes of creativity and appreciate the need for improving the quality of creativity
2	Learn the methods of creative problem solving.
3	Orient themselves on developing creative intelligence and unblock their creative energies
4	Learn the concepts and methods of innovation and ideation and the theories of outsourcing new product development.
5	Develop a perspective of micro and macro level innovation.

Course Name: Summer Internship. (22MB304PR)

Semester 3: Course Name: Summer Internship	
1	Explain the Management Functions and Organizational Structure of the host organization
2	Analyse Organizational Dynamics in terms of Behaviour, Culture and Climate
3	Apply functional domain knowledge to practical business problems encountered during the internship
4	Evaluate organizational processes and systems to identify strengths and areas for improvement.
5	Assess the impact of external and internal environmental factors on Organizational performance

Course Name: Strategic Management (22MB401PC)

Semester 4: Course Name: Strategic Management	
1	Understand the importance of strategic management process
2	Learn various market life cycle models for strategic analysis
3	Learn Strategies for competing in global markets and internet economy.
4	Appreciate the need for having appropriate Turnaround and Diversification Strategies
5	Understand the aspects of strategy evaluation and control

Course Name: International Marketing (22MB441PE)

Semester 4: Course Name: International Marketing	
1	Understand the Global Marketing Management
2	Learn the relevance of WTO, EXIM Policy
3	Learn various influences of the Global Consumer
4	Understand the relevance of International Marketing Mix, distribution promotion strategies
5	Identify the need for E-Marketing channels

Course Name: International Financial Management. (22MB442PE)

Semester 4: Course Name: International Financial Management	
1	Understand recent changes and challenges in International Financial Management
2	Learn Factors affecting International Trade flows
3	Learn various aspects about International Stock market
4	Understand the uses of exchange rates
5	Examine the importance of International Financing

Course Name: International Human Resource Management. (22MB443PE)

Semester 4: Course Name: International Human Resource Management	
1	Gain an overview of the nature, scope and importance of International Human Resource Management
2	Understand and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations
3	Learn the role of International Human Resource Management in long-term planning and staffing of manpower globally
4	Gain insights of the strategic role of Training and Development of Expatriates in management of international assignments
5	Acquaint themselves with the process of global performance management and understand the complexities of global compensation

Course Name: Entrepreneurial Finance. (22MB444PE)

Semester 4: Course Name: Entrepreneurial Finance	
1	Understand Financing through venture lifecycle in a company
2	Learn Startup and First Round Financing Sources.
3	Learn the significance of Financial Planning throughout the Venture's life cycle.
4	Understand Mechanics of venture valuation.
5	Understand the importance of venture capital financing.

Course Name: Services Marketing (22MB451PE)

Semester 4: Course Name: Services Marketing	
1	Understand Marketing Management of companies offering Services.
2	Learn the relevance of services
3	Learn various influences of the consumer behaviour in services
4	Understand the relevance of service operations
5	Identify the need for promotion strategies for services

Course Name: Strategic Financial Management (22MB452PE)

Semester 4: Course Name: Strategic Financial Management	
1	Understand financial strategy and control of a company
2	Learn the relevance of risk and uncertainty in making strategic decisions
3	Learn various aspects of capital budgeting
4	Understand the capital structure, dividend policy, financial distress, restructuring
5	Identify the different diversification strategies and mergers and acquisitions

Course Name: Leadership and Change Management (22MB453PE)

Semester 4: Course Name: Leadership and Change Management	
1	Gain an understanding of the concepts and principles of leadership by studying the contributions made by various philosophers and Universities
2	Learn from the various theories and styles of leadership and their contribution the subject matter of leadership from time to time
3	Appreciate the role of leader in the ever-changing business scenario and gain knowledge of various models of change
4	Understand the role of power, politics and conflicts in times of change, management of resistance to change in the process of implementing organizational change.
5	Gain insights of the process organizational development from a consultative perspective

Course Name: Entrepreneurial Marketing (22MB454PE)

Semester 4: Course Name: Entrepreneurial Marketing	
1	Understand Marketing mix of an enterprise.
2	Learn the Growth and marketing strategies.
3	Learn Market Development strategies.
4	Understand entrepreneurial communication
5	Understand the importance of entrepreneurial marketing

Course Name: Marketing Analytics (22MB461PE)

Semester 4: Course Name: Marketing Analytics	
1	Learn the Concepts of Marketing Analytics and their relevance in business,
2	Use MS Excel to deal with Marketing Data at basic level
3	Appreciate Customer's journey through Product Selection Process
4	Conduct Analysis in Determining the Pricing Strategies
5	Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion

Course Name: Financial Analytics (22MB462PE)

Semester 4: Course Name: Financial Analytics	
1	Understand techniques of financial statements
2	Learn the relevance of time value money
3	Learn various aspects of capital budgeting
4	Understand industry, technical and economic analysis
5	Learn duration of bond and immunization strategies

Course Name: HR Analytics (22MB463PE)

Semester 4: Course Name: HR Analytics	
1	Gain an understanding of the relevance of HR Analytics in the current business scenario
2	Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics
3	Use MS Excel for conduction of HR Analytics for key HR Processes
4	Have an overview of various tools and software technologies used for conduction of Descriptive HR Analytics and Visualization of HR Data
5	Appreciate the significance of Predictive and Prescriptive Analytics

Course Name: Family Business Management (22MB463PE)

Semester 4: Course Name: Family Business Management	
1	Understand various Startup opportunities.
2	Learn Business Startup, Ideation, and Venture Choices
3	Learn Legal and other requirements for new ventures.
4	Learn Problems of entrepreneurs.
5	Understand Forms of Financial support.

Course Name: Pre submission Project Seminar(22MB402PR)

Semester 4: Course Name: Pre submission Project Seminar	
1	Identify and clearly define a relevant management research problem.
2	Review and synthesize existing literature.
3	Design a suitable research methodology including data sources.
4	Apply quantitative and/or qualitative techniques to analyze collected data.
5	Present research findings effectively through a structured seminar presentation.

Course Name: Project (22MB403PR)

Semester 4: Course Name: Project	
1	Identify and formulate research problems, objectives and hypothesis for selected topic
2	Critically review and analyse relevant literature to identify research gap
3	Explain and assess the organizational structure, operations and relevance of the company to the research study
4	Apply appropriate research tools and techniques to analyze data and interpret findings
5	Derive meaningful conclusions and propose practical recommendations based on the research study.