

Name of Department: UNIVERSITY BUSINESS SCHOOL

Name of Programme: MBA (UNDER HONOURS SCHOOL SYSTEM 2021-2022)

Vision	
The philosophy of Management Education at University Business School is built on an integrative value system. It is motivated by duty bound work ethics, humane approach and scientific temper.	
Mission	
The philosophy of the School is translated into the mission of creating wholesome personality of graduating MBA students with a view to produce effective and efficient managers, researchers and teachers.. The School uses rigorous multi-faceted pedagogy approach with an effective interface with the industry to translate this mission into action. It creates opportunities for its students to enhance their understanding of economic, social and political environment to enlarge their ability not only to adjust to change but to become a catalyst, and to develop their power to conceptualize, decide and communicate. The School, through its integrative approach, inculcates human values in addition to managerial attitude, knowledge and skill.	
Programme Outcome:	
PO1	Generic and Domain Knowledge - Ability to articulate, analyze, and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
PO3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
PO6	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
PO7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
Programme Specific Outcome	
PSOs for Marketing Management	
PSO1. Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions	
PSO2. Ability to exhibit Sales professionalism	
PSO3. Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.	
PSOs for Financial Management	
PSO1. Ability to use financial data to make knowledgeable decisions about the Working performance, resources apportionment and financial position of a company.	
PSO2. Ability to remain updated with respect to economic reforms and financial markets	
PSO3. Ability to demonstrate knowledge of the legal framework of International Financial reporting standards, Goods and	

Services tax, income tax and filing of the returns

PSOs for HR Management

PSO1. To enable students to become proficient in the key functions of Human Resource Management viz: Human resource planning, Recruitment and selection, Performance management, Learning and development, Career planning, Function evaluation, Rewards and Recognition, Industrial relations, Employee participation and communication, Health and safety, Personal wellbeing and Administrative responsibilities

PSO2. To familiarize students with the technological interventions in Human Resource Management and the Current trends and Cases in HRM.

PSOs for Operations Management

PSO1. Ability to gain a robust perspective on Six Sigma, lean operations management, innovation, and operational leadership

PSO2. Ability to be expert in economic order quantity, inventory classification and other inventory management techniques

PSO3. Ability to understand and process internal and external customer needs within the quality framework

SEMESTER 1 - MBA (GENERAL)

COURSE CODE	COURSE TITLE	OBJECTIVES
MBA6101	BUSINESS ECONOMICS	The objective of this course is to equip the students with basic knowledge of the concepts and tools of economic analysis as relevant for business decision making.
MBA6102	BUSINESS STATISTICS	The objective of this paper is to acquaint the students with various statistical tools and techniques used to business decision making
MBA6103	MANAGEMENT ACCOUNTING	The objective of this course is to acquaint the students about the role, concepts, techniques and methodology relevant to accounting function and to impart knowledge regarding the use of cost

		accounting information in managerial decision making.
MBA6104	ORGANISATIONAL BEHAVIOUR	This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behavior in any organization
MBA6105	MARKETING MANAGEMENT	The course aims at making participants understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm with a view to better understand and appreciate the complexities associated with the marketing function.
MBA6106	WORKSHOP ON BUSINESS COMPUTING	1) To create awareness in would be managers, about information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making; 2) To explore the use of MS-Excel and other common IS tools.
MBA6108	WORKSHOP ON BUSINESS RESEARCH	To expose the students to the basic concepts of research methodology and application through practical exercises in the area of commerce and management.

SEMESTER 2 - MBA (GENERAL)

COURSE CODE	COURSE TITLE	OBJECTIVES
MBA6201	BUSINESS	Judicious decision making

	ENVIRONMENT	in a business organization requires the proper knowledge of the environment in which it has to function. This course aims at orienting the students with all the external environmental forces which affect the decision making process of an organization.
MBA6202	HUMAN RESOURCE MANAGEMENT	The course is designed to give an understanding of the various aspects of the management of human resources, their interaction in the execution of managerial functions and facilitating learning of various concepts and skills required for utilization and development of these resources for organizational functions.
MBA6203	OPERATIONS MANAGEMENT	The objective of this paper is to acquaint the students with various quantitative techniques which are of great importance for quantitative decision-making
MBA6204	FINANCIAL MANAGEMENT	To provide an understanding of the function, the roles, the goals and the processes of corporate financial management, covering the sourcing of finances and their issues in. investment and operations
MBA6205	LEGAL ASPECTS OF BUSINESS	The objective of this course is to introduce the students with different legal aspects of business
MBA6207	SUMMER TRAINING REPORT AND VIVA-	The objective of this course is to give industrial

	VOCE	exposure.
MBA6208	COMPREHENSIVE VIVA-VOCE	To assess the overall knowledge of the student in the relevant field.
MBA6209	WORKSHOP ON BUSINESS COMMUNICATION	The course aims at developing the communication skills of students - both written communication and oral communication. The students will also be taught how to analyze cases and prepare case reports.
MBA6210	WORKSHOP ON MULTIVARIATE STATISTICAL TECHNIQUES	To develop in the students the ability to conduct research for business purposes using different multivariate techniques of analysis .The students should develop an understanding of the application of MVA techniques in different functional areas of business. The use of computer package for the purpose of analysis will be emphasized. This will help prepare students not only for their summer training but also for a corporate career.

MBA-FINANCE Semester 3rd

Course Code	Course Title	Objectives
MBA 7121	FINANCIAL STATEMENT ANALYSIS	This course is designed to prepare students to interpret and analyze financial statements effectively.
MBA7122	FINANCIAL ENGINEERING	This course aims at enabling the students to understand & analyze investment problems and developing their skills for

MBA7123	MANAGEMENT OF FINANCIAL SERVICES	<p>the solution of these problems with the help of innovative financial processes, instruments & strategies.</p> <p>The course aims at acquainting the students with the developments in the areas of financial services and developing their skills to manage skills to manage financial services.</p>
MBA7124	INVESTMENT MANAGEMENT	<p>The purpose of this course is to acquaint students with the theoretical and practical aspects of investment analysis, for security selection and portfolio management purposes.</p>
MBA7125	MANAGEMENT CONTROL SYSTEMS	<p>The objective of this course is to allow students to gain knowledge, develop insight and analytical skills related to design and implementation of management systems.</p>
MBA7126	PROJECT PLANNING, ANALYSIS AND MANAGEMENT	<p>The objective of this course is to promote a sound understanding of the theory and practice of project management. More specifically it introduces students to the purpose, principles, problems and challenges, concepts, techniques, and practice of project management and its various facets; impart skills in project planning, execution and control methods; introduce students to project management software and applications.</p>

MBA7127

CORPORATE TAX
PLANNING

The course aims to develop an understanding of issues related to taxation for corporate entities vis-à-vis management decision making to facilitate constructive planning of tax liability.

**SEMESTER :-3 INFORMATION
TECHNOLOGY & OPERATIONS
MANAGEMENT**

COURSE OUTCOMES

COURSE CODE

COURSE TITLE

OUTCOME

MBA7131

MOBILE COMMERCE

To introduce students to the new technologies, applications, services and business models of M-Commerce

MBA7132

PRODUCT
INNOVATION IN
TECHNOLOGY
BUSINESS

To provide students with the requisite knowledge of concepts and to impart practical skills and techniques required in the area of Manufacturing Policy and Implementation.

MBA7133

BUSINESS PROCESS
RE-ENGINEERING

The objective of this course is to develop the abilities of the students to design and to evaluate management and its existing structure and select the right frame for Reengineering.

MBA7134

SYSTEMS ANALYSIS
AND DESIGN

The objective of the course is to understand the tools and techniques of data capturing, storing and disseminating for efficient working of organization

MBA7135

ENTERPRISE
RESOURCE PLANNING

The objective of this course is to acquaint the

MBA7136	MANAGEMENT INFORMATION SYSTEMS	<p>students with the knowledge of computerized productions, Materials distribution system of a manufacturing organization and impart knowledge to the students in the conceptual and operational aspects of ERP</p> <p>The course has been designed to acquaint students about the evolution of computer-based information systems, basic computer hardware, software, and data concepts, the types of information systems that are needed to support the various levels of a business enterprise, and the process of analyzing, designing, and developing an information system.</p>
MBA7137	INTEGRATING E-SYSTEMS AND GLOBAL INFORMATION SYSTEMS	<p>This course addresses strategic, technological, and organizational connectivity issues to support effective and meaningful integration of information and systems. The course is especially relevant for those who wish to effectively exploit information technology and create new business processes and opportunities</p>

SEMESTER 3 - MBA (MARKETING)

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
MBA7141	ADVERTISING AND CONSUMER BEHAVIOUR	Purpose of the paper is to acquaint the participants with concepts, techniques and applications for

		developing an effective advertising programme. Facilitate an understanding about the consumer decision making process and its applications in marketing function of organizations.
MBA7142	GLOBAL MARKETING MANAGEMENT	The objective of this course is to develop a conceptual framework of international marketing management. This paper develops further the knowledge already gained in marketing
MBA7143	MARKETING RESEARCH AND PRODUCT MANAGEMENT	The course aims to develop the student's ability to conduct, evaluate and research particularly with respect to marketing mix elements. It also seeks to develop an understanding of the innovation process and the methods of analysis and evaluation used in the product development process.
MBA7145	GLOBAL SUPPLY CHAIN MANAGEMENT	The Course explores the main Issues in global supply chain management (SCM) to underline their strategic importance to firms. The course helps students develop understanding about the significance of SCM in international business; understand the key operational issues involved in global supply chain management; have the knowledge of managing SCM in international trade operations; and examine the levels of risk, efficiency, and sustainability of a supply

MBA7146	INDUSTRIAL AND RURAL MARKETING	chain. To impart the knowledge about of industrial marketing and to orient students to the realities of rural marketing in India, its strengths, weaknesses opportunities and threats in changing global context. To understand how marketing strategies are different in industrial markets as compare to consumer markets.
MBA7147	DATA ANALYTICS FOR BUSINESS - I	The objective of this course is to inculcate the skills of data analytics among students by exposing them to the wide range of data analytics techniques using R, an open software. Students will be able to apply different analytics techniques on real life business problems to make better decisions.
MBA7148	DIGITAL MARKETING & RETAIL MANAGEMENT I	The course aims to build conceptual foundation of digital marketing and to develop the students' ability to plan, implement and monitor digital marketing campaigns. The course takes a strategic approach to retail management, emphasizing the things that influence the decisions made by retailers.

MBA-FINANCE Semester 4th

Course Code	Course Title	Objectives
MBA7221	STRATEGIC COST MANAGEMENT	To understand how to use different techniques of cost management with a

MBA7222	INTERNATIONAL FINANCIAL MANAGEMENT	<p>strategic perspective.</p> <p>The objective of this course is to highlight opportunities and challenges of financial management in open economies characterized by large volumes of international trade and high international mobility of factors of production. In particular, the course will highlight the complications caused by the process of international investment decision making as well as the development of investment and hedging strategies on a multinational level.</p>
MBA7223	BEHAVIORAL FINANCE	<p>The purpose of this course is to introduce the student to the new field of behavioral finance. The field treats how psychological factors affect the decision-making of individual investors and how these factors in turn affect the financial markets. It questions the common assumption of efficient markets within the traditional neoclassical economic theory.</p>
MBA7224	CORPORATE GOVERNANCE	<p>The objective of this course is to explore business, financial, political and legal issues affecting systems by which corporations are directed and controlled both in industrialized and developing countries.</p>

**SEMESTER :-4 INFORMATION
TECHNOLOGY & OPERATIONS
MANAGEMENT**

COURSE CODE	COURSE TITLE	OUTCOME
MBA7231	KNOWLEDGE MANAGEMENT	The subject aims at practical applications of KM tools and technologies explaining the basic knowledge representation, problem solving in industry
MBA7232	MANAGEMENT OF TECHNOLOGY	To provide students with the requisite knowledge of concepts and to impart practical skills and techniques required in the area of strategies for managing technology in business.
MBA7233	BUSINESS INTELLIGENCE	To develop a critical awareness of the range of tools being marketed under the label "Decision Support" or more generally "Business Intelligence (BI)" and consequently provide an understanding of the key algorithms and techniques which are embodied in business intelligence products.
MBA7234	TOTAL QUALITY MANAGEMENT	The course is designed to develop a sound understanding of how the application of TQM assists the pursuit of business excellence and provide skills and strategies in human dimensions of quality and in the tools and techniques applicable to TQM and business excellence.

SEMESTER 4 - MBA (MARKETING)

COURSE CODE	COURSE TITLE	COURSE OBJECTIVES
MBA7241	MARKETING OF SERVICES	To provide complete exposure to all aspects of service design, standards, delivering and performing service.
MBA7242	WORKSHOP ON FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE	The course aims at providing and understanding of foreign exchange, export financing, Export - Import procedures and the various operations involved. The main emphasis is laid on developing a systematic approach to handling foreign trade transactions and the paper work thereto.
MBA7243	CUSTOMER RELATIONSHIP MANAGEMENT AND SALES MANAGEMENT	The course aims to develop in the students an understanding of the concepts, importance, benefits and principles of customer relationship management within the context of marketing strategy. It also aims to familiarize the students with the fundamentals of sales management so as to enable the students to effectively manage a sales force.
MBA7244	APPLICATION OF ACCOUNTING AND FINANCE IN MARKETING	To understand the role of accounting and finance techniques in select areas of decision making in marketing.