

II SEMESTER

Course Objectives and Course Outcomes

17MBA08: HUMAN RESOURCE MANAGEMENT

Course Objective: To understand various functions of HRM and able to manage the human resources of any organization effectively.

Course Outcome: Students will be able to understand

1. Basic HR concepts
2. Process of recruitment and selection.
3. Learning and development.
4. Performance Management and Compensation
5. Employee retention strategies
6. Importance of employee welfare and grievances.

17MBA09: MARKETING MANAGEMENT

Course Objective: To understand the basic marketing concepts and its applications in markets.

Course Outcome: Students will be able to understand

1. Concepts of marketing management
2. To analyze markets and design customer driven strategies
3. To communicate the decisions towards business development with superior customer value.

17MBA10: FINANCIAL MANAGEMENT

Course Objective: To understand the basic decisions taken by a finance manager in a Corporate. FM helps in understanding the use of resources efficiently, effectively and economically.

Course Outcome: Students will be able to understand

1. Goals of financial function
2. Investment criteria and decision process
3. capital structure and Dividend Decisions d) Asset Liability management

17MBA11: QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Course Objective: To provide the basic tools of Operations research in solving the management problems using mathematical approach for decision making.

Course Outcome: Students will be able to understand

1. The course covers origin and application of OR
2. Linear Programming Method
3. Decision Theory and queuing theory help the student in taking decisions for business.

17MBA12: ENTREPRENEURSHIP

Course Objective: To make students understand the Entrepreneurial process and also inspire them to be Entrepreneurs.

Course Outcomes: Students will be able to understand

1. Mindset of the entrepreneurs
2. Identify ventures for launching
3. Develop an idea on the legal framework
4. Strategic perspectives in entrepreneurship.

17MBA13A: TOTAL QUALITY MANAGEMENT (OPEN ELECTIVE - II)

Course Objective: To facilitate students understand the quality concepts and tools and techniques relating to total quality management.

Course outcomes: Students will be able to understand

1. Importance of Quality
2. Principles and Practices of TQM
3. Tools and techniques in Quality management.

17MBA13B: CORPORATE GOVERNANCE (OPEN ELECTIVE - II)

Course Objective: To understand the growing importance of Corporate Governance in Indian and Global Context.

Course Outcome: Students will be able to understand

1. Need for Corporate Governance in India
2. Codes and Committees in Corporate Governance
3. Role of Board in Corporate Governance
4. Stakeholder perspective of Corporate Governance.

17MBA13C: INTERNATIONAL BUSINESS (OPEN ELECTIVE - II)

Course Objective: To understand the International Business theories and methods, Economic Environment, Strategic, and Operational issues of International Business.

Course Outcome: Students will be able to understand

1. Importance of International Business
2. International Trade theories
3. International Economic environment
4. Strategic and operational issues of IB.

17MBA13D: SUPPLY CHAIN MANAGEMENT (OPEN ELECTIVE - II)

Course Objective: To understand the importance of Supply chain management in present Business context.

Course Outcome: Students will be able to understand

1. Growing importance of Supply Chain Management
2. SCM Costs and Performance
3. Benchmarking in SCM
4. Sourcing and transportation
5. Global aspects in SCM

17MBA14: SUMMER INTERNSHIP

Course Objective: To acquire practical knowledge by working in any organization. Students should learn application of conceptual learning to practical business problems and also develop interpersonal relations, working in teams and understanding Organizational dynamics.

Learning Outcomes: Students will be able to understand

1. Management functions and Organizational structure
2. Organizational dynamics in terms of organizational behaviour, culture, climate
3. Functional domain knowledge
4. Processes and systems
5. External and internal environment impact on the organization.