



MGM'S INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

At Junction NH-4, Sion-Panvel Expressway, sector-1, Kamothe, Navi Mumbai- 410 209

MMS Course Outcomes

Semester 1

BUSINESS STATISTICS

1. Recall the importance of Statistics and its real-world applications. Recognize and differentiate between central tendency measures (mean, mode, median) and their appropriate use in various scenarios.
2. Understand the concept of correlation, its applications, and its importance in drawing meaningful insights from data.
3. Apply regression analysis to real-world situations, interpreting simple linear regression results, and utilizing them for making informed business decisions.
4. Analyse hypotheses and their testing methods (Z-test, T-test) to assess the independence of two categorical variables. Apply hypothesis testing techniques such as Chi-Square Test and Analysis of Variance (Anova Test) for statistical decision-making in diverse business contexts.
5. Evaluate managerial applications of Statistics in complex business scenarios, considering multiple variables and factors.
6. Develop the ability to apply statistical concepts creatively in business situations using case studies, modelling techniques, and real-world projects.
7. Apply statistical knowledge to analyse case studies, formulate hypotheses, and create effective models, fostering an appreciation for the power of data-driven business strategies.

EFFECTIVE MANAGEMENT COMMUNICATION

1. Recall fundamental principles of effective communication, including verbal and non-verbal cues, active listening techniques, and various communication channels.
2. Understand different communication styles, cultural nuances, and their impact on interpersonal communication within diverse organizational contexts.
3. Apply effective communication strategies to different managerial situations, such as team meetings, conflict resolution, and presentations, demonstrating appropriate communication techniques.
4. Analyze communication barriers within organizations, identify root causes, and propose solutions to enhance communication flow and collaboration among team members and across departments.
5. Evaluate communication effectiveness in real-world managerial scenarios, considering feedback, audience response, and the achievement of communication objectives.

Critically assess communication tools and technologies for their suitability in specific contexts.

6. Develop comprehensive communication plans for organizational projects, integrating various communication methods, and tailoring messages for different stakeholders. Create persuasive and influential communication materials, such as reports, presentations, and proposals.
7. Appreciate the ethical considerations and cultural diversity in communication, demonstrating sensitivity to diverse perspectives and backgrounds.

MANAGERIAL ECONOMICS

1. Recall fundamental concepts related to production, consumption, costs, revenue, and pricing in business operations.
2. Understand the application of economic concepts in business decisions, especially in optimizing production and pricing under constraints.
3. Apply analytical skills to analyse business decisions concerning operations and planning, considering constraints and optimizing resources effectively.
4. Analyse various options in production and pricing by evaluating different combinations, allowing for informed decision-making in complex business scenarios.
5. Evaluate strategic options based on competitiveness, considering market demands and economic factors to make sound business decisions.
6. Create comprehensive strategies by integrating production, consumption, and pricing knowledge, incorporating risk assessment for long-term business planning.
7. Appreciate the market potentials by critically assessing opportunities, weighing various factors to make informed decisions that align with business objectives and market demands.

PERSPECTIVE MANAGEMENT

1. Recall and explain the interconnections between organizational mission, goals, and objectives, demonstrating a clear understanding of how these elements align within an organizational framework.
2. Understand the significance of managing stakeholders and apply appropriate strategies to engage, influence, and manage relationships effectively, recognizing the diverse needs and interests of stakeholders.
3. Understand how both internal and external environments influence organizations. They will analyse the impact of these factors, critically examining organizational responses to environmental changes.
4. Develop advanced critical thinking skills in identifying ethical, global, and diversity issues within management functions. They will analyse these issues and evaluate their implications, fostering a nuanced understanding of ethical decision-making in various contexts.
5. Comprehend organizational design and structural issues. They will analyse different structural models, evaluating their effectiveness in various organizational contexts, and understanding the implications of design choices on organizational performance.
6. Analyse various strategies in strategic management and recognize their importance in the business context.

7. Understand that citizenship involves conscious steps for societal advancement.

OPERATIONS MANAGEMENT

1. Recall the foundational concepts, historical developments, and structures of Production and Operations, as well as the evolution of the Manufacturing sector.
2. Understand the application of Industrial Manufacturing tools in both Production and Service Manufacturing contexts, comprehending their functions and relevance.
3. Apply analytical skills to identify potential areas for improvement in both Service and Manufacturing operations, utilizing appropriate tools and methodologies.
4. Analyse the working objectives associated with different types of facility layouts and locations, assessing their impact on operational efficiency and productivity.
5. Evaluate various tools, techniques, and control measures in Stores, Purchase, and Inventory management, considering risk and returns, with the goal of maximizing profits.
6. Create comprehensive analyses of adherence to government taxes, legal frameworks, norms, and regulations within the context of Production and Operations Management, ensuring compliance and ethical practices.
7. Appreciate the complexity of integrating legal, financial, and operational aspects, recognizing the interplay between compliance and effective operational strategies in both Manufacturing and Service sectors.

ORGANISATION BEHAVIOUR

1. Recall the fundamental principles of human behaviour and organizational behaviour, understanding their significance in enhancing performance and achieving organizational goals.
2. Understand the intricacies of individual behaviour and its integration with organizational behaviour, particularly during organizational change and development processes.
3. Apply knowledge of personality and perception theories to analyse individual and organizational situations, facilitating a deeper understanding of human behaviour within the workplace context.
4. Analyse various leadership styles in different situations, determining their appropriateness for effective organizational management and team dynamics.
5. Evaluate the integration of organizational behaviour concepts in understanding motivation strategies, assessing their effectiveness in enhancing employee engagement and productivity.
6. Create strategies that integrate individual and organizational behaviour principles to improve performance and achieve organizational goals, demonstrating innovative approaches in managing diverse workplace challenges.
7. Appreciate the complexities of human behaviour within organizations, recognizing the dynamic interplay between individual actions and organizational dynamics. Understand and appreciate the ethical considerations and cultural influences in organizational behaviour, fostering a holistic perspective on managing human resources effectively.

PERSONAL GROOMING

1. Identify their personal thinking habits and analyse their impact on decision-making and problem-solving processes.
2. Understand and assess barriers to personal effectiveness, applying critical thinking skills to develop strategies for overcoming these obstacles.
3. Apply clear and effective communication skills in various contexts, synthesizing their understanding to adapt communication strategies based on different situations and audiences.
4. Develop effective time management skills and stress coping mechanisms, evaluating their strategies in real-life scenarios to enhance personal productivity and well-being.
5. Understand and critically analyse global standards of grooming, presentability, and professionalism, comparing and contrasting these standards across different cultures and industries.
6. Apply their understanding of grooming and professionalism to create a personal brand that aligns with global standards, demonstrating creativity and innovation in their professional presentation.
7. Evaluate the impact of their personal thinking habits, effective communication skills, time management strategies, and grooming standards on their overall professionalism.

FINANCIAL ACCOUNTING

1. Clarity and understanding of the basic concepts of accounting and financial statements and Detailed and in depth understanding of all the items in the corporate financial statements
2. Apply the concept of accounting mechanics Process leading to preparation of Trial Balance & Financial Statements
3. Understanding the principles of revenue recognition and ability to distinguish between revenue and capital income and expenditure and their treatment in corporate financial statements the concepts of inventory valuation and their effect on profit and cost of goods sold
4. Understanding different methods of depreciation and their impact on profitability and asset valuation &
5. Analyzing Financial Statements through ratio analysis
6. Understanding basic cost concepts and Cash flow fund flow statements
7. Make use of various tools of accounting for analyze business situation and take decision Able to analyze the business financial position

Semester 2

BUSINESS RESEARCH METHODS

1. Recall the importance of research and explain various research methods employed to investigate problems, demonstrating a basic understanding of the research process.
2. Apply tools for data collection and evaluate various sampling techniques, while also understanding the principles of writing research reports and adhering to ethical standards in report writing.
3. Comprehend different types of research design and analyse the usage of various types of variables in research, distinguishing between independent and dependent variables.
4. Create effective research proposals and apply knowledge of different measurement scales, utilizing these skills to design and propose research projects.
5. Understand the concept of a hypothesis, its testing, and its utility in statistical decision-making. They will evaluate the results of hypothesis testing to make informed decisions in a business context.
6. Apply the principles of analysis of variance (Anova) in business contexts, analysing the results and drawing meaningful conclusions for decision-making.
7. Analyse the hypothesis of independence of two categorical variables.

ENTREPRENEURSHIP MANAGEMENT

1. Recall the fundamental nature of entrepreneurship, including its key concepts, principles, and characteristics, demonstrating their memory of essential entrepreneurial concepts.
2. Understand the role of entrepreneurs in successfully applying innovations for commercial purposes, demonstrating their comprehension of entrepreneurial concepts and their practical applications.
3. Apply research skills to collect and analyse information from environmental studies, demonstrating their ability to apply research methodologies to real-world scenarios for developing innovative business ideas.
4. Critically analyse entrepreneurial business ideas and assess their viability, showcasing their ability to break down complex ideas into components for detailed examination and evaluation.
5. Evaluate personal attributes crucial for entrepreneurial success, identifying strengths and weaknesses. They will assess their entrepreneurial potential, demonstrating their ability to make informed judgments about personal abilities.
6. Propose innovative solutions based on their understanding of entrepreneurial concepts and real-world applications, demonstrating their creativity in devising new approaches and strategies.
7. Synthesize their understanding and knowledge to develop comprehensive business plans, showcasing their ability to combine various elements into a cohesive entrepreneurial strategy.

DEVELOPING TEAMS AND EFFECTIVE LEADERSHIP

1. Recall and describe various leadership styles, demonstrating an understanding of their characteristics, advantages, and potential challenges.
2. Understand the principles of teamwork and team management. They will apply this knowledge to effectively collaborate with others, demonstrating their ability to work in diverse teams to achieve common goals.
3. Understand different leadership styles and analyse their applications in professional settings. They will critically assess the effectiveness of each style, demonstrating their ability to choose and apply the most suitable style based on context.
4. Apply stress management techniques to real-life situations, analysing the outcomes. They will critically evaluate the effectiveness of these techniques, demonstrating their ability to adapt and select appropriate methods for different stressors.
5. Apply time management techniques to real-life scenarios, analysing their impact on productivity and efficiency. They will critically evaluate the effectiveness of these techniques, demonstrating their ability to prioritize tasks and manage time wisely.
6. Evaluate leadership challenges and create innovative strategies to address them. They will synthesize their understanding of various leadership styles and team management principles to devise creative solutions for complex leadership scenarios.
7. Synthesize their knowledge of leadership styles, teamwork, stress management, and time management. They will evaluate their own leadership practices, identifying areas of improvement, and develop personalized strategies to enhance their leadership skills in both professional and personal contexts.

HRM

1. Recall and explain the concept of human resource management (HRM) and its interconnectedness with other social sciences. They will demonstrate understanding of fundamental HR practices in organizational contexts.
2. Comprehend strategies to integrate human resources planning and senior management functions. They will apply this knowledge to evaluate and propose effective strategies aligning HR functions with overall business objectives.
3. Apply various motivational theories and practices in managing work motivation. They will analyse the effectiveness of these theories in real-world scenarios and integrate them into practical HR management.
4. Apply HR practices such as recruitment, training, performance appraisal, and HRD strategies. They will evaluate the outcomes, identifying areas of improvement and suggesting modifications for enhanced employee development.
5. Analyse organizational needs for development and change. They will evaluate change management processes and OD interventions, determining their effectiveness and assessing the benefits organizations gain from these interventions.
6. Evaluate training needs, identify gaps, and evaluate training processes. They will create training programs, applying their knowledge to design effective training sessions and assessing their impact on employee skills and knowledge.
7. Synthesize their understanding of HRM's role in modern business.

MARKETING MANAGEMENT

1. Recall and describe the basic elements of Marketing Management, industry terms, applications, and related processes, demonstrating understanding of marketing fundamentals.
2. Understand market research techniques and marketing concepts, applying this knowledge to comprehend contemporary marketing practices and analyse market research data.
3. Understand the process of choosing target markets and creating superior customer value. They will analyse strategies for customer acquisition, retention, and growth, demonstrating their ability to dissect marketing methods.
4. Understand the vital role of marketing in organizations and evaluate its significance in various departments and specializations. They will critically assess marketing's importance as a pervasive element in businesses.
5. Analyse business problems using a marketing perspective, applying marketing concepts to identify and solve issues. They will apply marketing principles as universal tools for problem-solving.
6. Evaluate real-world cases through case discussions, extracting practical knowledge and insights. They will create solutions to marketing challenges presented in the cases, demonstrating their ability to synthesize information.
7. Apply marketing concepts and knowledge in practical business scenarios, synthesizing their understanding to propose effective marketing strategies.

OR

1. Recall and define optimizing techniques, demonstrating an understanding of their basic concepts and principles.
2. Understand the application of optimizing techniques in business decision-making processes. They will apply these techniques to solve practical business problems and make informed decisions.
3. Apply their knowledge to identify and develop operational research models from real systems. They will analyse real-world scenarios, identifying relevant models and applying them effectively.
4. Understand the mathematical basis for business decision-making, analysing the mathematical concepts that underlie operational research techniques. They will critically evaluate the mathematical principles involved.
5. Understanding of organizational flow of materials and resource allocation. They will evaluate and optimize resource allocation in various organizational contexts, making decisions to enhance operational efficiency.
6. Analyse various operational research techniques and their applications in business and real-world scenarios. They will create innovative solutions by integrating multiple techniques to solve complex business problems.
7. Evaluate the effectiveness of different operational research techniques in various business contexts.

COST AND MANAGEMENT ACCOUNTING

1. Understanding of fundamentals of cost accounting, differentiate between cost accounting and financial accounting.
2. Understanding of elements of cost - material, labour and overhead and its practical implication as well as Preparation of Cost sheet
3. Determine the cost of producing a product or providing a service using job costing, activity-based costing and process costing.
4. Analyse variances between Actual v/s Budgeted / Previous years' figures for corrective actions. Acquainting them with concept of budget and Budgetary control.
5. To understand Concept of standard Costing and concepts of responsibility accounting and transfer pricing, lifecycle costing, service costing and Activity Based Costing & Activity Based Management
6. To understand concept of target costing and its importance
7. Understanding the concept of Lifecycle Costing, Service Costing and Environmental Costing

FINANCIAL MANGEMENT

1. Establish a foundational comprehension of fundamental principles in corporate finance and grasp the organizational framework of the Indian financial system.
2. Apply ratio analysis proficiently to assess risk in companies, showcasing adeptness in scrutinizing leverage data. Additionally, compute Degree of Operating Leverage (DOL), Degree of Financial Leverage (DFL), and Degree of Combined Leverage (DCL).
3. Calculate working capital requisites, scrutinize strategies for managing working capital, and comprehend the intricacies of operating and cash cycles, including efficient cash management systems.
4. Comprehend the distinct features and attributes of various financing alternatives, enabling the determination of the External Financing Requirement (EFR).and calculation of cost of capital
5. Employ a variety of evaluation methodologies such as NPV, IRR, PI, and payback period to assess and analyze decisions regarding capital expenditures.
6. Grasp diverse theories concerning capital structure and assess the influence of Debt/Equity (D/E) ratio on Earnings Per Share (EPS). Demonstrate the ability to formulate an optimal capital structure.
7. Understand the ramifications of dividend pay-out ratios and retention ratios on the financial standing of a company.

SEMESTER 3

INTERNATIONAL BUSINESS

1. Recall and explain the various aspects of international business, including trade policies, cultural differences, and global market trends.
2. Comprehend and interpret trends and developments in the global business environment, identifying key factors influencing international trade and economics.
3. Apply the knowledge to real-world scenarios, demonstrating their ability to adapt strategies to navigate the complexities of the highly integrated global economy.
4. Apply fundamental concepts to analyse and understand international processes and functions, such as supply chain management, cross-border transactions, and global market dynamics.
5. Analyse and assess global markets, considering economic indicators, consumer behaviour, and market potential to make informed decisions about market entry strategies.
6. Synthesize information from various sources to develop innovative strategies for entering international markets, considering market research, competitive analysis, and cultural nuances.
7. Critically evaluate different markets and strategies, weighing their pros and cons, and make well-informed decisions to select the most suitable markets and strategies for international business ventures.

STRATEGIC MANAGEMENT

1. Recall key concepts in Strategic Management, demonstrating a foundational understanding of its importance in navigating the dynamic global landscape.
2. Understand the process of environmental scanning and its role in strategy formulation. Grasp the complexities of the external business environment and comprehend various techniques used for effective strategy development.
3. Apply SBU (Strategic Business Unit) portfolio management techniques, integrating knowledge into real-world scenarios. Apply strategic coherence principles to align business units with overall organizational objectives, ensuring synergy in strategic initiatives.
4. Analyse industry dynamics and sustainable competitive advantage concepts. Evaluate industry factors affecting strategic decisions and assess the sustainability of competitive advantages. Analyse case studies to identify successful strategies.
5. Evaluate market gaps strategically. Assess strategic options for filling these gaps with unique advantages. Critically evaluate potential strategies considering market demands and organizational capabilities.
6. Create strategic proposals for addressing market gaps. Generate innovative strategies to capitalize on identified opportunities. Design comprehensive strategic plans that leverage unique advantages, demonstrating creativity in strategic thinking.
7. Synthesize knowledge from various strategic management concepts. Integrate understanding of environmental scanning, SBU portfolio management, industry

analysis, and market gap identification to synthesize holistic strategic solutions. Develop comprehensive strategies for organizational growth and sustainability.

Finance

CV & MA

1. Recall and comprehend the basic concepts of valuation and the factors influencing it. They will understand the role of leverage, working capital, and ratios in valuation, demonstrating foundational knowledge of valuation principles.
2. Understand the calculation of risk, return, and cash flows. They will apply this knowledge to evaluate valuation using discounted cash flow methods, demonstrating their ability to calculate and analyse financial metrics.
3. Understand different alternative valuation methods. They will analyse valuation of real options using the binomial model and black and Scholes model, demonstrating their ability to critically assess various valuation techniques.
4. Understand different types of mergers, accounting for mergers, and various forms of business restructuring. They will evaluate the regulatory aspects and the M&A process, demonstrating their ability to evaluate complex business transactions.
5. Apply their knowledge to calculate the value of a company. They will create and implement live projects related to valuation, demonstrating their ability to apply theoretical concepts in real-world scenarios and create practical solutions.
6. Analyse alternative business restructuring methods for creating shareholder wealth. They will evaluate these methods based on financial and strategic criteria, demonstrating their ability to critically assess and compare restructuring strategies.
7. Evaluate various valuation methods and synthesize their understanding to propose effective business restructuring strategies.

FINANCIAL REGULATIONS

1. Recall and explain the financial regulations framework and its importance in the financial system, demonstrating understanding of the fundamental concepts and principles.
2. Understand the frameworks of various financial regulatory and statutory bodies. They will apply this knowledge to analyse and interpret financial regulations, demonstrating their ability to apply regulatory frameworks to real-world situations.
3. Comprehend the regulatory framework of SEBI in regulating the capital market. They will analyse SEBI's roles and responsibilities, critically evaluating its impact on the capital market.
4. Understand the regulatory frameworks of IRDA and CCI. They will analyse these frameworks, comparing and contrasting their roles in insurance and competition regulation.
5. Understand the significance of FEMA and foreign trade policy regulations framework. They will evaluate the implications of these regulations on international trade and investments, demonstrating critical evaluation skills.
6. Understand the regulatory framework for international funds and commodity markets. They will evaluate the effectiveness of these frameworks in ensuring market stability and investor protection.

7. Understand the importance of regulating credit rating agencies. They will evaluate the roles and impact of credit rating agencies, critically assessing their influence on financial markets and investor decisions.

SAPM

1. Recall and explain the basics of securities and understand the principles of risk-return analysis, demonstrating a foundational understanding of financial market concepts.
2. Understand the efficient market hypothesis (EMH) and apply it to calculate security prices. They will also apply company analysis techniques and equity valuation methods, demonstrating their ability to analyse and value stocks in the market.
3. Understand fixed income securities and apply technical analysis methods. They will analyse bond investments and apply technical analysis techniques to forecast price movements, showcasing their ability to assess bond markets and predict trends.
4. Apply capital market theories and analyse investment decision theories. They will critically evaluate various theories, applying them to real-world investment scenarios and assessing their effectiveness in making investment decisions.
5. Analyse portfolio theory and factors affecting asset prices. They will create optimum portfolios based on given risk conditions, integrating their understanding of portfolio theory and market dynamics to design balanced investment portfolios.
6. Evaluate portfolios with different techniques and continuously review them. They will create strategies for continuous portfolio evaluation, integrating various techniques. Additionally, they will learn technical analysis methods to predict price movements, demonstrating their ability to evaluate and forecast market trends.
7. Synthesize their knowledge of securities, market analysis, and portfolio management.

DERIVATIVES AND RISK MANAGEMENT

1. Understand the concepts related to derivatives markets and gain in-depth knowledge of functioning of derivatives markets.
2. To learn the derivatives pricing and application of strategies for financial risk management.
3. To acquaint learners with the trading, clearing and settlement mechanism in derivatives markets.
4. Understanding the process of pricing and valuation of forwards and futures
5. Understanding Valuations of options using various models
6. Understand issues pertaining to pricing and hedging with options on individual stocks and indexes
7. Examine forwards and futures contracts for equity indexes, commodities, and Currencies

IF

1. To understand the basic concepts related to international finance and economics
2. To understand the International Monetary System and International Foreign Exchange regimes

3. Understanding of the foreign exchange market, and understanding its mechanisms
4. To understand Euro currency market, International Equity and debt market
5. To understand currency, forwards and futures & options & Swaps
6. To understand capital budgeting appraisal techniques in international project investments
7. To understand risk involved in global trade.

FMI

1. To understand different components of the Indian Financial system and their functions.
2. To comprehend various products issued through different financial institutions and Intermediaries
3. To understand the fixed income market, Derivative Market & Forex Market, and the different instruments and concepts related to it.
4. To understand various money market instruments, evaluate monetary policies and describe monetary measures of RBI
5. Understanding Primary and secondary Markets and Stock Exchanges of the country
6. To understand the roles of merchant bankers and Investment Bankers and assess the process of IPO/Rights issue with SEBI regulations
7. To evaluate the different types of financial Products, services, and markets.

HR

COMPENSATION AND BENEFITS

1. Recall and explain the factors of job analysis, job description, and job evaluation as the basis of compensation strategy.
2. Understand and apply the principles of designing performance pay and indirect pay plans.
3. Apply their knowledge to develop a compensation strategy aligned with the company's strategic goals and culture.
4. Analyse internal and external environmental factors impacting the pay structure of organizations.
5. Analyse the process of designing a pay structure, considering the company environment. They will create innovative pay structures tailored to specific organizational contexts, demonstrating their ability to analyse complex factors and create strategic solutions.
6. Evaluate existing compensation strategies and synthesize their understanding to propose improvements. They will critically evaluate current practices and synthesize innovative approaches, integrating various compensation elements into cohesive strategies.
7. Create comprehensive compensation strategies and evaluate their effectiveness. .

COMPETENCY BASED HRM & PMS

1. Recall and explain the Hierarchy of Competency, relating their own competency levels and identifying areas for improvement.
2. Understand the mapping of hidden and surface competencies, Iceberg Model, and Lancaster (Burgoyne) model of competencies.
3. Understand the role of competency in Talent Acquisition, Learning and Development, Performance Management System, and Succession Planning.
4. Apply their knowledge to define and independently conduct the Goal Setting Exercise.
5. Understand and implement the process of mid-year review and Year-End Evaluation (YEE).
6. Analyse various competency models and synthesis their understanding to create personalized competency development plans.
7. Create comprehensive Competency Management strategies for organizations and evaluate their effectiveness.

GLOBAL HRM

1. Recall and explain key terms, theories/concepts, and practices in Global HR. They will demonstrate a foundational understanding of the fundamental principles in the field of Global HR.
2. Understand the nature of industrial disputes, global labour laws, trade unions, and international labour standards.
3. Analyse and evaluate social, cultural, ethical, and environmental responsibilities and issues in global contexts with regional integration.
4. Understand training requirements for employees related to cultural differences, diversity, and perspectives.
5. Apply and analyse recent trends in employee relations and employee involvement. They will evaluate the impact of these trends on organizations and critically analyse their effectiveness in enhancing employee engagement and satisfaction.
6. Evaluate existing Global HR practices and create innovative strategies for improvement.
7. Synthesize their knowledge of key Global HR concepts and practices.

HRP

1. Recall and explain the importance of HR Planning and Job Analysis. They will understand the fundamental concepts and principles of HR Planning and Job Analysis, demonstrating their knowledge and comprehension.
2. Understand the importance of encouraging workforce diversity in organizations. They will apply this understanding to assess diversity initiatives, recognizing the significance of diverse teams in enhancing creativity and problem-solving skills.
3. Understand the overview of technology applications in HR. They will apply this knowledge to evaluate various HR technologies, recognizing their impact on efficiency, recruitment, and employee engagement.
4. Analyse the scope of HR analytics. They will evaluate different HR analytics methods and tools, critically assessing their effectiveness in decision-making processes and organizational strategy formulation.
5. Apply their knowledge and skills to become market-ready professionals.
6. Analyse real-world HR challenges and evaluate potential solutions.
7. Synthesize their knowledge and skills to propose comprehensive HR strategies.

LABOUR LAWS AND IMPLICATIONS ON INDUSTRIAL RELATIONS

1. Recall and describe the fundamental concepts and nature of Industrial Relations. They will understand the key principles and foundational elements of Industrial Relations, demonstrating a basic understanding of the subject matter.
2. Understand the nature of industrial disputes and the role of labour laws and trade unions.
3. Understand the provisions of Wage Legislations, including the Factories Act, Payment of Wages Act 1936, Minimum Wages Act 1948, and Payment of Bonus Act 1965.
4. Analyse the history, provisions, case laws, and amendments under each law in IR legislations and Regulative laws.
5. Understand the important provisions of Social Security Legislations, including the Employees State Insurance Act 1948, Employees Provident Fund Act 1952, and Payment of Gratuity Act 1972.
6. Comprehend the overview of additional industrial legislations, such as the Maternity Benefit Act 1961, Apprentice Act 1961, Employment Exchange Act 1951, and Payment of Bonus Act 1965.
7. Apply various industrial legislations in business scenarios..

TRAINING AND DEVELOPMENT

1. Recall and comprehend the evolution of training & development, understanding its transformation from a tactical to a strategic function.
2. Understand the concept of learning organizations and its benefits. They will apply this knowledge to categorize different types of training programs, relating them to the principles of learning organizations and understanding their practical applications.
3. Apply their knowledge to design a training module, training budget, and training calendar.
4. Understand what motivates adults to learn and explore appropriate training methodologies.
5. Evaluate the concept of training audit and training evaluation. They will create evaluation frameworks, applying their knowledge to assess training effectiveness.
6. Analyse the process of training needs assessment and methods of competency modelling and mapping.
7. Understand management development and training audit comprehensively.

MARKETING

CONSUMER BUYING BEHAVIOUR

1. Recall and comprehend the psychological and physiological aspects of consumer behaviour.
2. Understand consumer learning processes and apply this knowledge to analyse their impact on consumer behaviour. Apply learning theories to real-world scenarios, demonstrating the practical implications of consumer learning in marketing contexts.
3. Understand various models related to consumer attitudes. Analyse these models critically, evaluating their effectiveness in shaping consumer attitudes.

4. Understand personality development through different theories. Evaluate the applicability and relevance of these theories in understanding consumer personalities..
5. Understand the consumption behaviour of social classes. Analyse the factors influencing social class consumption patterns.
6. Understand the influence of groups and families on the diffusion of innovation. Evaluate the impact of social groups and family dynamics on the adoption of new products.
7. Understand the impact of cultures and values on Indian consumers.

PRODUCT AND BRAND MANAGEMENT

1. Recall and understand the importance of products within their Product Life Cycle (PLC). Understand the different stages of a product's life cycle and their implications for marketing strategies.
2. Understand the concept of Product Mix and Product Basket. Apply analytical skills to assess the value of a product mix, considering the assortment of products offered by a company.
3. Understand the BCG (Boston Consulting Group) and GE Matrix. Analyze practical applications of these matrices in strategic decision-making. Evaluate the positioning and growth potential of products within these frameworks.
4. Understand the New Product Development (NPD) process. Apply this knowledge to outline steps involved in bringing a new product to market. Apply strategic thinking to navigate challenges in the NPD process.
5. Understand Brand Equity Value and its relationship with Brand Goodwill for long-term business profitability. Evaluate the factors contributing to brand equity and assess their impact on business sustainability and profitability.
6. Apply strategic frameworks to assess products within their PLC. Analyze the strategic implications of a product's life cycle stage. Apply critical thinking to determine appropriate marketing strategies based on PLC analysis.
7. Evaluate the effectiveness of different strategies used in product management. Create innovative strategies to enhance product value and brand equity, ensuring long-term business profitability and market competitiveness.

MARKET STRATEGY

1. Recall and define key strategic concepts related to New Product Development & Commercialization, including product life cycle stages, pricing strategies, and channel design principles.
2. Demonstrate a comprehensive understanding of strategic management theories and principles, including the evolution of management functions, and apply this knowledge to analyse and discuss the strategic aspects of commercialization in various industries.
3. Apply information gathered from market research to evaluate marketing programs using different matrices, including ROI, market share, Net Promoter Score, and customer satisfaction.
4. Analyse and assess the impact of different product policies and pricing strategies on key marketing metrics, such as brand awareness, purchase intentions, and inventory turns..
5. Critically evaluate industry-specific business plans in sectors like Retail, E-commerce, Automobile, FMCG, and B2B businesses.
6. Develop comprehensive marketing plans, incorporating elements such as product policy decisions, pricing strategies, and channel design modifications.
7. Apply ethical considerations and practical knowledge to address challenges related to channel selection and conflicts resolution

SALES MANAGEMENT

1. Recall and summarize the history of sales stages and personal sales strategies. Understand the evolution of sales techniques and key strategies employed in personal selling.
2. Understand the formal structures required for effective sales and apply this knowledge to build channels networks. Apply analytical skills to design appropriate sales structures based on organizational needs and market dynamics.
3. Understand sales forecasting and various forecasting methods. analyse the reliability and accuracy of different forecasting techniques. Evaluate the impact of accurate sales forecasts on business planning.
4. Understand various parameters for evaluating sales executives and evaluate the efficiency of sales executives. Assess the effectiveness of sales teams using relevant metrics and critically evaluate their performance against set standards.
5. Understand issues in budget planning and analyse the implementation of sales promotion programs. analyse budgetary challenges in sales promotion and critically assess the implementation strategies for effectiveness.
6. Apply knowledge to design effective sales promotion programs. Evaluate the impact of these programs on sales and customer engagement. Apply critical thinking to modify programs for optimal results.
7. Evaluate and Create: Evaluate the success of sales promotion programs. Create innovative sales strategies by integrating historical sales data, evaluation outcomes, and market trends. Propose creative solutions to enhance future sales performance.

SERVICES MARKETING

1. Recall and understand the fundamentals of services, including key concepts and principles that underpin service industry operations. Understand the core elements of service delivery.
2. Understand consumer behaviour in the service industry. Apply this knowledge to analyse consumer preferences, motivations, and decision-making processes within the context of service offerings.
3. Understand gaps in service delivery. analyse service gaps and identify factors contributing to discrepancies between customer expectations and actual service experiences.
4. Understand how to forecast demand, plan delivery, and manage capacity using service assets. Apply strategic planning techniques to optimize service assets for efficient delivery, considering demand fluctuations.
5. Understand the use of Customer Relationship Management (CRM) in customer satisfaction and retention. Apply CRM strategies to enhance customer satisfaction, build loyalty, and strengthen customer relationships.
6. Apply service recovery techniques using customer complaints as an opportunity. analyse customer complaints, apply effective service recovery methods, and assess their impact on customer loyalty and satisfaction.
7. Understand how companies align internal capabilities to deliver external promises for customer loyalty. Evaluate the alignment between organizational capabilities and customer expectations.

DIGITAL MARKETING

1. Recall and understand the transformative impact of Digital Marketing on business strategies and marketing communication programs.
2. Understand the significance of Digital Media in contemporary business and marketing landscapes. Apply this knowledge to effectively utilize digital media for brand building and engaging consumers.
3. Apply elements of the promotional mix, including sales promotion, direct marketing, CRM, audio-visual communication, consumer engagement, and service. analyse their effectiveness in creating brand preference and engaging consumers.
4. Understand various Digital Marketing tools and apply them selectively or collectively to market a brand.
5. Evaluate the strengths and weaknesses of available Digital Marketing tools. analyse these tools concerning their efficacy and limitations when developing a digital marketing strategy. Assess their impact on brand promotion and consumer engagement.
6. Understand, analyse, and create a comprehensive Digital Marketing plan. Utilize various tools to build brand awareness, promote the brand, and engage consumers effectively. Apply creative and strategic thinking in plan development.
7. Evaluate the effectiveness of the Digital Marketing plan created.

OPERATIONS

MATERIALS MANAGEMENT

1. Recall the significance of materials management and materials planning in organizational operations. Understand the fundamental concepts and importance of efficient materials management practices.
2. Understand the principles, policies, and practices of purchasing, procurement, and imports. Apply this knowledge to analyse procurement scenarios and make informed decisions.
3. Apply analytical skills to classify materials effectively, implement warehouse strategies, and standardize materials. Analyse the impact of codification and standardization on materials management processes.
4. Analyse stores accounting practices, conduct stock verifications, and assess material handling techniques. Evaluate ethical considerations in materials management, ensuring compliance with industry standards and ethical norms.
5. Understand the importance of decision-making and control in modern materials management concepts. Evaluate emerging trends and technologies in materials management, making informed judgments about their applicability and effectiveness.
6. Create innovative materials management strategies by integrating traditional principles with contemporary approaches.
7. Synthesize knowledge from various materials management domains and evaluate their interconnections.

MANUFACTURING RESOURCE PLANNING AND CONTROL

1. Comprehend the significance of manufacturing resources planning and control and will be able to explain the principles behind various tools of resource planning such as MRP1, MRP2, and ERP for effective decision-making in operations
2. Understanding of quantitative methods and interpret the layout and techniques of sequencing at a plant to analyse and evaluate different approaches in manufacturing management.
3. Apply manufacturing resources planning and control concepts and quantitative methods to real-world situations, enabling them to solve problems and make informed decisions in manufacturing scenarios.
4. Assess and compare various tools of resource planning, such as MRP1, MRP2, and ERP, analysing their strengths and limitations in decision-making processes within operations. They will also evaluate the layout and sequencing techniques in manufacturing plants, identifying areas for improvement and optimization
5. Understanding and analysis, students will integrate different concepts related to manufacturing resources planning and control, quantitative methods, and layout and sequencing techniques to propose innovative solutions and strategies for enhancing manufacturing processes and efficiency
6. Critically evaluate the effectiveness of manufacturing resources planning and control systems, quantitative methods, and layout techniques in different industrial contexts.
7. Design comprehensive manufacturing resource planning and control strategies tailored to specific industry scenarios.

OPERATIONS ANALYTICS

1. Recall and describe the significance of functional analytics in real-life business scenarios. They will understand the diverse roles these analytics play and their importance in complex business situations.
2. Interpret and explain the concept of functions in operations analytics. They will demonstrate their understanding of how these functions address unique challenges in different management domains and their interconnectedness.
3. Apply the knowledge by integrating external data sources with internal data sources. They will use this integrated data to derive valuable insights for real-world decision-making processes, demonstrating practical application of analytical techniques.
4. Analyse competitive advantages in the marketplace. They will assess how various functional analytics, guided by operations analytics, contribute to the organization's competitive edge.
5. Synthesize information from diverse sources to design advanced analytical strategies. They will create innovative solutions by combining different functional analytics techniques.
6. Evaluate the effectiveness of applied functional analytics and operations analytics. They will assess the outcomes, identifying strengths and weaknesses in the analytical processes.
7. Apply their knowledge and skills to solve complex, real-life business problems.

SUPPLY CHAIN MANAGEMENT

1. Demonstrate a comprehensive understanding of the key principles and concepts of Supply Chain Management
2. Analyse and interpret the critical role of SCM in enhancing organizational productivity and profitability.
3. Apply and evaluate various supply chain processes, assessing their performance, relevance, and outcomes
4. Critically analyse and evaluate the performance of supply chain processes.
5. Synthesize their knowledge and apply cutting-edge frameworks, concepts, and tools adopted globally to build profitable and highly productive businesses
6. Evaluate the performance of supply chain processes, demonstrating their ability to assess outcomes and identify techniques for ensuring the accurate flow of goods and services
7. Create innovative solutions to enhance supply chain efficiency. They will design and apply key elements of SCM, showcasing their ability to create strategies for ensuring the smooth flow of goods and services with precision.

SERVICE OPERATIONS MANAGEMENT

1. Demonstrate a deep understanding of the concept of services, including their classification, workflow, and complexity. Students will be able to recall and describe various types of services and understand the intricate nature of service-oriented businesses.
2. Interpret and explain quantitative methods essential for decision-making in the context of service industry operations.
3. Apply their knowledge to understand profitability and inventory management specific to the service industry.

4. Critically analyse inventory control strategies and outsourcing practices in the service industry
5. Synthesize information to assess the performance of service-oriented businesses.
6. Evaluate the effectiveness of different service classifications and workflows, considering factors such as efficiency and customer satisfaction
7. Create comprehensive assessments and strategies for service industry businesses.

TQM

1. Students will demonstrate a thorough understanding of the concept, structures, and historical evolution of Total Quality Management (TQM), including its applications in both manufacturing and service industries
2. Students will analyse and comprehend various theories of TQM developed by researchers and quality managers, gaining insight into the evolution and diverse perspectives within the field
3. Through practical exercises, students will design and implement various tools and techniques of TQM within the framework of a quality management system
4. Students will critically analyse the implications of Quality Implementation Programs in business, evaluating their impact on organizational processes and outcomes
5. Students will synthesize information related to the costs and value associated with quality management
6. Students will evaluate the significance and requirements of Quality Improvement Programs, assessing their effectiveness in enhancing organizational quality standards
7. Students will create innovative approaches to quality management, integrating their understanding of TQM concepts, theories, tools, and implications

SEMESTER 4

STRATEGIC SOURCING IN SUPPLY MANAGEMENT

1. Understanding of the concepts, structures, and historical evolution of Logistics and Supply Chain Management (LSCM), including Purchase Cycles, Types, Strategies, Imports, Spending, and Costing
2. Apply analytical tools to evaluate suppliers, criteria, and selection survey approaches, demonstrating their comprehension of supplier evaluation methodologies
3. 3 identify opportunity areas in Purchase Analysis, Project Management, Learning Curve Analysis, and Value Analysis/Value Engineering (VA/VE), applying these techniques in real-world scenarios
4. 4 understand the complexities of worldwide sourcing, Imports, currency risk, and their impacts, analysing the intricacies of global supply chain management.
5. Evaluate various types of cost reduction management techniques and Price Analysis Techniques, synthesizing this information to develop comprehensive control measures for profit maximization while considering risk and returns
6. Analyse the adherence to LSCM ethical frameworks, laws, government taxes, and various regulations, evaluating their implications on supply chain operations
7. Create innovative approaches to supply chain management.

OD AND CHANGE MANAGEMENT

1. Understanding of the evolution of training and development, recognizing its transformation from a tactical to a strategic function within organizations (
2. Comprehend the concept of change management and the processes involved in organizational
3. Apply their knowledge of internal organizational environments and diverse organizational structures
4. Analyse organizational culture and norms that foster creativity and innovation (co4).
5. synthesize information about organization development (od), integrating concepts, approaches, assumptions, and values
6. Evaluate the diagnostic models and methods used in organizational diagnosis, critically assessing their applicability in different contexts
7. Create innovative approaches to monitoring change, integrating their understanding of change management trends and the latest developments in OD

COMMERCIAL BANKING

1. Recall Indian banking history and reforms, deposit/credit schemes; understand money laundering risks and the importance of vigilance.
2. Apply knowledge to grasp credit types (term loan, working capital) and appraisal methods; analyse banking laws and their implications.
3. Apply understanding to comprehend priority sector financing; evaluate bank performance using relevant metrics.
4. Analyse asset quality deterioration impact and banking risks; evaluate risk management tools.
5. Evaluate capital adequacy regulation impact; understand foreign exchange, money market operations, and their impact on banking.
6. Understand ALM importance; create effective ALM strategies.
7. Understand central banks' role in commercial bank supervision; apply knowledge of retail banking products and services.

IMC

1. Demonstrate a comprehensive understanding of fundamental IMC concepts, theories, and strategies, including the integration of various marketing channels and the principles of effective communication
2. Interpret and explain consumer behaviour theories and market analysis techniques relevant to IMC.
3. Through practical exercises and real-world case studies, students will apply IMC strategies, developing creative content and designing multichannel marketing campaigns.
4. Analyse the effectiveness of IMC campaigns, evaluating their impact on target audiences and market response.
5. Synthesize information from diverse sources to create cohesive IMC campaigns. They will integrate consumer insights, market research, and creative elements to design comprehensive and unified marketing messages
6. Evaluate IMC campaigns and strategies, considering their ethical implications and social responsibilities.
7. Create original IMC campaigns, integrating their knowledge, creativity, and strategic thinking.

PROJECT MANAGEMENT

1. Recall and define various methods for generating and screening project ideas, investment opportunities, and corporate appraisal techniques.
2. Comprehend the significance of market and demand analysis, technical and financial analysis, and legal and political considerations in project evaluation. *
3. Apply different financial metrics such as IRR, MIRR, NPV, pay-back period, and profitability index to evaluate the economic viability of infrastructure projects.
4. Analyze various lending schemes offered by financial institutions, including venture capital, equity, debt special purpose vehicles, and viability gap financing (Vgf). *students will evaluate different PPP models (BOT, BOOT, BOO, BLT, DBFO, DBOT, DCMF) and compare their financial and economic implications on infrastructure projects.
5. Synthesize information from different sources to determine the economic life, inflation impact, and capital budgeting for infrastructure projects.
6. Create a comprehensive project appraisal report, integrating market analysis, financial evaluations, and risk management strategies for a given infrastructure project.
7. Propose innovative methods for generating project ideas and identifying investment opportunities in emerging sectors, demonstrating creativity and originality.