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SSR

CRITERION I CURRICULAR ASPECTS

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CRITERION II TEACHING, LEARNING, AND EVALUATION

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At a glance

Why @ VIM

Admissions 2022-23

Master Of Business Administration (MBA)

Programme outcomes, Programme specific outcomes and course outcomes

Program Outcomes

1. Recognize the functioning of business opportunities involvement of business enterprises and exploring the entrepreneurial opportunities.
2. Develop incubation center and entrepreneurship development center for students who intent to take up start up or grow existing business.
3. Develop skills on analyzing the business data application of relevant analysis and problem solving.
4. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding
5. Identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.
6. Develop effective and oral communication especially in business applications, with the use of appropriate technology.
7. Collaborate and lead terms across organizational boundaries and demonstrate leadership qualities, maximize the uses of diverse skill of term members in the related context.

Program Specific Outcomes

1. After studying for 2years, the students get the theoretical as well as practical knowledge about the different aspects of the business perspectives which prepare them to work in the government and private organizations at executive, middle and top level posts.
2. Students can work in various functional areas like Marketing, Finance, Human Resource Management, Agri-business, and Operations Management
3. Students are able to work in various industries like manufacturing, service, retail, telecommunication, automobile, banking and finance etc.
4. Programme prepares the students to set up business enterprise and manage diversified growth of entrepreneurship.

Course Outcomes

Part-I Semester-I

Course code CC 101

Course title- **Indian Ethos and Management**

1. Understand sources of organizational ethical culture and different behavior
2. Understand the way of righteousness in the Gita

3. Identify the features of Indian ethos
4. Analyze Principles of Management
5. Understand dynamics of ethics in management.

Course code CC102

Course title- **Management Accounting**

1. Describe concepts in management accounting.
2. Prepare final account of a company
3. Prepare cost sheet of a company
4. Produce CVP analysis.

Course code CC 103

Course title- **Managerial Economics**

1. To introduce the students about managerial economics and its practices
2. To learn the production function and pricing practices
3. To aware about market structure and price determination under different market situations
4. To aware the students about capital budgeting and business cycles

Course code CC 104

Course title- **Information Technology for Management**

1. Recognize different components of Information Technology.
2. Understand E-commerce models used in a business.
3. Analyze impact of E-banking on the business.
4. Design a database.

Course code CC 105

Course title **Legal and Business Environment**

1. Understand Legal Aspects of Business with respect to Indian economy.
2. Relate various legal provisions to relevant business aspects and situations.
3. Assess Business Environment in India.
4. Appraise Globalization trends a, challenges and environment for foreign trade and investments.

Course code CC 106

Course title **Organizational Behaviour**

1. Relate with the historical growth, factors and model of Organizational Behavior.
2. Understand the determinants and various theories of personality development.
3. Understand the concept of perception and the process.
4. Understand the concept of attitude and values. Elaborate the sources and types of values.
5. Relate different theories of motivation and Leadership with current situation

and know the roles and activities of leadership

6. Understand the various strategies for managing conflicts in organization.

7. Understand the concept of organizational culture, organizational change and Development.

Course code SECC 107

Course title **Soft Skill Development (Internal)**

1. understand the soft skills
2. Develop professional etiquettes and manners
3. Develop effective communication skills

Course code SECC 108

Optional – A* (Internal)

Paper - VIII

Course title **I-Chh. Shivaji Maharaj – The Management Guru**

1. Describe functions of management.
2. Relate contemporary management with the management by Chh. Shivaji Maharaj.
3. Evaluate the planning and strategic options.
4. Design the planning and strategic options.

II-Computerized Accounting

1. Create an Account of Unit
2. Prepare financial statements with the help of computerized accounting System.

III-Personality Development

1. Students will be able to develop professional personality, positive attitude towards everything.
2. Students will be able to develop good interpersonal relations with other individuals at work place.
3. Students will learn the time management and professional manners and etiquettes.

IV- Business Models

1. The students learn how innovative business models of companies in diverse industries operate.
2. The students understand the components of the business model through various conceptual frameworks.
3. The students apply these frameworks in the analysis of specific company business model cases

V- Constitution of India

1. Memorize and describe the articles in constitution.
2. Explain the meaning of different articles in constitution.
3. Summarize the different article in constitution.

VI- Creativity and Innovation

1. Understand building blocks of innovation.
2. Be familiar with processes and methods of creative problem solving.
3. Enhance their creative and innovative thinking skills
4. Be familiar with creative and innovative thinking styles

Part-I Semester-II

Course code CC 201

Course title **Marketing Management**

1. To familiarize students with marketing, and its concepts.
2. To acquaint with new marketing trends and the marketing environment.
3. To study the components of the marketing mix; identify how the firms marketing strategy, marketing mix evolve and adapt to match consumer behavior and perceptions of the product

Course code CC 202

Course title **Financial Management**

1. Describe strategic financial planning and models.
2. Describe working capital management.
3. Estimate time value of money
4. Analyze statements of accounts..

Course code CC 203

Course title **Human Resource Management**

1. Understand the concept, objectives and changing role of HRM
2. Describe the objectives, benefits and process of HRD
3. Understand procurement process that includes; HRP, factors affecting Recruitment sources, selection process and placement
4. Differentiate training and development and understand methods of training
5. Analyze the need and problems of performance appraisal
6. Understand factors affecting wage and salary administration and principles of employee benefit programme.

Course code CC 204

Course title **Operations Management**

1. To help student learn operations management system and issues pertaining to management of productivity, manufacturing technology and facilities.
2. To provide students with various elements underline the basic functions of operations

management.

3. To familiarize the students with various techniques of inventory control.

4. To familiarize the students with various aspects of quality management.

Course code CC 205

Course title **Management Information System**

1. Identify the process of decision making at different management levels in an organization.

2. Understand importance and need of Management Information System in monitoring and controlling the business transactions.

3. Examine the role of different decision support systems in achieving strategic advantage.

4. Recommend different SAP modules applicable for various types of business.

Course code CC 206

Course title **Research Methodology**

1. Define various terms used in research process

2. Describe research design, sample design and sampling methods

3. Apply appropriate methods for data collection for research work

4. Use appropriate statistical tools for data analysis and interpretation

Course code AECC 207

Course title **Managerial Skills for Effectiveness (Internal)**

1. Enable the students to learn the art of getting things done in the modern business world.

2. This course will enable Students to maintain efficiency in the way how employers are performing the working tasks.

3. Will enable skills to manage people and technology with the purpose of effective and efficient fulfilment of their tasks.

Course code SECC 208

Optional – B* (Internal)

Paper – XVI

Course title **I-Total Quality Management**

1. Describe principles of business and social excellence.

2. Illustrate models and quality management methodology for the implementation of total quality management in any sphere of business and public sector.

3. Describe various principles and core concepts of Total Quality Management.

4. Describe principles of total quality management and peculiarities of their implementation.

5. Understand the part Total Quality Management play in management to understand the essential steps for the successful implementation of Total

Quality Management.

6. Analyzing and solving problems of organization using quality management systems.

II- Negotiation Skills

1. Students will learn interview skill.
2. Students will be able to develop confidence in participating in group discussions.
3. Students will be able to deal with problematic people.
4. Students will learn negotiation and decision making techniques.

III- Taxation

1. Explain the terms of GST
2. Compute GST for a given case
3. Understand the process of online submission and documentations.

IV- E-Business

1. Understand the concept, need and e-Business components
2. Recognize different Information Technology components required for implementation of e-business.
3. Analyze impact of e-business on the performance of organization.

V-Computer Applications for Business

1. Make use of Ms-Office for business applications.
2. Create interactive presentations and documents.
3. Analyze and Visualize business data using Ms-Excel.

VI- Behavioral Finance

1. Understand the concepts of Behavioural Finance.
2. Construct behavioral measurement instrument.
3. Analyze behavior with respect to financial decisions

Part-II Semester-III

Course code CC 301

Course title **Strategic and Change Management**

1. Understand the concept and process of strategic management
2. Evaluate external and internal business environment
3. Analyze situational SWOT
4. Understand various tools used for strategic choice
5. Understand the concept of Corporate

Governance and CSR

Course code CC 302

Course title **Business Intelligence and Analytics**

1. Understand the business intelligence essentials
2. Explain various descriptive statistical tools for proper inferences.

3. Generate assignment and transportation models for any organization.
4. Develop Queuing model, Game theory, network analysis for any organization

Course code DSC 304

Elective I-

Paper-I

Course title **MARKETING MANAGEMENT-
BUYING BEHAVIOUR AND BRAND MANAGEMENT**

1. Compare consumer behaviour and its effect on buying decision
2. Demonstrate consumer behaviour and buying decision process
3. Application of effective marketing program by understanding buyer behaviour
4. Develop brand building abilities.

Course code DSC 305

Elective-I

Paper-II

Course title **MARKETING MANAGEMENT-
ADVERTISING AND SALES MANAGEMENT**

1. To develop the understanding of advertising management.
2. To help students analyze different Medias and execute media plan.
3. To develop the understanding of various sales forecasting methods and to know the application of it.
4. To understand and learn the process of Personal Selling.
5. To understand the Logistics & Supply Chain Management practices and its application.

Course code DSC 306

Elective-II

Paper-I

Course title **HUMAN RESOURCE MANAGEMENT-
COMPENSATION MANAGEMENT**

1. Discuss the theories, philosophies, techniques and approaches to manage the pay systems.
2. Gain the insight of Compensation management concepts and practices to design pay structure and benefits for better management of human resources.
3. Develop an understanding of various legislations to design the pay systems.
4. Develop the knowledge related to Policy issues of employee benefits in India, voluntary and Government mandated benefits.
5. Enhance necessary critical thinking skills in order to evaluate different jobs and design salary structure
6. Apply the legal aspects in wide range of issues related to Compensation management.

Course code DSC 307

Elective-II

Paper-II

Course title **HUMAN RESOURCE MANAGEMENT-
HUMAN RESOURCE DEVELOPMENT**

1. It will help the students to learn the conceptual theme of HRD.
2. Empower the students to design and develop the training modules.
3. It will help students to know how to retain the top talent in the organization.
4. Incorporate students in performance appraisal, career planning and employee engagement.
5. Apply the right evaluation framework of HR.
6. Demonstrate the ability to carry out competency mapping.

Course code

Elective-III

Paper-I

Course title **FINANCIAL MANAGEMENT-
INDIAN FINANCIAL SYSTEM**

1. To Describe the Role of Financial Sector in the economy.
2. To recognize availability of various financial markets 3. To analyze the Trading Mechanism in Stock Exchanges.
4. To define different financial services.

Course code

Elective-III

Paper-II

Course title **FINANCIAL MANAGEMENT-
CORPORATE RESTRUCTURING AND LIQUIDITY MANAGEMENT**

1. To indicate types of restructuring.
2. To assess techniques of cash management.
3. To summarize objectives and provisions of receivables management.
4. To analyze the financial management of sick units.

Course code

Elective-IV

Paper-I

Course title **PRODUCTION MANAGEMENT-
OPERATIONS**

1. Describe various Operations Management Strategies.
2. Create comprehensive product development framework.
3. Explain Decision Areas for Formation of
MANAGEMENT STRATEGIES
operations strategy.
4. Formulate outline of Implementation of production planning & control.

Course code

Elective-IV

Paper-II

Course title **PRODUCTION MANAGEMENT-
MATERIALS & INVENTORY MANAGEMENT**

1. Describe various functions of materials management.
2. Formulate inventory planning with various aspects.
3. Implement various inventory control techniques.
4. Explain various other aspects of Materials Management

Course code

Elective-V

Paper-I

Course title **IT & SYSTEM MANAGEMENT-
IT & SYSTEM MANAGEMENT**

1. Understand emerging Technologies and strategic role of IT in strategy
2. Develop IT strategy for any manufacturing or service organization.
3. Understand IT governance areas and determine IT governance implementation problems in
business organization
4. Develop IT Governance framework for IT enabled organizations.

Course code

Elective-V

Paper-II

Course title **IT & SYSTEM MANAGEMENT-
INFORMATION SYSTEM SECURITY AND AUDIT**

1. Demonstrate the concepts of information systems audit and security. 2. Estimate the
organizations risk management IS controls and data security architecture.
3. Define the application of various types of Computer-Assisted System Audit Tools and
Techniques.
4. Design security policy for IT enabled organization.

Course code

Elective-VI

Paper-I

Course title **AGRICULTURAL BUSINESS MANAGEMENT-
AGRIBUSINESS MANAGEMENT AND PRACTICES**

1. To introduce about the scope of Agribusiness Business in India
2. To provide skills and techniques to run Agribusiness Business
3. To aware about Agribusiness Business laws and legislations

Course code

Elective-VI

Course title **AGRICULTURE**

1. Understand Agribusiness Business in India
2. Describe the nature of Agri-Business

Paper-II **AL BUSINESS MANAGEMENT-
AGRI-BUSINESS FINANCE**

Finance.

3. Describe Institutional and Non Institutional finance for agriculture sector.
4. Understand financial management for Agri-business.

Course code

Elective-VII

Paper-I

Course title **TEXTILE MANAGEMENT-
TEXTILE MANUFACTURING**

1. Study spinning process for yarn manufacturing and count calculations.
2. Understand the fabric manufacturing process and fabric terminologies.
3. Compare weaving and knitting process and fabrics
4. Classify looms and analyses of factors influencing costing of fabrics.

Course code

Elective-VII

Paper-II

Course title **TEXTILE MANAGEMENT-
INDIAN TEXTILE INDUSTRY**

1. Develop an awareness of multiple approaches of Indian textile industry.
2. Learn about the structure of Indian textile Industry.
3. Understand current position of textile industry in India.
4. Understand the scope of technical textile and area of application of technical textiles

Course code

Elective-VIII

Paper-I

Course title **HOSPITALITY MANAGEMENT-
FUNDAMENTALS OF HOSPITALITY MANAGEMENT**

1. Understand nature and characteristics of Hospitality Industry
2. Identify demand and supply in hospitality services
3. Able to analyze 7 P's of marketing of hospitality firm
4. Design blue print for hospitality firm
5. Evaluate services quality of hospitality organization

Course code

Elective-VIII

Paper-II

Course title **HOSPITALITY MANAGEMENT-
HOTEL MANAGEMENT**

1. Understand various types of hotels and their organization structure.
2. Apply standard housekeeping practices to deliver quality service to the customer.
3. Discriminate among the list of security measure and environment management practices and determine best measures and practices which would lead to increased reliability towards hotel security and environment management among the customers.
4. Evaluate challenges faced by hotel industry in the era of industry 4.0.
5. Design smart hotels and eco-friendly practices in hotel management.

Course code

Elective-IX

Paper-I

Course title **ENTREPRENEURSHIP DEVELOPMENT-
PROJECT PLANNING AND IMPLEMENTATION**

1. Understand the concept and significance of project. 2. Understand management of functional dimensions of Project.
3. Analyze risk and opportunities involved in project management.
4. Prepare feasibility report for a project.

Course code

Elective-IX

Paper-II

Course title **ENTREPRENEURSHIP DEVELOPMENT-
INSTITUTIONAL SUPPORT AND VENTURE FUNDING**

1. This course prepares participants for a future career as entrepreneurs.
2. It is designed to give participants practical insights into those business aspects of finance that are particularly important during a firm's early development phases, and to make them more effective in managing and growing the start-up firm.
3. Participants will be able to approach various funding agencies and procure a venture capital funding for the business that they may launch.

Course code

Elective-X

Paper-I

Course title **INTERNATIONAL BUSINESS-
PRINCIPLES OF INTERNATIONAL BUSINESS**

1. To explain the concept of International Business
2. To develop the understanding of difference between domestic & international business
3. To bring the awareness of International Business Environment& business strategies

Course code

Elective-X

Paper-II

Course title **INTERNATIONAL BUSINESS-
EXPORT AND IMPORT POLICY**

1. To Understand Various International Business Dimensions
2. Export Policy procedure 3. Import Policy Procedure 4. How to start Export and Import Business

Course code

Elective-XI

Course title
BUSINESS

1. Understand DBMS and components of DBMS.

Paper-I **ANALYTICS-
BUSINESS DATA MANAGEMENT**

2. Design database for business applications.
3. Describe various stages in Data Warehouse development process.
4. Evaluate and select appropriate data-mining algorithms

Course code

Elective-XI

Paper-II

Course title **BUSINESS ANALYTICS-
BUSINESS ANALYTICS IN MANAGEMENT**

1. Understand basics of business analytics
2. Describe business analytics in different functional areas of business
3. Create basic calculations including basic arithmetic calculations and aggregations.
4. Applications of Ms- excel for visualizations of business data.

Course code SECC 308

Optional – C* (Internal)

PAPER - XXIV

Course title **I-CORPORATE SOCIAL RESPONSIBILITY**

1. Understand the concepts and evaluation of CSR
2. Understand Models of CSR in India
3. Understand CSR initiatives in India
4. Understand Provisions of CSR in Companies Act 2013
5. Understand the Implementing process of CSR in India

II- ERP/SAP

1. Understand modules and subsystems of SAP.
2. Understand SAP implementation methodology

III- BUSINESS ANALYTICS

1. Understand various analytical techniques
2. Formulate business problem using analytical techniques
3. Implement the best analytical technique for optimization

IV- LABOUR LAWS

1. Learn about the practical implementation of Industrial Employment Act 1946.
2. Learn about the various provisions of Industrial Dispute Act 1947
3. Learn about the various measures to be taken to resolve the industrial disputes.

V- MARKETING RESEARCH

1. Explain the concepts related to Marketing Research
2. Applications of Marketing research

VI- CUSTOMER RELATIONSHIP MANAGEMENT

1. Use effective Customer Relationship Management practices to retain the customers.
2. Construct CRM strategies.

Part-II semester-IV

Course code CC 401

Course title **Innovation and Entrepreneurship**

1. Understand the concept of entrepreneurship and related theories
2. Evaluate the profile of successful entrepreneur
3. Analyze entrepreneurial opportunities4.

Course code CC 402

Course title **Startups and New Venture (Internal)**

1. Understand different form of business enterprises
2. Evaluate the role of different institutions providing a support system for new ventures
3. Analyze different business models.
4. Understand factors to be considered to develop feasibility report

Course code SECC 403

Course title **Employability Skill (Internal)**

1. This course shall enable the students to develop various skills needed to perform different roles to be employable, be it as an Employee or Entrepreneur.
2. To enhance an individual's ability to gain initial employment, maintain employment, move between roles within the same organization, obtain new employment if required and (ideally) secure suitable and sufficiently fulfilling work.
3. This course focuses on both the core aspects of the Employability skills. Hard Skills & Soft Skills.

Course code DSE 404

Elective I-

Paper-III

Course title **MARKETING MANAGEMENT-
SERVICE MARKETING AND RETAIL MARKETING**

1. Understanding of the unique challenges inherent in managing and delivering quality services.
2. Analyse and develop the service marketing strategies
3. Understanding of retail formats
4. Develop and understand the retail marketing mix strategies

Course code DSE 405

Elective-I

Paper-IV

Course title **MARKETING MANAGEMENT-
CONTEMPORARY ISSUES IN MARKETING**

1. Analyze global marketing environment
2. Illustrate global marketing strategies
3. Analyse and develop rural marketing strategies
4. Understand digital marketing applications
5. Develop an event marketing programme

Course code DSE 406

Elective II-
Paper-III

Course title **HUMAN RESOURCE MANAGEMENT-
STRATEGIC HUMAN RESOURCE MANAGEMENT AND INTERNATIONAL
PERSPECTIVE**

1. Apply the concepts and knowledge in deployment, expatriate on international assignment.
2. Adopt international HRM strategies
3. Analyze the impact of issues and global imperatives on HR concepts, policies and practices.
4. Differentiate between domestic and international HRM
5. Demonstrate knowledge of developing of HR practices as strategic differentiators
6. Establish the linkage between firm strategy and HR practices of the firm through Resource-based view of Competitive Advantage and Sustained Competitive Advantage.
7. Differentiate between traditional and strategic HRM
8. Develop the strategic HR Tools

Course code DSE 407

Elective-II
Paper-IV

Course title **HUMAN RESOURCE MANAGEMENT-
INDUSTRIAL RELATIONS AND LABOUR LAWS**

1. Discuss the theories, techniques and approaches to manage industrial relations
2. Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.
3. Develop an understanding of Industrial Relations Institutions such as employer associations, trade unions and industrial tribunals.
4. Develop the knowledge related to settle the industrial disputes.
5. Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee –management relations.
6. Apply the legal aspects in wide range of issues related to HR

Course code

Elective-III

Paper-III

Course title **FINANCIAL MANAGEMENT-
INVESTMENT MANAGEMENT**

1. Analyze various investment avenues.
2. Demonstrate analytical framework of investments.
3. Evaluate mutual funds and debt instruments.
4. Design investment plans for individual.

Course code

Elective-III

Paper-IV

Course title **FINANCIAL MANAGEMENT-
INTERNATIONAL FINANCE**

1. To discuss international financial markets and institutions.
2. To analyze Exchange Rate Mechanism
3. To appraise Export Import Financing Mechanism.
4. To enumerate Financial Management of Multinational Corporations

Elective-IV

Paper-III

Course title **PRODUCTION MANAGEMENT-
GLOBAL OPERATIONS & LOGISTICS**

1. Describe various global operations & logistics strategies.
2. Formulate global operations & logistics planning.
3. Explain Risk Management in global operations & logistics
4. Outline effective management of global operations & logistics.

Elective-IV

Paper-IV

Course title **PRODUCTION MANAGEMENT-
WORLD CLASS MANUFACTURING**

1. To help the students understand the world class manufacturing environment.
2. To familiarize the students to use of IT in manufacturing and JIT Principles
3. To familiarize the students with quality management in world class manufacturing
4. To help

students to understand the automation and environmental aspects in world class manufacturing

Elective-V

Paper-III

Course title **IT & SYSTEM MANAGEMENT-
BUSINESS PROCESS REENGINEERING& ERP**

1. Make a process model and apply it in the re-design of a process & understand the important role it plays in the development of a BPR project.
2. Understand evolution and models of ERP.
3. Describe the ERP implementation process and develop ERP implementation plan.
4. Understand Oracle ERP features and apply for organizational processes

Elective-V

Paper-IV

Course title **IT & SYSTEM MANAGEMENT-
KNOWLEDGE MANAGEMENT**

1. Understand the core concepts of Knowledge Management.
2. Identify the role of Information Technology in Knowledge Management.
3. Identify knowledge sources in organization and develop KM systems.
4. Analyze the scope of Artificial Intelligence in Knowledge Management.

Elective-VI

Paper-III

Course title **AGRICULTURAL BUSINESS MANAGEMENT-
AGRO –PROCESSING INDUSTRIES**

1. To able the students for understand the concept of agro-processing industries.
2. To make the students aware about problems and prospects of agro- processing industries.

Elective-VI

Paper-IV

Course title **AGRICULTURAL BUSINESS MANAGEMENT-
INTERNATIONAL TRADE IN AGRICULTURE**

1. Students get acquainted with the theoretical aspects of international trade.
2. Equip the students with the various theories of international trade.
3. Get familiar with the growth, composition and direction of India's international trade in agriculture.
4. Train the students in business logistics and documentation.

Elective-VII

Paper-III

Course title **TEXTILE MANAGEMENT-
APPAREL RETAIL MANAGEMENT**

1. Understand the retailing process.
2. Understand the basics of retail formats. 3. Develop an awareness of retailing concepts.
4. Understand about mall management.

Elective-VII

Paper-IV

Course title **TEXTILE MANAGEMENT-
FASHION MANAGEMENT**

1. Understand latest trends in domestic and international fashion in Textiles
2. Develop and initialize a fashion vocabulary and basic concepts.
3. Understand about fashion business.
4. Understand concepts of visual merchandising

Elective-VIII

Paper-III

Course title **HOSPITALITY MANAGEMENT-
TOURISM MANAGEMENT**

1. To Understand Various Tourism Trends and Tourism Policy in India.
2. To Know Initiatives of Tourism Organization in Tourism Development.
3. To Understand Availability of Tourism Resources and It's marketing.

Elective-VIII

Paper-IV

Course title **HOSPITALITY MANAGEMENT-
EVENT MANAGEMENT**

1. Understand the concept and importance of Event Management.
2. Analyze the process of strategic marketing and the need for strategic marketing for events
3. Understand the process of budgeting for events.
4. Analyze the requirement of clients and do the planning of activity.
5. Create plan for various types of events 6. Able to evaluate the plan developed for an event.

Elective-IX

Paper-III

Course title **ENTREPRENEURSHIP DEVELOPMENT-
FAMILY BUSINESS MANAGEMENT**

1. Understand the concept of family business
2. Understand management of functional dimensions of family business
3. Analyze risk and opportunities related to family business
4. Prepare a business plan for family business

Elective-XI

Paper-IV

Course title **ENTREPRENEURSHIP DEVELOPMENT-
ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP**

1. To understand the need and importance of Economic development. 2. To study the role of entrepreneurship in the context of economic development.
3. This course prepares participants for a future career as entrepreneurs.

Elective-X

Paper-III

Course title **INTERNATIONAL BUSINESS-
ISSUES IN INTERNATION**

1. Understanding of International Logistics
2. Understanding role of International transportation. 3. Enhancing knowledge of supply chain management.
4. Creating awareness of Ethics and CSR at AL BUSINESS international business.

Elective-X

Paper-IV

Course title **INTERNATIONAL BUSINESS-
CROSS CULTURAL MANAGEMENT**

1. Understand of the impact of an international context on management practices based on culture.
2. Explain and evaluate frameworks for guiding cultural and managerial practice in international business.
3. Identify the cross cultural issues in the world.
4. Understand and appreciate the cultural and managerial practice in international business.

Elective-XI

Paper-III

Course title **BUSINESS ANALYTICS-
BUSINESS ANALYTICS USING R**

1. Understand basics of programming and R.
2. Install and configure software necessary for data analytics
3. Make use of various functions and control statements.
4. Analyze data graphically by creating a variety of plots using the appropriate visualization tools of R.

Elective-XI

Paper-IV

Course title **BUSINESS ANALYTICS-
CLOUD COMPUTING AND VIRTUALIZATION**

1. Understand the Enabling Technologies and Cloud Computing Models including
1.Infrastructure/Platform /Software.
2. Understand the Cloud Operating System, Cloud Architectures including Federated Clouds, Scalability, Performance, Quality of Service, Data centers for Cloud Computing
3. Principles of Virtualization platforms, Security and Privacy issues in the Cloud, Virtualization Techniques & Virtualization Technology

Course code SECC 408

Optional – D* (Internal)

PAPER- XXXII

Course title

I-CORPORATE FINANCE

1. To interpret approaches of capital structure decisions.
2. To identify types of dividend and dividend policy

II-B2B MARKETING

1. Discuss² the importance of Environmental Analysis in B2B Marketing
2. Illustrate⁴ the 4 P's of Marketing Mix Strategy in B2B Marketing
3. Specify the need of Digital Marketing in the new context of B2B

III- ECONOMETRICS

1. Understanding about the importance of Econometrics

2. Interlinking Mathematics and Statistics for studying economic phenomenon
3. Identify the problems in Econometric models
4. Use Econometric models for forecasting

IV- ORGANIZATIONAL DEVELOPMENT

1. The Process of diagnosis of the implementation of OD.
2. OD interventions applied in the organization

V-SPORTS MANAGEMENT

1. Understand sports management.
2. Outline sports marketing plan
3. Apply management techniques effectively in sports event.
4. Identify careers in sports management

VI- LOGISTICS & SUPPLY CHAIN MANAGEMENT

1. Describe various logistics functions.
2. Formulate logistics framework for any organization.
3. Explain various supply chain management functions.
4. Create supply chain management framework for any organization.