



GOKULA KRISHNA COLLEGE OF ENGINEERING

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

**(Established by Govt. of A.P., ACT No.30 of 2008) ANANTHAPURAMU – 515 002 (A.P)
INDIA**

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

VISION of the Department:

To create academic excellence in the field of Management studies with exposure to practical business skills and sound conceptual knowledge to lead the organisations with right effort and creativity.

MISSION of the Department:

To develop managers and Entrepreneurs in the field of management who can serve as leaders and Managers for national and global economic growth and creativity, with human and ethical values.

PROGRAM EDUCATIONAL OBJECTIVES

- PEO1** To gain knowledge of critical functions of Management and Business
- PEO2** To enhance quantitative skills necessary to analyze a firm's quantifiable numerical data and to make intelligent and effective decisions
- PEO3** To understand modern techniques and tools useful for analysis and control of national and global environments
- PEO4** To explore and develop Leadership, Entrepreneurship, Team work, Social, Legal and ethical responsibilities in Business and Society
- PEO5** To achieve appropriate communication skills and higher levels of proficiency and efficiency for successful career in Industry, Business and Entrepreneurship

PROGRAM OUTCOMES

Management graduate will be able to:

- PO1 Management Knowledge:** Develop a firm level of understanding of the key functions of business - accounting, finance, management, marketing, management information systems, global economy and operations management
- PO2 Problem Analysis:** Integrate core business knowledge and apply that knowledge in the analysis and decisions-making process
- PO 3 Design/Development of solutions:** Design and construct models, components or processes as per needs and specifications in the modern business world
- PO4 Conduct Investigations of complex problems:** Increase efficiency and proficiency in collecting data, analyze and present appropriate research reports and case studies
- PO5 Modern Tool usage:** Use the techniques, skills, and modern hardware and software tools necessary for taking and implementing managerial decisions
- PO6 Management and Society:** Understand professional and social responsibility by identifying and enhancing knowledge of contemporary issues
- PO7 Environment and Sustainability:** Understand global environment and its impact on people, businesses and the economy
- PO8 Ethics:** Recognize and address the ethical issues and values prevailing in the business environment
- PO9 Individual and Team Work:** Apply conceptual knowledge of good decision-making for both individual and group by using case analysis, projects and assignments
- PO10 Communication:** Implement leadership skills through effective communication
- PO11 Successful career, immediate employment and entrepreneurship:** Identify a timely

Opportunity and using business innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large

PO12 Life-long learning: Ensure holistic development of students by recognizing the need for, and creating an ability to engage in life-long learning

PROGRAM SPECIFIC OUTCOMES

PSO1: Student's skills enhancement in Management Studies by providing practical exposure and practice.

PSO2: Providing sound Knowledge in the field of Management to resolve business problems.

PEO3: To explore and develop Leadership, Entrepreneurship, Team work, Social, Legal and ethical responsibilities in Business and Society

PEO4: To achieve appropriate communication skills and higher levels of proficiency and efficiency for successful career in Industry, Business and Entrepreneurship

COURSE OBJECTIVES & COURSE OUTCOMES OF MBA PROGRAMME

MBA PART-I, SEM-I

Course Name: MANAGEMENT & ORGANIZATIONAL BEHAVIOUR (21E00101)

Course Objectives

- To impart basic conceptual knowledge on Management theories and Practices
- To achieve higher productivity and accomplishing the goals of the organization.

Course Outcomes

- Understand concepts, theories and practices
- Apply theoretical knowledge in managing the organization and Know the behaviour of employees at individual, group and organisational levels at work place under different leadership styles

Course Name: BUSINESS ENVIRONMENT & LAW (21E00102)**Course Objectives**

- To Introduce business environment and various business environment factors and laws relating to business that have major repercussions on business enlighten.
- To explain and update the changes that occur constantly in the sphere of business environment and laws .

Course Outcomes

- Acquire the knowledge on business policies and environment factors to carryout a business.
- Understand the various laws relating to business activities
- Conduct and plan business effectively and efficiently in the light of information on various business policies and laws.

Course Name: MANAGERIAL ECONOMICS (21E00103)**Course Objectives**

- To impart decision making skills at all levels of management
- To infuse managerial theories, behavioural theories and optimization methods for effective and efficient functioning of firms.
- To explain concept of demand, techniques to forecast demand and production analysis considering time factor.
- To introduce market structures and price strategies applicable under different business scenarios for various products

Course Outcomes

- Understand the relationship of Managerial economics with other functional areas.
- Learn the techniques and methods to predict the demand scientifically.
- Ascertain production levels and analyse the relationship of Cost-Volume Profit.
- Take informed decisions on price fixation under different market structures of the economy under different scenario.

Course Name: FINANCIAL ACCOUNTING FOR MANAGERS (21E00104)**Course Objectives**

- To introduce accounting , accounting rules, accounting process and preparation of financial statements.
- To explain methods of valuation of assets,
- To explore the meaning and interpretation of financial statements through ratio analysis technique

Course Outcomes

- Prepare the financial statements with accounting knowledge

- Value the assets of the business organizations under different methods
- Analyse the financial performance and position of the business organization and interpret the results from the point of company and investor

Course Name: STATISTICS FOR MANAGERS (21E00105)

Course Objectives

- To explain descriptive statistics and inferential statistics
- To introduce various measurements used to describe the data and interpret the results of the data analysis.
- To describe the concept of probability, theorems, and types of probability distributions of data.
- To impart the computational, analytical and interpretation skills using the data

Course Outcomes

- Understand statistical techniques popularly used to describe the data in managerial decision making.
- Know the procedure involved in inferential statistics and appropriate tests for given data.
- Learn the computational skill, interpretation of results of the data analysis.
- Analyse and differentiate various types of data distribution and its probability distribution.

Course Name: MANAGEMENT INFORMATION SYSTEMS (21E00106)

Course Objectives

To provide the basic concepts of data and Management Information System and utility of the MIS for the managerial decisions.

- To Explain Management of Information system, MIS design and implementation process in an organisation.
- To discuss security, ethical and social issues in management of Information system

Course Outcomes

To Know Management of Information system scope, application and challenges in managing MIS. Understand traditional and modern approaches for data resource management and models.

- Evaluate product based and process-based cost and benefit to implement and maintain MIS in an organization

Course Name: SKILL ORIENTED COURSE BUSINESS COMMUNICATION LAB (21E00107)

Course Objectives

To explain communication concepts

- To develop the students' competence in communication at an advanced level.
- To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids.

Course Outcomes

Understand the communication concepts and

- Improve communication and competence skills
- Obtain and apply proficiency in business communication at the workplace and professional contexts

Course Name: INFORMATION TECHNOLOGY LAB (21E00108)

Course Objectives

To provide knowledge on applications of information technology and

To demonstrate the MS Office applications with hands on experience in the lab.

To explain and exhibit statistical functions of association, testing hypothesis for the data and analyse and interpret the outcome of the data

Course Outcomes

- Prepare and edit the documents with effective presentation to superiors.
- Obtain hands of experience in designing and editing the templates and data in the excel sheets with formulae and functions.
- To test and interpret the business data outcome statistically in an effective and efficient manner

MBA PART-I, SEM-II

Course Name: FINANCIAL MANAGEMENT (21E00201)

Course Objectives

To explain the importance of finance function and goals of financial managers.

- To impart the decision-making skills in acquiring, allocating and utilising the funds of a company.
- To educate on corporate restructures and corporate governance.

Course Outcomes

- Learn the roles and goals of finance manager in a corporate structure business.
- Acquire decision making skills regarding financing, investing, and corporate restructuring in the present competitive business environment
- Analyse the impact of capital structure on wealth maximization of owners and value of the company.
- Manage current assets and current liabilities of the company in an effective and efficient way.

Course Name: MARKETING MANAGEMENT (21E00202)

Course Objectives

To explain basic concepts of Marketing.

- To describe consumer markets, segments and brand equity to survive in the competitive market.
- To impart knowledge on creating and communicating values in the present digital marketing environment

Course Outcomes

- Understand the concepts of marketing and marketing strategies suitable for different products under different market environments.
- Analyze consumer markets so as to tap global markets for the products.
- Learn the designing managing, creating & communicating value to the business in digitalized market environment.
- Manage and design the logistics for retailing and wholesaling as well as integrating marketing channels for business organizations.

Course Name: HUMAN RESOURCE MANAGEMENT (21E00203)

Course Objectives

To provide knowledge on functions, roles and objectives of HR managers and the policies and strategies to be followed as a HR manager.

- To explain concepts of HR planning and methods in selection, placement, promotion and transfer of employees in an organization.
- To inject objectives of wage and salary administration for the employees and the influencing factors in fixing and managing compensation for the employees.
- To introduce and educate the recent trends in HR management and the methods to balance personal life and work life under complex & uncertainty work environment.

Course Outcomes

- Know the nature, scope, functions, roles, goals, strategies and policies of HR management.
- Learn to design and develop HR planning related aspects.
- Acquires knowledge on administration of monetary and non-monetary benefits for the employees in the organization.
- Learn recent trends in the human resource function and to balance the work life in the present dynamic work environment.

Course Name: BUSINESS RESEARCH METHODS (21E00204)

Course Objectives

- To introduce business research, types and technology used in business research.
- To explain in detail on research process involved in business research.
- To discuss sources of data and instruments to collect data
- To provide knowledge on analysis and interpretation of outcome of the data in a scientific way.
- To provide knowledge on descriptive and inferential statistical analysis.
- To impart competence skills to undertake business research problem and carryout scientific research.

Course Outcomes

- Learn types of business research, technology used in business research in technological era.
- Identify research problem, appropriate research design and sample design for the problem, formulate hypothesis, testing process of hypothesis.
- Understand sources of data, instruments to collect data, analyse and interpretation of data.
- Prepare and present the research report effectively and efficiently.

Course Name: OPERATIONS RESEARCH 21E00205**Course Objectives**

To provide the basic knowledge about Operation Research, importance, application areas of Operations research and various optimizing techniques in the business operations.

- To impart different optimization models under typical situations in the business organization.
- To describe different game strategies under cut-throat competitive business environment
- To explain optimization tools in solving the management problems through modelling and using mathematical approach.

Course Outcomes

- Understand nature, scope and significance of Operation Research and formulation of given business problem in a LPP model and solving methods.
- Learn different optimizing solutions for various business problems using appropriate modelling techniques.
- Acquire the skills to complete a project effectively and efficiently with in the given resources.

Course Name: OPERATIONS MANAGEMENT (21E00206)**Course Objectives**

- To explain various concepts of Production and Operations Management.
- To explore and impart knowledge on the elements of good control system, the role of control charts and statistical process control methods in helping managers to control variation.
- To develop the strong knowledge about quality control systems
- To facilitate the knowledge over real time inventory control techniques
- To offer learners an introduction to industry 4.0, its applications in the business world

Course Outcomes

- Understand the concept of Production and Operations Management.
- Construct and interpret simple control charts for both continuous and discrete data.
- Gain knowledge on the quality philosophies and principles of deming, Juran, six sigma and to become acquainted with the International Organization for Standardization's ISO 9000:2000 requirements.
- Learn different types of inventories that firm's use and their role in value analysis
- Familiarize with inventory concepts to support the development of useful quantitative models for inventory management.
- Understand the drivers and enablers of Industry 4.0

Course Name: General Elective – I Advanced Communication (21E00207a)**Course Objectives**

To explain communication concepts

- To develop the students' competence in communication at an advanced level.
- To demonstrate communication skills viz., listening, speaking, reading and writing with teaching aids.

Course Outcomes

- Understand the communication concepts and
- Improve communication and competence skills
- Obtain and apply proficiency in business communication at the workplace and professional contexts.

Course Name: E-Business (21E00207b)

Course Objectives

To impart the concepts and various application issues of e-business and various online strategies for e-business.

To explain various electronic payment systems.

Course Outcomes

- Understand electronic business and related concepts in detail.
- Identify security threat in e-business and steps, methods to overcome security issues.
- Know various electronic payment system and business models in the present technology business world. Know the e-business infrastructure requirements for e-business

Course Name: Industry 4.0 & Innovation (21E00207c)

Course Objectives

- To provide an overview of industry 4.0 and technology-based innovations.
- To Align the theory and concepts with Industrial application of computers
- To Introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data and Internet of Things.
- To Discuss and demonstrate the applications and tools of Industry 4.0.
- To Impart knowledge on innovation types, stages of innovation process, and competitive advantage.

Course Outcomes

Understand the basic concepts of Industry 4.0 and new technologies in decision making

- Outline the features of Artificial Intelligence and application domains
- Summarize the Big data domain stack and Internet of Things
- Identify the applications and Tools of Industry 4.0
- Learn and think innovative ideas based on technology
- Apply the knowledge in various industries based on technology to take effective and efficient managerial decision

Course Name: Skill Oriented Course- Data Analytics Lab (21E00208)

Course Objectives

To explain the procedure in creation of company, ledger accounts and to explore, present financial statements of an business organization

- To give knowledge on using of various financial tools to take long term investment decision
- To demonstrate the process of storing, retrieving the data relating to employees, dealers, customers and consumers in an effective and efficient way
- To impart the knowledge on Systems and MIS and process of designing the MIS in an organization.

Course Outcomes

- Demonstrate the creation of company, ledger accounts, explore and export financial statements
- Exhibit the calculation of cost of capital and discounting factor techniques in long term investment decision.
- Store and retrieve the data relating to dealers, customers and consumers based on products, geographical criteria.
- Present the data in the form of pivot tables, graphs and charts in effective and efficient way
- Construct and present employee salary administration in an organization in an informative manner.
- Understand information system in the organization, design of MIS and also internet and the tools used in Internet.

MBA II YEAR, SEM-III

Course Name: BUSINESS ETHICS AND CORPORATE GOVERNANCE (17E00301)

Course Objectives

- The Objective of the course is to enable students have a grasp of various business strategies in general and functional management areas.
- It will provide a strategic orientation in conduct of the business.

Course Outcomes

- Understand the basic concepts of ethics in a business.
- Develop a sense of ethical practices in conduct of business.
- Identify ethical aspects in different departments of a firm.
- Understand the principles of corporate governance.
- Know the social responsibility of the corporate.

Course Name: GREEN BUSINESS MANAGEMENT (17E00302)

Course Objectives

The course imparts undertaking of the concepts and various application issues of green business management like green infrastructure, security over business.

Course Outcomes

- Understand the basic concepts of Green management.
- Develop a sense of knowledge on sustainable development in an environment.
- Develop a sense of knowledge on eco-business.
- Build knowledge over green product management.
- Analyse various methods of green business.

Course Name: ENTREPRENEURSHIP DEVELOPMENT (17E00303)

Course Objectives

The objective of the course is to make students understand the nature of entrepreneurship, and transform energy to students to take unexplored career paths.

Course Outcomes

- Understand the nature of entrepreneurship.
- Identify the various sources of finance to initiate enterprise.
- Develop and apply the feasibility studies of the project.
- Evaluate business opportunities in India.
- Appraise women entrepreneurship in India

Course Name: Elective I

Cost and Management Accounting (17E00304)

Course Objectives

To describe the cost concepts, cost behaviours, and cost accounting techniques that are applied to manufacturing and service businesses.

To provide an understanding of the use of cost information in support of different strategies.

Course Outcomes

To understand

- Principles of Accounting, Accounting Process
- Inventory Valuation
- Preparation, Analysis and Interpretation of Financial Statements.

Course Name: Product and Brand Management (17E00305)

Course Objectives

The objective of the course is to provide students with detailed knowledge of Classification of Products, Product Mix, Product Line, Product Strategies, Product Positioning Strategies, Product Planning and Development for existing products, New Product Development, Brands in New economy – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity.

Course Outcomes

- Understand the basic concepts of product and brand management.
- Develop a sense of knowledge on product strategies.
- Interpret branding decisions for a product.
- Create brand building decisions for a product.
- Analyse branding decisions in different sectors
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Course Name: Human Resource Development (17E00306)

Course Objectives

The objective of the course is to provide an understanding of the human resources development framework and focuses on management best practices, tools and models to implement an effective HRD system.

Course Outcomes

Understand the importance of Human Resource performance, Training and Development
Understand Training Need Analysis, Training Methods

Course Name: Mobile Commerce (17E00307)

Course Objectives

The objective of the course is to describe M-commerce system concepts, to critically analyse examples and cases of M-commerce systems and to examine some of the applications in M-commerce.

Course Outcomes

- To understand basic concepts of online business its applications in Business and Various Sectors.
- To know insides of Ecommerce
- To know how technology helps bridging gaps in business.

Course Name: Elective II

Financial Institutions and Services (17E00308)

Course Objectives

The objective of the course is to provide to students an understanding of Financial Markets, the major institutions involved and the services offered within this framework.

Course Outcomes

- Understand the financial markets and institutions in Indian financial system.
- Analyse the banking and non banking institutions in India.
- Appraise the securities market in India.
- Measure the fund-based services in India.
- Judge the fee-based services in India.

Course Name: CONSUMER BEHAVIOR (17E00309)**Course Objectives**

The objective of the above course is to enable students to understand the perspectives of consumers and their buying behaviour.

The pre-requisite for the course is Marketing Management.

Course Outcomes

Understand consumer behaviour, environmental influences on consumer behaviour and perception.
Understand attitude of consumers, consumer decision making marketing ethics towards consumers.

Course Name: Labour laws and Legislation (17E00310)**Course Objectives**

In this era of Industrialization, it is very significant to understand basics of management. This programme enables the candidate to capture the significant elements of laws to run an industry. It is a course which should be done by candidates who wants to understand management fundamentals and basic elements of an Industry.

Course Outcomes

To introduce the students to understand the whole concepts regarding:

- Fundamental rights vis-à-vis labour laws
- Equality before law and its application in Labour Laws
- Equal pay for equal work
- Directive Principles of the State Policy as contained in the Constitution of India.
- These provide for mandatory social security benefits either solely at the cost of the employers or on the basis of joint contribution of the employers and the employees.

Course Name: Supply Chain Management (17E00311)**Course Objectives**

The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in integrated supply chains and also the ability to apply them in the enterprise reality.

The course will also strengthen the holistic view on supply chain operations, management and strategy and some current research areas in supply chain management.

Course Outcomes

Students will be able to understand

- growing importance of Supply Chain Management
- SCM Costs and Performance
- Benchmarking in SCM
- Sourcing and transportation
- Global aspects in SCM

Course Name: Elective III**Investment and Portfolio Management (17E00312)****Course Objectives**

The objective of the course is to provide students an understanding of working of capital markets and management of portfolios of stocks.

The pre-requisite for the course is Financial Accounting and Analysis and Financial Management.

Course Outcomes

- Understand the basics of capital market and investment.
- Analyse the trends of stock market by using different methods.
- Evaluate various tools of risk and return.
- Measure various securities of a secondary market.
- Evaluate theories of portfolio management.

Course Name: Rural Marketing (17E00313)**Course Objectives**

The objective of the course is to give an understanding about the structure of Rural markets in India & Government role in promoting Rural Marketing.

Course Outcomes

Students will be able to understand:

- Rural Marketing opportunities
- Rural Economy and Environment
- Social and cultural aspects in rural India
- Innovations in rural marketing.

Course Name: Performance Management (17E00314)**Course Objectives**

The objective of the course is to provide an outline of performance management of individuals in the organization. The prerequisite for the course is knowledge of HRM.

Course Outcomes

- Understand Significance of Performance Management, Communication of Performance Management.
- Understand Performance Management and Development of Employees, Reward System, and other performance related concepts.

Course Name: Enterprise Resource Planning (17E00315)**Course Objectives**

The objective of the course is to provide the basic concepts of Enterprise Resource Planning, ERP Implementation and Maintenance.

Course Outcomes

- Match how a business works and how information systems fit into business operations.
- Identify the cross functional integration aspects of a business.
- Inspect better managerial decision making through real time data integration and sharing.
- Elaborate the host of underlying technological tools of ERP

Course Name: Elective IV

Auditing and Taxation(17E00316)

Course Objectives

To make the students familiar with the basic concepts of Income Tax and computation of income and audit aspects of business accounts

Course Outcome

- Explain the basic concepts in Income Tax Act, 1961.
- Estimate Gross Total Income and Tax
- Apply knowledge for online filling of various forms and Returns of an Individual

Course Name: Advertising and Sales Promotion Management (17E00317)

Course Objectives

The objective of the course is to provide students with detailed knowledge of some of the marketing mixes such as Sales and Promotion.

Course Outcomes

- Demonstrate the basics of advertising.
- Interpret the organising of advertising for a product.
- Examine the effectiveness of advertising budget of a firm.
- Understand the basic concepts of sales promotion.
- Develop sense of knowledge on publicity and public relations.

Course Name: Knowledge Management (17E00318)

Course Objectives

The objective of the course is to provide the basics of the emerging area of Knowledge Management to students. This course focuses on few important concepts as Knowledge management and Information Technology, Knowledge process, etc.

Course Outcomes

To Understand the concept of Knowledge management aspects
Knowledge management assessment and solutions

- Interpret and extend the knowledge of strategic management.
- Analyse various tools of strategic management.
- Identify the formulation of strategies at various levels.
- Examine the issues involved in strategy implementation.
- Appraise the strategy implementation.

Course Name: Data warehousing and Mining (17E00319)

Course Objectives

The objective of the course is to give an understanding Data Warehousing and Data Mining concepts

Course Outcomes

- Give an overview of various aspects of Data warehousing & Mining.
- Explain the impact of types of inventory costs on Data warehouse management decisions.
- Explain the principles of JIT & Data Mining.

Course Name: Business Simulation Lab (17E00320)

Course Objectives

The course aims is to practice statistical tools in computer with MS-Excel and SPSS.

Course Outcomes

Demonstrate the creation of company, ledger accounts, explore and export financial statements

Exhibit the calculation of cost of capital and discounting factor techniques in long term investment decision.

Store and retrieve the data relating to dealers, customers and consumers based on products, geographical criteria.

Present the data in the form of pivot tables, graphs and charts in effective and efficient way

Construct and present employee salary administration in an organization in an informative manner.

Understand information system in the organization, design of MIS and also internet and the tools used in Internet

Course Name: MOOCS (17E00321)

Course Objectives

MOOCs **integrate social networking, accessible online resources**, and are facilitated by leading practitioners in the field of study. Most significantly, MOOCs build on the engagement of learners who self-organize their participation according to learning goals, prior knowledge and skills, and common interests.

Course Outcomes

- MOOCs enable access to quality education to as many as people possible and contribute to continuous education of various social groups.
- MOOCs can be addressed to unemployed helping them to develop certain skills needed for employability. They can also contribute to the free training of employees.
- Blended learning model for Students
- Knowing that learning outcomes present statements of what the learner should know and understand at the end of a learning module, a blended learning model ought to take them into consideration

- Constructive alignment can be used as a tool for systematic assessment of learning outcomes
- Guarantee the achievement of intended learning outcomes, they must be aligned with teaching and learning methods, assessment and student workload

MBA PART-II, SEMESTER-IV

Course Name: Strategic Management (17E00401)

Course Objectives

The Objective of the course is to enable students have a grasp of various business strategies in general and functional management areas. It will provide a strategic orientation in conduct of the business.

Course Outcomes

- Explore participants to various perspectives and concepts in the field of Strategic Management
- Develop skills for applying these concepts to the solution of business problems
- Create mastery in analytical tools of strategic management.

Course Name: E-Business (17E00402)

Course Objectives

The course imparts undertaking of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

Course Outcomes

- Understand the basic concepts of e- business.
- Identify the threats of e- business while making transaction.
- Make use of electronic payment system for trading.
- Classify e-business strategies
- Evaluate various methods of e-marketing

Course Name: Elective V

Financial Derivatives (17E00403)

Course Objectives

The objective of this course is to make students efficient in the area of Financial Derivatives, giving them the knowledge of basics in Financial Derivatives, Future Markets, Option Strategies, etc.

Course Outcomes

- Understand the basic concepts of financial derivatives.
- Develop a sense of knowledge on futures and forwards.
- Make use of option trading in commodity market.
- Classify option strategies in various markets.

- Analyse the concept of swaps in derivative market.

Course Name: Services Marketing (17E00404)

Course Objectives

The objective of the course is to provide a deeper insight into the marketing management of companies offering services as product.

Course Outcomes

- Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing. also found challenges and opportunities in services marketing
- Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.

Course Name: Organization Development (17E00405)

Course Objectives

The objective of the course is to provide the students with the conceptual framework and the theories underlying Organizational Development.

Course Outcomes

Apply interventions for building individual, team and process related to Organizational activities. Understand organization development theories and strategies within a global context.

Course Name: DATA COMMUNICATION AND NETWORK ANALYSIS (17E00406)

Course Objectives

The objective of the course is to provide the basic concepts of Data Communication and Network Analysis, network security, privacy and data encryption.

Course Outcomes

- Sharing devices such as printers saves money.
- Site (software) licences are likely to be cheaper than buying several standalone licences.
- Files can easily be shared between users.
- Network users can communicate by email and instant messenger
- Safe and stable data exchange environment.
- Joint information protection system.
- Data transmission in compliance with the IP data transmission protocol.
- Quick network connection of new branches and partners.
- Network monitoring and services quality control 24-hours a day.

Course Name: INTERNATIONAL FINANCIAL MANAGEMENT (17E00407)

Course Objectives

The objective of the course is to provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting.

The prerequisite for the course is Financial Accounting and Analysis and Financial Management.

Course Outcomes

Students will be able to understand

- International Financial Management
- Balance of Payments
- Foreign Exchange Markets
- Asset and liability Management

Course Name: INTERNATIONAL MARKETING (17E00408)

Course Objectives

The objective of the course is to provide students with a perspective of International Marketing Management, its environment and complexities.

Course Outcomes

Students will be to get deeper insight into

- the Global Marketing Management,
- Environment of global markets,
- Assessing Global Market Opportunities,
- Developing and Implementing Global Marketing Strategies.

Course Name: GLOBAL HUMAN RESOURCE MANAGEMENT (17E00409)

Course Objectives

The objective of the course is to provide an outline of Global Human Resource management of MNC'S.

Course Outcomes

- Give exposure to understand international HR
- Understand various initiatives in global HR
- Understand various issues in global HR

Course Name: CORPORATE INFORMATION MANAGEMENT (17E00410)

Course Objectives

The objective of the course is to provide a broad outline of Information Technology and its application at corporate business units and to understand all the issues related to the IT management.

Course Outcomes

Students will be able to understand

- Concepts & applications of Corporate Management Information Systems.
- Information Systems Planning & Implementations.
- Cyber crime and information security in corporate level

Course Name: SEMINAR (17E00411)**Course Objectives**

The objective of the seminar is to evaluate the skills required for the managers viz., communication skills, logical skills, analytical skills, presentation skills, persuasion skills, decision making skills acquired by the students in the course of M.B.A and to analyse the managerial capabilities.

Course Outcomes

Students will develop persuasive speech, present information in a compelling, well-structured, and logical sequence, respond respectfully to opposing ideas, show depth of knowledge of complex subjects, and develop their ability to synthesize, evaluate and reflect on information.

Course Name: PROJECT WORK (17E00412)**Course Objectives**

Students are required to take up a project work, in which the student can choose any specific problem of Industry or Industry based project work. Alternatively it can be secondary source based or Field based project work. Before the commencement of the project work each student is required to submit a synopsis indicating the objectives, Methodology, Framework for analysis, Action plan with milestones in order to have clarity for the subsequent work. The project should have an internal faculty as guide. The student shall initiate project work immediately after II semester and evaluation shall take place in IV semester

Course Outcomes

Students will be able to understand a) Management functions and Organizational structure b) organizational dynamics in terms of organizational behaviour, culture, climate c) Functional domain knowledge d) Processes and systems d) External and internal environment impact on the organization.