

## Program Specifications of the

### Post graduate program offered by Department of Management Studies

1. Name of the program: Master of Business Administration
2. Specialization available: Marketing, Finance and OB & Human Resource Development
3. Program Specifications

School of Studies:	School of Management & Commerce
Department:	Management Studies
Program:	MBA
Head of the Department:	Dr. B.D Mishra
Date of Approval in Board of Studies:	1992
Date of Last revision	2018
Next revision due:	-

4. Mode of Study: Full time (Semester system):

5. Full time (Semester system):

Class room teaching; Presentations, Assignments, Internships and Project Reports

**Back ground and purpose of the course:** The Master of Business Administration (MBA) is a two-year full-time programme.

#### Objectives of the programme are:

- To train and develop students for careers in management.
- To develop analytical, communicative and creative decision making skills to match the requirements of modern competitive world.
- To inculcate values and attitudes in the student that are necessary to become socially responsible managers.
- To improve the managerial competence of practicing managers/ executives.
- To explore new horizons in various functional areas of management through research.

**Learning outcomes:** - Students will exhibit leadership capacity and teamwork skills for business decision making. Students are expected to understand the ethical implication of business decision making and recognize ethical dilemmas. Students are expected to demonstrate the ability to communicate effectively and become effective managers.

### Skills:-

- Leadership
- Teamwork
- Problem solving and analytical skills
- Initiative
- Adaptability to change
- Interpersonal and communication skills
- Strategic thinking and planning abilities
- Global orientation
- Ability to leverage technology
- Time management and project management skills
- Prior history of results and progressive experience

**General competence:-** The programme intends to equip the students with various managerial skills to make them competent managers and decision makers.

### Master of Business Administration PROGRAMME SPECIFIC OBJECTIVES:

#### Course Specific Objectives & Learning Outcomes

SEMESTER - I		
Course Code	Course name	Objectives and Learning Outcomes
Core:101	MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR	<p><b>Course Objectives:</b></p> <p>The objective of this paper is to familiarize the student with basic management concepts and behavioral processes in the organization.</p> <p><b>Course Outcomes:</b></p> <p>On successful completion of this course, the learner will be able to -</p> <ol style="list-style-type: none"><li>1. relate the different aspects of the human behavior to the individual, group &amp; organizational perspectives of the workplace.</li><li>2. apply the frameworks &amp; tools effectively to analyze &amp; approach various Organizational situations.</li><li>3. modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase the own effectiveness.</li></ol>

Core-102	QUANTITATIVE METHODS	<p><b>Course Objectives:</b> The objective of the course is to make the students familiar with some basic, statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to -</p> <ol style="list-style-type: none"> <li>1. Apply statistical analysis in business decision making</li> <li>2. Apply LP to business decision making</li> </ol>
Core- 103	MANAGERIAL ECONOMICS	<p><b>Course Objectives:</b> The objective of this course is to acquaint the participants with concepts and techniques used in Micro Economic Theory and to enable them to apply this knowledge in business</p> <p><b>Course Outcomes:</b> On successful completion of this course, the students are expected to will be able to -</p> <ol style="list-style-type: none"> <li>1. Know basic concepts of managerial economics and how they are applied in different decisional situations.</li> <li>2. Know the different demand situations and critical variables determining the demand and how to estimate the demand and finally how elasticity of demand can be applied in taking the pricing decisions.</li> <li>3. understand how output and price decisions are taken by a firm in different market structure in order to maximize the profits beside different price tactics adopted by firm</li> </ol>
Core-104	BUSINESS ENVIRONMENT	<p><b>Course Objectives:</b> The course develops ability to understand and scan business environment in order to analyse opportunities and take decisions under</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to –</p> <ol style="list-style-type: none"> <li>1. Comprehend the forces that shape business and economic structure and develop strategies to cope with the</li> </ol>

		<p>same.</p> <ol style="list-style-type: none"> <li>2. Evaluate the economic &amp; political environmental dynamics to cope with the changing regulations affecting business and its profitability.</li> <li>3. Analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.</li> <li>4. Understand the international influences on domestic business and measures to be taken for successful global business operations.</li> </ol>
Core-105	MANAGERIAL SKILL DEVELOPMENT	<p><b>Course Objectives:</b> The course is aimed at equipping the students with necessary tools, techniques and skills of communication, inspire them and enlist their active and willing cooperation in the performance of their jobs</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner are expected to understand the nature of communication and improve is communication skill</p>
Core-106	INDIAN ETHOS AND VALUES	<p><b>Course Objectives:</b> The objective of this paper is to provide an understanding of basic Indian values and ethos and their significance in management.</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to –</p> <ol style="list-style-type: none"> <li>1. Develop and understanding of Indian value system and its application in managerial practices and their perspectives.</li> <li>2. Practice value based management and ethical norms in business.</li> </ol>
Core 107	ACCOUNTING FOR MANAGERS	<p><b>Course Objectives:</b> The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.</p>

		<p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to -</p> <ol style="list-style-type: none"> <li>1. Prepare and understand financial statements</li> <li>2. Understand the application of different analytical tools like ratio analysis, cash flow statement, funds flow statement, etc.</li> <li>3. Apply different financial tools for decision making.</li> </ol>
Core- 108	INTERNATIONAL BUSINESS ENVIRONMENT & MANAGEMENT	<p><b>Course Objectives:</b> The primary objective of this course is to acquaint the students with the emerging global trends in business environment.</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to –</p> <ol style="list-style-type: none"> <li>1. Explain the environmental context of International Business</li> <li>2. Apply the framework for analyzing international business environment</li> <li>3. Elaborate the Global Trading Environment</li> <li>4. Elaborate the International Financial Environment.</li> <li>5. Define the movements in foreign exchange and interest rates</li> <li>6. Elaborate the International Economic Institutions and Agreements</li> <li>7. Define the Multinational Corporations and their involvement in International Business</li> </ol>
<b>SEMESTER - II</b>		
Core.-201	ORGANIZATION EFFECTIVENESS AND CHANGE	<p><b>Course Objectives:</b> The objective of the course is to familiarize the students with basic organizational processes to bring about organizational effectiveness and change.</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to Understand the change management process and apply it for the</p>

		effectiveness of the organization.
Core-202	OPERATIONS RESEARCH	<p><b>Course Objectives:</b> The objective of this course is develop an understanding of basic operations research techniques and their role in managerial decision-making.</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to apply various tools operations research for business decision making and optimizations of organstional resources.</p>
Core-203	HUMAN RESOURCE MANAGEMENT	<p><b>Course Objectives:</b> The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.</p> <p><b>Course Outcomes:</b> After the course the students are expected to know the basics of HRM and apply it for improving human resource management in an organisation</p>
Core-204	FINANCIAL MANAGEMENT	<p><b>Course Objectives:</b> The purpose of this course is to acquaint the students with the broad framework of financial decision- making in business unit.</p> <p><b>Course Outcomes:</b> Student will</p> <ol style="list-style-type: none"> <li>1. Understand various concepts related to financial management.</li> <li>2. Able to use various tools and techniques in the area of finance</li> <li>3. Develop analytical skills this which facilitate the decision making in Business situations.</li> </ol>
Core-205	MARKETING MANAGEMENT	<p><b>Course Objectives:</b> The objectives of this course are to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various constraints.</p> <p><b>Course Outcomes:</b> Students will able to</p>

		<ol style="list-style-type: none"> <li>1. Relate Marketing Mix as a framework for Marketing Decision making.</li> <li>2. Understand the need, importance and process of Marketing Planning and Control.</li> <li>3. Learn and examine the students to the dynamic nature of Marketing Function.</li> <li>4. Acquire an understanding of fundamental concepts of Marketing.</li> </ol>
Core-206	PRODUCTION AND OPERATIONS MANAGEMENT	<p><b>Course Objectives:</b> The course is designed to acquaint the students with decision making in: planning, scheduling control of production and operation functions in both manufacturing and services; productivity improvement in operations through layout engineering and quality management etc. Effective and efficient flow replenishment and control of materials with reference to both manufacturing and services organizations.</p> <p><b>Course Outcomes:</b> Students will able to</p> <ol style="list-style-type: none"> <li>1. Understand the principals of production management and apply them for improving the productive of the organisation</li> </ol>
Coer-207	RESEARCH METHODOLOGY	<p><b>Course Objectives:</b> The objective of the course is to equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.</p> <p><b>Course Outcomes:</b> On successful completion of this course, the learner will be able to apply various research tools for carrying out effective research for decisions business.</p>
Core-208	COMPUTER APPLICATIONS IN MANAGEMENT	<p><b>Course Objectives:</b> The objective of this course is to provide an understanding of computers, computer operating system and application of relevant software in</p>

		<p>managerial decision-making.</p> <p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Identify various types of Information System for Business</li> <li>2. Understand Information Technology Infrastructure</li> <li>3. Define databases &amp; identify types of Databases</li> <li>4. Apply Information Systems in business</li> <li>5. Learn about E-Commerce &amp; its Applications</li> <li>6. Understand the Process of E-payments Learn emerging trends in Computing Understand the need for Computer Security &amp; Security Mechanisms.</li> </ol>
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**SEMESTER-III**

Core-301	DECISION SUPPORT SYSTEMS AND MANAGEMENT INFORMATION SYSTEM	<p><b>Course Objectives:</b></p> <p>The objective of this course is to develop the basic understanding of the decision support system of the artificial intelligence for business organisation.</p> <p><b>Course Outcomes:</b></p> <p>Student will-</p> <ol style="list-style-type: none"> <li>1. Record the current issues of information technology and relate those issues to the firm.</li> <li>2. Reproduce a working knowledge of concepts and terminology related to information technology.</li> <li>3. Analyze how information technology impacts a firm.</li> <li>4. Describe the role of information technology information system in business.</li> </ol>
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Core-302	CORPORATE LEGAL FRAMEWORK	<p><b>Course Objectives:</b></p> <p>The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise</p> <p><b>Course Outcomes:</b></p>
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		<ol style="list-style-type: none"> <li>1. Acquire a sound understanding of the corporate legal Framework of the affecting businesses legal.</li> <li>2. Apply basic legal knowledge to business transactions.</li> </ol>
<b>SEMESTER - IV</b>		
Core -401	STRATEGIC MANAGEMENT	<p><b>Course Objectives:</b> Objective of this course is to develop understanding about strategic processes and their Impact on a firm.</p> <p><b>Course Outcomes:</b> Student will-</p> <ol style="list-style-type: none"> <li>1. Explore participants to various perspectives and concepts in the field of Strategic Management.</li> <li>2. Develop skills for applying these concepts to the solution of business problems.</li> <li>3. Create mastery in analytical tools of strategic management.</li> </ol>
<b>ELECTIVE COURSES</b>		
<b>FINANCE AREA-FM-3101 TO FM-3105</b>		
FM-3101	MANAGEMENT CONTROL SYSTEM	<p><b>Course Objectives:</b> The objective of this paper is to appraise the students about the concept of management control system as well as its role in efficient management of organizations</p> <p><b>Course Outcomes:</b> On successful completion of this course, the students will be able to apply various concept of management control in different organizations.</p>
FM-3102	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	<p><b>Course Objectives:</b> The objective of this paper is to impart knowledge to students regarding the theory and practice of Security Analysis and portfolio management.</p> <p><b>Course Outcomes:</b> Students will able to –</p> <ol style="list-style-type: none"> <li>1. Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to</li> </ol>

		<p>buy and sell these assets in financial markets.</p> <p>2. Designing and managing the bond as well as equity portfolios in the real world.</p>
FM-3103	MANAGEMENT OF FINANCIAL INSTITUTIONS	<p><b>Course Objectives:</b></p> <p>The objective of this course is to discuss the financial management problems of financial institutions including a detailed study of the working of the leading financial institution in India.</p> <p><b>Course Outcomes:</b></p> <p>At the end of the Course, Student will be able to:</p> <p>Understand the role and importance of financial institution. They are expected to manage the risk and returns of different financial institutions.</p>
FM-3104	MANAGEMENT OF FINANCIAL SERVICES	<p><b>Course Objectives:</b></p> <p>The objective of this course is to help students to learn the various financial services and their role in the financial system.</p> <p><b>Course Outcomes:</b></p> <p>At the end of this course students will be able to</p> <ol style="list-style-type: none"> <li>1. Understand the meaning and concepts of financial markets and financial system.</li> <li>2. Understand the intricacies of managing different types of financial services</li> </ol>
FM-3105	INTERNATIONAL FINANCIAL MANAGEMENT	<p><b>Course Objectives:</b></p> <p>The objective of this course is to give students an overall view of the international financial system and how multinational corporations operate.</p> <p><b>Course Outcomes:</b> Students should be able to</p> <ol style="list-style-type: none"> <li>1. Explain operations in foreign exchange market</li> <li>2. Describe complexities of managing finance of multinational firm.</li> <li>3. Understand the regulatory framework within which the operations can take place.</li> <li>4. Explain international Capital Budgeting and its use for MNCs.</li> <li>5. Describe currency and interest rate risk</li> </ol>

		<p>management.</p> <p>6. Explain key elements and issues of International Taxation.</p>
<b>MARKETING AREA:</b>		
MM-3201 TO MM-3205		
MM-3201	CONSUMER BEHAVIOUR	<p><b>Course Objectives:</b></p> <p>The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function of firms</p> <p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Environmental Influences on Consumer Behavior</li> <li>2. Illustrate Influence of marketing mix variables</li> <li>3. Individual Determinants of Consumer Behavior.</li> <li>4. apply marketing strategy to influences consumer behaviour..</li> <li>5. Demographic &amp; Socio-economic Profile.</li> <li>6. To apply knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development.</li> </ol>
MM-3202	ADVERTISING SALES PROMOTION MANAGEMENT	<p><b>Course Objectives:</b></p> <p>The purpose of this course is to develop an understanding about concepts, methods and strategies of sales promotion.</p> <p><b>Course Outcomes:</b> After completion of the course the students are expected to apply basic concepts of advertising and sales promotion to develop advertising and sales promotion strategies</p>
MM-3203	INTERNATIONAL MARKETING	<p><b>Course Objectives:</b></p> <p>The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of international marketing.</p> <p><b>Course Outcomes:</b> Students will able to-</p>

		<ol style="list-style-type: none"> <li>1. Understand the peculiarities of international marketing</li> <li>2. Develop the students' ability to devise marketing mix for international marketing</li> </ol>
MM-3204	SALES AND DISTRIBUTION MANAGEMENT	<p><b>Course Objectives:</b></p> <p>The purpose of this paper is to acquaint the students with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels</p> <p><b>Course Outcomes:</b> Students will able to-</p> <ol style="list-style-type: none"> <li>1. Distinguish importance of services marketing in the global economy</li> <li>2. Evaluate, classify, imagine and plan the successful service marketing.</li> <li>3. Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.</li> </ol>
MM-3205	MARKETING OF SERVICES	<p><b>Course Objectives:</b></p> <p>The objective of this course is to develop insight into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis.</p> <p><b>Course Outcomes:</b> Students will able to-</p> <ol style="list-style-type: none"> <li>1. 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</li> <li>2. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.</li> <li>3. Understand the expectations of customers and know how to translate this knowledge into genuine value for customers</li> </ol>
<b>ORGANISATION BEHAVIOUR AND HUMAN RESOURCE DEVELOPMENT AREA:</b>		
OBH-3301 TO OBH-3305		
		<b>Course Objectives:</b>

OBH-3301	MANAGEMENT OF INDUSTRIAL RELATIONS	<p>Organisational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.</p> <p><b>Course Outcomes:</b> After the course, the students are expected to fair knowledge of industrial relations which help them to effective IR managers</p>
OBH- 3302	LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS	<p><b>Course Objectives:</b></p> <p>Understanding of the legal framework is important for the efficient decision making relating to man management and industrial relations. The course aims to provide an understanding, application and interpretation of various labour laws and their implications for industrial relations and labour issues.</p> <p><b>Course Outcomes:</b> At the end of the course, the students are expected to have a fair knowledge of legislations governing human relations</p>
OBH-3303	MANAGEMENT TRAINING AND DEVELOPMENT	<p><b>Course Objectives:</b></p> <p>The purpose of this paper is to provide an in-depth understanding of the role of training in the HRD, and to enable the course participants to manage the training systems and processes.</p> <p><b>Course Outcomes:</b> After the course, the students are expected to have a good understanding of the concepts on training and development and apply them in practice</p>
OBH-3304	HUMAN RESOURCE PLANNING AND DEVELOPMENT	<p><b>Course Objectives:</b></p> <p>The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resource Planning, Deployment and Development in organisations.</p> <p><b>Course Outcomes:</b> At the end of the course the</p>

		<p>learner is expected to</p> <ol style="list-style-type: none"> <li>1. Analyze the theory and concepts of human resource planning and Development</li> <li>2. Identify the evolution of HRP throughout the organization.</li> <li>3. Relate and apply models and methods used in forecasting.</li> <li>4. Describe the applications of a Human Resources Information System.</li> </ol>
OBH-3305	ORGANISATIONAL CHANGE AND INTERVENTION STRATGIES	<p><b>Course Objectives:</b></p> <p>The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science.</p> <p><b>Course Outcomes:</b> After the course, the students are expected to have a good knowledge and techniques of throughout the organisational changes and intervention strategies</p>
<b>INTERNATIONAL BUSINESS AREA</b>		
IB-3401 to IB-3405		
IB-3401	INTERNATIONAL FINANCIAL MANAGEMENT	<p><b>Course Objectives:</b></p> <p>The objective of this paper is to give students an overall view of the international financial system and how multinational corporations operate.</p> <p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Explain operations in foreign exchange market.</li> <li>2. Describe complexities of managing finance of multinational firm.</li> <li>3. Understand the regulatory framework within which the operations can take place</li> <li>4. Explain international Capital Budgeting and its use for MNCs</li> <li>5. Describe currency and interest rate risk management.</li> <li>6. Explain key elements and issues of International Taxation.</li> </ol>
IB - 3402	INTERNATIONAL MARKETING	<p><b>Course Objectives:</b></p> <p>The basic objective of this course is to acquaint</p>

		<p>the students with environmental, procedural, institutional and decisional aspects of international marketing.</p> <p><b>Course Outcomes:</b> Students will able to-</p> <ol style="list-style-type: none"> <li>1. Explain Nature, importance and scope of international marketing</li> <li>2. Define International marketing management process Scanning and monitoring global marketing environment</li> <li>3. Analyzes International Market Segmentation and Positioning</li> <li>4. Elaborate Screening and selection of markets, International market entry strategies</li> <li>5. Explain Major Product decisions- Product features and quality, Product design, labelling, packaging</li> <li>6. Explain Pricing for International Markets.</li> <li>7. Formulate Factors affecting international price determination; environment factors affecting international prices, International pricing process and policies</li> <li>8. Define structure of international distribution systems; Distribution channel strategy-International distribution</li> <li>9. Explain International Promotion Strategies.</li> </ol>
IB-3403	EXPORT-IMPORT PROCEDURES DOCUMENTATION & LOGISTICS	<p><b>Course Objectives:</b></p> <p>The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.</p> <p><b>Course Outcomes:</b></p> <p>On successful completion of this course, the students will be able to understand the export-import procedures are including credit and collection</p>
IB-3404	INDIA'S FOREIGN TRADE POLICY	<p><b>Course Objectives:</b></p> <p>To acquaint the students with recent trends in India's foreign trade, management and policy</p>

		<p>related issues in foreign trade in the global context.</p> <p><b>Course Outcomes:</b> On successful completion of this course, the students will be able to understand the recent trends in India's foreign trade and policies related to Indians foreign trade in the global context.</p>
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