

Generic Core Courses

Code	Core Course	Course Objectives	Course Outcomes
101	Accounting for Business Decisions	<p>1. To understand the basic concepts of financial accounting, cost accounting and management accounting.</p> <p>2. To know various tools from accounting and cost accounting this would facilitate the decision making</p> <p>3. To develop analytical abilities to face the business situations</p>	<p>1. Have knowledge of cost and management accounting</p> <p>2. Apply knowledge of financial accounting for understanding of financial statements</p> <p>3. Apply skill of modern management practices through cost control</p> <p>4. Propose solutions to various management issues by using decision making tools</p> <p>5. Identify / judge probable business situations</p>
102	Economic Analysis for Business Decisions	<p>1. To equip the students of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.</p> <p>2. To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries</p> <p>3. To develop economic way of thinking in dealing with practical business problems and challenges</p>	<p>1. Students will be able to compute the different tools and techniques of managerial economics to take the decisions for business.</p> <p>2. Students must be able to analyze the effect of economics on the business strategy of the organization.</p> <p>3. Student must have to manipulate or demonstrate the economic thinking, so that they will avoid the effect of economic on the business practical problems and challenges.</p>

103	Legal Aspects of Business	<p>1 To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders.</p> <p>2.To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively</p>	<p>1.Students will get well acquainted with legal formalities in business</p> <p>2.Students will be well informed to understand legal issues to effectively manage business</p>
104	Business Research Methods	<p>1.To understand the concept and process of business research in business environment.</p> <p>2.To know the use of tools and techniques for exploratory, conclusive and causal research.</p> <p>3.To understand the concept of measurement in empirical systems.</p> <p>4.To use statistical techniques for analysis of research data.</p>	<p>1.Students will be able to design research proposal as per their requirements</p> <p>2. Students will be able to conduct professional research to be helpful for business</p> <p>3.Students will be able to design scales and use various means of data collection techniques</p> <p>4.Students will be able to apply business research tools to interpret quantitative & qualitative data</p>

105	Organizational Behaviour	<p>1.To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.</p> <p>2.To obtain frameworks and tools to effectively analyze and approach various Organizational situations.</p> <p>3.To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.</p>	<p>1.Students become acquainted with the emerging ideas and practices in the field of management and organizational perspective.</p> <p>2.Student reflect upon own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand options of approaches and increase own effectiveness.</p> <p>3. Students understand meaning of change and need for organizational Change</p>
106	Basics of Marketing	<p>1.To introduce marketing as a business function and a philosophy</p> <p>2.To emphasize importance of understanding external environment in marketing decision making .</p> <p>3.To expose students to a systematic frame work of marketing &implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizationalbuyers</p>	<p>1. Students know difference between Sales & Marketing 2. Know the impact of External enviornment in Marketing Decision Making 3. Learn different Marketing approaches for services, goods, and for household consumers, organizationalbuyers</p>

201	Marketing Management	<p>1.To introduce the concept of Marketing Mix as a framework for Marketing Decision making.</p> <p>2.To emphasize the need, importance and process of Marketing Planning and Control.</p> <p>3.To sensitize the students to the dynamic nature of Marketing Function</p>	<p>1. Students will be able to design/visualize Marketing Mix for the product</p> <p>2. Students will be able to do Marketing Planning of their business</p> <p>3.Students will be able to visualise that Marketing is a dynamic function</p>
202	Financial Management	<p>1.To understand various concepts related to financial management.</p> <p>2.To study in detail, various tools and techniques in the area of finance</p> <p>3.To develop the analytical skills this would facilitate the decision making in Business situations</p>	<p>1.Students will be able to understand various concepts of Financial Management which are needed in business scenario</p> <p>2. Students learnt different tools to analyze the business</p> <p>3.Student will compare & calculate different ratios to find feasibility of business</p>

<p>203</p>	<p>Human Resource Management</p>	<p>1.To understand the role of HRM in an organization 2.To learn to gain competitive advantage through people 3.To learn to study and design HRM system</p>	<p>1.To study the important role of HRM in Organizational Set Up 2.Students will understand various ways by which they can gain competitive advantage through Human Resources 3.Students become familiar with designing HRM system for the benefit of people & Organization</p>
<p>204</p>	<p>Decision Science</p>	<p>1.To understand role of quantitative techniques in managerial decision making. 2.To understand process of decision problem formulation. 3.To understand applications of various quantitative techniques in managerial settings.</p>	<p>1.Students become familiar with different quantitative techniques & its application to run business competitively 2.Students understand process of decision problem formulation 3.Students become acquainted with various applications of quantitative techniques in Managerial setting to analyze & take corrective action accordingly</p>

205	Operations & Supply Chain Management	<p>1.To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace</p> <p>2.To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources</p> <p>3.To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.</p>	<p>1. Students become familiar with Strategic importance of SCM & Internal & external logistics</p> <p>2. Students are able to take advantage of SCM in competitive environment</p> <p>3.Students will become familiar with diverse fields & how they are related with SCM</p> <p>4.Student will able to design & manage Operations & SCM techniques</p>
206	Management Information Systems	<p>1.To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business</p> <p>2.To learn to use Information Technology to gain competitive advantage in business</p> <p>3.To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce</p>	<p>1.Students will learn new concepts of IT & its impact on business</p> <p>2. Students will be able to understand to use IT efficiently to gain competitive advantage in business</p> <p>3.Students will learn E-Commerce & M-Commerce</p> <p>4.Students will be able to solve case studies & to find solution in different fields</p>

301	Strategic Management	To expose participants to various perspectives and concepts in the field of Strategic Management 2.To help participants develop skills for applying these concepts to the solution of business problems 3.To help students master the analytical tools of strategic management	1.Students become familiar to various perspective of Strategic management to gain competitive advanatge in business scenario 2. Students will able to apply these skills in simulation technique to find solution to real life problem 3.Students will learn various analytical tools to apply in business cscenario
302	Enterprise Performan	1.To acquaint the students with a perspective of different facets of management of an enterprise 2.To provide inputs with reference to the Investment Decisions along with the techniques for those decisions 3.To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing 4.To develop the knowledge of the concept of auditing and its applicability as performance management tool	1.The students become familiar with different perspective of different facets of management of an enterprise 2.Students will get inputs with reference to the Investment Decisions along with the techniques for those decisions 3. Students will able to inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing 4.Students will able to develop the knowledge of the concept of auditing and its applicability as performance management tool

303	Startup and New Venture Management	<p>1.To instill a spirit of entrepreneurship among the student participants. 2.To provide an overview of the competences needed to become an entrepreneur 3.To give insights into the Management of Small Family Business</p>	<p>1.The spirit of entrepreneurship would be instilled among the student participants. 2.The students would understand the competences needed to be an entrepreneur. 3.The students would develop insights into the management of small family business</p>
304	Summer Internship Project	<p>1.To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. 2.To provide means to immerse students in actual supervised professional experiences 3.To give an insight into the working of the real organizations 4.To gain deeper understanding in specific functional areas. 5.To appreciate the linkages among different functions and departments 6.To develop perspective about business organizations in their totality . 7.To help the students in exploring career opportunities in their areas of interest</p>	<p>1.Students get opportunity to acquire the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity 2.Students become acquainted with actual professional identity 3. Students get insight into the working of the real organizations 4.Students gain deeper understanding in specific functional areas of their interest 5. Students learn linkages among different functions and departments 6.Students develop perspective about business organizations in their totality 7.Students learn exploring career opportunities in their areas of interest</p>

401	Managing for Sustaina	<p>1.Managing for Sustainability 2.Think independently and rationally about contemporary moral problems 3.Recognize the complexity of problems in practical ethics. 4.Demonstrate how general concepts of governance apply in a given situation or given circumstances.</p>	<p>1.Students become able to Think independently and rationally about contemporary moral problems 2.Become aware of the complexity of problems in practical ethics 3. Become awrae of the concepts of governance to apply in a given situation</p>
402	Dissertation	<p>1.To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. 2.To provide means to immerse students in actual supervised professional experiences 3.To gain deeper understanding in specific areas.</p>	<p>1.Students acquire on jobskills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity 2.Gain Actual supervised professional experiences 3.gain deeper understanding in specific areas of their interst</p>
Generic Elective Courses			

107	Management Fundamentals	<ol style="list-style-type: none"> 1.To explain the various concepts of management 2.To make the students understand the contemporary management practices. 3. To highlight professional challenges that managers face in various organization 4.To enable the students to appreciate the emerging ideas and practices in the field of management 	<ol style="list-style-type: none"> 1. Students will be able to define concept of management and will be in position to co-relate various aspects of management in an organization 2.. Students will have clear understanding about various contemporary management practices and its application depending upon type of organization 3. Students will be ready to face & overcome different challenges which will be faced in an organization 4. Students will be equipped with knowledge of emerging trends & practices in the field of management
109	MS Excel & Advanced Excel Lab	<ol style="list-style-type: none"> 1.To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications. 2.To provide students hands on experience on MS Excel Utilities 3.To gain proficiency in creating solutions for Data Management and Reporting 	<ol style="list-style-type: none"> 1. Students will be familiarized with basic to intermediate skills for using Excel in the class room vis-à-vis business applications 2.Students will be provided with hands on experience on MS Excel Utilities 3.Students will gain proficiency in creating solutions for data management and reporting

110	Selling & Negotiation Skills Lab	<p>1.To imbibe in the students, critical sales competencies that drives buying decisions.</p> <p>2.To give insights into how to boost individual and organizational productivity through effective sales lead management.</p> <p>3.To introduce basic theoretical principles and practical steps in the negotiating process.</p>	<p>1. Students become aware of critical sales competencies that drives buying decisions</p> <p>2. Get insights into how to boost individual and organizational productivity through effective sales lead management</p> <p>3.Know basic theoretical principles and practical steps in the negotiating & selling process.</p> <p>4.Become familiar with different sales forecasting models</p>
114	Foreign Language - I Lab	<p>1. To provide the student with a Foreign Language Skill to manage basic oral and written communication.</p> <p>2.To build a basic vocabulary in the selected Foreign Language.</p>	<p>1. Student become familiar with a Foreign Language Skill to manage basic oral and written communication.</p> <p>2. Students build a basic vocabulary in the selected Foreign Language</p>

210	Life Skills Lab	<p>1.To encourage students to develop and use balanced self-determined Behavior. 2.To help students in enhancing self, increasing life satisfaction and Improving relationships with others. 3.To develop new ability to practice new problem solving skills in group and use these skills in personal life.</p>	<p>1. Students are able to develop new ability to practice new problem solving skills in group and use these skills in personal life 2. Get contemporaray knowledge about improving relationship with others 3. Learnt to develop and use balanced self-determined Behavior</p>
213	Computer Aided Personal Productivity Tools Lab	<p>1.To give students mastery of MS Office. 2.To enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint. 3.To impart skills of using MS Outlook and basic social networking tools</p>	<p>1.Become aware of MS-Office 2. Become acquainted with skills of using MS Outlook and basic social networking tools</p>

214	Foreign Language - II Lab	<p>1.To provide the student with listening, reading, speaking and writing skills in chosen foreign language.</p> <p>2.To enhance the vocabulary in the selected Foreign Language.</p>	<p>1. Students become acquainted with listening, reading, speaking and writing skills in chosen foreign language</p> <p>2.Enhancement of Vocabulary</p>
215	Industry Analysis - Desk Research	<p>1.To help the students understand the dynamics of a specific industry.</p> <p>2.To acquaint students with various issues particular to an industry</p> <p>3.To provide a cross-functional perspective of the functioning of a business enterprise and an industry.</p>	<p>1.students understand the dynamics of a specific industry. 2. students understand various issues particular to an industry 3.Develop cross-functional perspective of the functioning of a business enterprise and an industry.</p>