

## Programme Objectives of Master of Business Administration (MBA)

### PROGRAM OBJECTIVES

1. To provide an overview of all the concepts, principles, functions and specialized areas of management
2. To provide detailed knowledge regarding the various business management domains like human resource, finance, marketing, operations to fulfill the industry demand.
3. To provide the students with an in-depth understanding of financial reporting environment, financial statements interconnectivity and provide knowledge of financial markets and analytical and problem solving skills to evaluate financial performance of the company competently and make strategic decisions to find solutions
4. To integrate theories and best practices in sales and marketing to create world class marketing professionals and entrepreneurial aptitude among the students
5. To provide practical industrial exposure to the students to hone their managerial competencies and business acumen while attaining a holistic understanding of a business/industry to make them industry ready

COURSE NO.	COURSE TITLE	OBJECTIVES
<b>MODULE 1</b>		<b>BASIC OF MANAGEMENT-I</b>
MBM411	HUMAN RESOURCE MANAGEMENT	To make students aware of the role, functions and functioning of human resource in business scenario.
MBM412	FOUNDATIONS OF MANAGEMENT	To provide students a basic understanding of general management principles that leads to become a capable business manager.
MBM413	ACCOUNTING FOR MANAGERS	To help student develop an understanding about accounting so that students learn to accurately prepare and analyze an organization's final accounts.
MBM414	INDUSTRY ANALYSIS PROJECT	To identify and assess the opportunities and threats that exists for the firm in this competitive environment.
<b>MODULE 2</b>		<b>GENERAL MANAGEMENT-I</b>
MBM421	MARKETING MANAGEMENT	To prepare students to be marketing expert and to develop understanding about marketing management concepts and frameworks, and apply the new or existing business.
MBM422	FINANCIAL MANAGEMENT	To provide the students with an in-depth understanding of the link between company decision-making and the operation of capital market, to explore the financial environment in which firms and managers must operate.
MBM423	QUANTITATIVE TECHNIQUES	To understand the importance of statistic for making business decisions, have a sound knowledge of statistical terms, able to perform statistical analysis.

MBM424	OPERATIONS MANAGEMENT	To familiarise student with the concepts and underlying effectiveness of operation towards the approaches to production control, inventory policy, facilities planning, technological assessment.
<b>MODULE 3 BASIC OF MANAGEMENT-II</b>		
MBM431	MAJOR PROJECT-I	To provide an opportunity to the student to field test their learning.
MBM432	BUSINESS ENVIRONMENT	To help student in analysing the overall business environment and evaluate its various components in business decision making.
MBM434	ORGANISATION BEHAVIOUR	To study the basic organizational behaviour principles and learn the concept of individual human behaviour in the workplace.
MBM512	RESEARCH METHODOLOGY	To understand some basic concepts of research and its methodologies and to make them students understand the importance of research in any business related assignments.
MBM441	MAJOR PROJECT-II	To understand and implement learning from their previous courses and to experience the way in which organizations function in a given environment.
<b>MODULE 5 WORK TERM-I</b>		
MBM511	WORK TERM PROJECT-1	To provide student with on the job learning and to sensitize them with real time business opportunities and communications
DBD205	LOGIS.,SOC.MEDIA, WEB&LEARN. ANALY.	To familiarise student with planning, implementing and coordinating the details of business, and with the term social media and web learning analysis.
<b>MODULE 6 WORK TERM-II</b>		
MBM521	WORK TERM PROJECT-2	To provide student with on the job learning and to sensitize them with real time business opportunities and communications.
MBM522	BUSINESS COMMUNICATION	To prepare student to understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation and to apply basic principles of critical thinking, problem solving, and technical proficiency in business environment.
<b>MODULE 7 SPECIALIZATION-II</b>		
MBM531	DISSERTATION-1	To give practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any
	SPECIALIZATION COURSE-2(A)	To offer niche MBA programme and sectorial specialization apart from the conventional functional specialization.
	SPECIALIZATION COURSE-2(B)	To offer niche MBA programme and sectorial specialization apart from the conventional functional specialization
<b>MODULE 8 GENERAL MANAGEMENT-II</b>		
MBM541	DISSERTATION-2	To give practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any

MBM542	STRATEGIC MANAGEMENT	To analyse the main structural features of an industry and develop strategies that position the firm and recognize the different stages of industry evolution and strategies.
MBM543	ENTREPRENUERSHIP & LEADERSHIP DEVELOPMENT	To promote students to have strategic understanding of entrepreneurship to make holistic judgement.

#### SPECIALIZATION COURSES OFFERED IN MBA

<b>MODULAR COURSE NUMBER</b>	<b>COURSE TITLE</b>	<b>OBJECTIVE</b>
MBM451	MARKETING OF SERVICES	To prepare student for the challenges of services marketing, service quality measurements, service blueprinting, the integration of new technologies in services marketing.
MBM463	GLOBAL MARKETING	To understand the concept, term, definition and importance of international marketing.
MBM464	CONSUMER BEHAVIOUR	To encourage students to apply and demonstrate the concept, term of consumer behaviour and to analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.
MBM452	SALES FORCE MANAGEMENT	To provide deeper understanding of sales force management which includes understanding of personal selling function, implications of sales theories, sales force deployment in territories etc.
MBM465	MARKETING RESEARCH	To prepare student to write a management decision problem and a marketing research problem, conducting exploratory research and finally write a marketing research report.
MBM460	INTERNATIONAL FINANCE	To provide the students an overall view of the international financial system and how multinational corporations operate.
MBM455	FINANCIAL SERVICES	To give students a clear understanding and knowledge of Financial system in the present scenario.
MBM456	SECURITY ANALYSIS & PORTFOLIO MNGT.	To help student develop an understanding of the changing domestic and global investment scenario in a capital market and operations of stock exchanges and to provide an in-depth knowledge of portfolio management.
MBM461	TAX PLANNING & MANAGEMENT	To expose the students to the latest provisions of Income Tax Act and to identify the Tax Planning and Assessment Procedures for Individuals, Firms and Companies.

MBM462	RISK MANAGEMENT	To help student learn a framework & process for the management of risk and understand a variety of techniques to identify, assess, manage & monitor risks.
MBM459	KNOWLEDGE MANAGEMENT	To help student to improve the quality of management decision-making by ensuring that reliable and secure knowledge, information and available data.
MBM457	INDUSTRIAL RELATIONS AND LAW	To familiarise student with the concept of labor law, industrial law and employment regulation etc.
MBM453	ADVANCED ISSUES IN HRM	To familiarise student with the advanced planning, organizing, directing and controlling in order to ensure the availability of competent and willing workforce for an organization.
MBM458	TALENT MANAGEMENT	To familiarise student with an integral part of human resource management and to learn all the processes and systems that are linked to retaining and developing an effective and superior workforce.
MBM454	TRAINING & DEVELOPMENT MANAGEMENT	To help student understand the need and rationale of training and the benefits of training to the employees and the organization.
MBM553	SUPPLY CHAIN MANAGEMENT	To make students aware of the various benefits and challenges of implementing SCM practices in an industry.
MBM552	E-COMMERCE	To gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business.
MBM554	MANAGEMENT INFORMATION SYSTEMS	To understand the role of Management Information Systems in achieving business competitive advantage through informed decision making.
MBM551	TOTAL QUALITY MANAGEMENT	To explain the concept of Total Quality Management and Total Quality Education and to understand how business leaders might plan and execute quality management strategies to sustain a competitive advantage.
MBM555	FORECASTING METHODS & APPLICATIONS	To provide student with the information concerning the operating and performance characteristics associated with each of the major forecasting methodologies so that criteria for selecting the most appropriate methods can be developed and applied.

## MBA AGRICULTURE

### Program objectives

1. To provide an overview of the concepts, principles and functions of management
2. To acquaint the students with areas like agriculture input, agriculture processing and agriculture production
3. To provide indepth knowledge and skills needed for agricultural business management including agricultural marketing, finance, supply chain management and rural marketing.
4. To equip the students with knowledge of quantitative methods and associated statistical technique for agricultural forecasting and systems modelling for analysis and decision making.
5. To create highly skilled individuals excelling in agricultural management and allied areas

<b>COURSE NO.</b>	<b>COURSE TITLE</b>	<b>OBJECTIVES</b>
<b>MODULE 1</b>	<b>FOUNDATIONS OF MANAGEMENT</b>	
AGM101	HUMAN RESOURCE MANAGEMENT	To make students aware of the role, functions and functioning of human resource department of the organizations.
AGM102	FOUNDATIONS OF MANAGEMENT	To provide students a basic understanding of general management principles that leads to become a capable business manager.
AGM103	ACCOUNTING FOR MANAGERS	To help student develop an understanding about accounting so that students learn to accurately prepare and analyze an organization's final accounts.
AGM104	INTRODUC. TO AGRICULTURE& ECONOMICS	To make student aware of the basic knowledge of the principles of economics and the impact of agriculture over the economy.
<b>MODULE 2</b>	<b>FUNCTIONAL MANAGEMENT</b>	
AGM201	AGRICULTURE & FOOD MARKETING	To study the basic concepts of marketing why it is of increasing importance to the food and agricultural sectors.
AGM202	AGRICULTURAL FINANCE	To study the role and impact of agriculture in economic development and the nature and scope of financial management in agri business.
AGM203	QUANTITATIVE TECHNIQUES	To understand the importance of statistic for making business decisions, have a sound knowledge of statistical terms, able to perform statistical analysis.
AGM204	OPERAT.& SUPPLY CHAIN MNGT IN AGRI.	To make students aware various operational issues in agriculture industry and of the various benefits and challenges of implementing SCM practices in this industry.

<b>MODULE 3</b>	<b>AGRICULTURAL BUSINESS</b>	
AGM301	AGRI-INDUSTRY ANALYSIS	To identify and assess the opportunities and threats that exists for the firm in this agriculture industry environment
AGM302	AGRI-BUSINESS SYSTEMS & ENVIRONMENT	To study the practices of commercialization of Agriculture with the support of modern technologies in order to reduce cost of production and to increase productivity / reduce yield gaps.
AGM303	BUSINESS MODELS	To make student discern, demonstrate and communicate the business models of organization forms associated with the agricultural and allied sectors with specific reference to India.
AGM304	AGRICULTURE TECHNOLOGY	To impart quality education to produce globally competitive post graduates in areas of agricultural technology and make them aware of improved farming systems, technologies and equipment in the said field.
<b>MODULE 4</b>	<b>FUNCTIONAL SPECIALISATION-1</b>	
AGM401	MAJOR PROJECT	To provide an opportunity to the student to field test the learnings.
AGM402	AGRICULTURE RISK MNGT. & INSURANCE	To familiarize the student with a vast array of tools potentially applicable for agricultural risk management by providing the basic knowledge of each with respect to their content, pros and cons, and suitability in given specific risk situations.
AGM403	RURAL MANAGEMENT AND DEVELOPMENT	To study about how to manage the rural resources effectively by includes planning and executing rural development programmes that profits the rural livelihood and to study how to improve the standard of living of rural people who are deprived from basic facilities.
<b>MODULE 5</b>	<b>PROFESSIONAL WORK TERM-1</b>	
AGM501	AGRICULTURE WORK TERM PROJECT-1	To provide student with on the job learning and to sensitize them with real time business opportunities and communications
AGM502	AGRI.RESEARCH METHODS(ONLINE COURSE)	To prepare students to design experiments, analyze data, evaluate results and report findings of agri-research methodology.
<b>MODULE 6</b>	<b>PROFESSIONAL WORK TERM-2</b>	
AGM601	AGRICULTURE WORK TERM PROJECT-2	To provide student with on the job learning and to sensitize them with real time business opportunities and communications.
AGM602	BUSINESS COMMUNICATION(ONLINE COURSE)	To prepare students to understand and demonstrate the use of basic, advanced & proper writing techniques that today's technology demands and to develop interpersonal skills.
<b>MODULE 7</b>	<b>FUNCTIONAL SPECIALISATION-2</b>	
AGM701	FIELD IMMERSION PROGRAM-1	To make students to build on learnings from their previous courses and apply them to real-world business problems.

AGM702	AGRICULTURAL FORECASTING	To familiarize student to undertake research, teaching and training in the field of agricultural forecasting and agricultural systems modelling.
AGM703	AGRI-INPUT MANAGEMENT	To familiarize student to manage agricultural inputs on location-specific crop production technologies with reference to field problems and efficient handling of Inputs and to know about the laws governing regulation of agricultural Inputs.
<b>MODULE 8</b>	<b>ADVANCED FUNCTIONAL MANAGEMENT</b>	
AGM801	FIELD IMMERSION PROGRAM-2	To make students to build on learnings from their previous courses and apply them to real-world business problems.
AGM802	FARM MANAGEMENT ECONOMICS	To familiarize student to understand decision analysis under risk and uncertainty, to model and analyse agricultural systems, agricultural investment and evaluate the profitability, evaluate business growth strategies,
AGM803	SMALL, MEDIUM& MICRO ENTER. DEV.&ENTREPRE.	To provide student useful information on product/process design, manufacturing practices involved, testing and quality control, selection and usage of appropriate equipments, project profile preparation, marketing avenues, product/service pricing, export opportunities, infrastructure facilities available, financial management.

## **M.PHIL (MANAGEMENT)**

### **PROGRAM OBJECTIVES**

1. To provide fundamental and advanced research skills and knowledge which are valued by a range of employers
2. Prepare skilled academicians for educational institutions in public and private sector
3. To promote independent and collaborative research work, while demonstrating the professional and ethical responsibilities

<b>M.PHIL (MANAGEMENT)</b>		
<b>COURSE NO.</b>	<b>COURSE TITLE</b>	<b>OBJECTIVE</b>
MBM951	DISSERTATION I	To give practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to prepare a synopsis for the research problem identified
MBM952	DISSERTATION II	To make scholar learn how to apply analytical techniques, interpretation of results and report writing.
MBM953	SELF STUDY COURSE	The individual self-study papers show students' ability to study on their own, reflect on and interpret articles, and write scholarly on one aspect of each of their selections, and present them at the seminar and discuss them in details
MBM954	ADVANCED RESEARCH METHODOLOGY	To encourage student to demonstrate an understanding of the systematic process of research and to develop in-depth skills for interpretive research design.
MBM955	SYSTEM ANALYSIS IN MANAGEMENT	To impart quality education and emphasis on the design of simulation models to explain problem behaviour in dynamic systems, and on the re-design of such models to represent the implementation of policies aimed at improving their behaviour.



## Post Graduate Diploma in Urban Planning and Management

### Program Objectives

1. In response to Smart Cities Mission launched by Govt. Of India, University Grant Commission (UGC) has taken up the initiative to encourage and motivate Colleges and Universities/Institutes to start new subject/courses on Urban Planning in their curricula. In pursuance of this mission, Department of Management has initiated a step ahead by introducing a post graduate diploma in urban planning and management.
2. The objectives of this programme are to provide students about theoretical and practical concepts of urban planning.
3. This course will provide students opportunities to develop a depth of knowledge and confidence in the field of urban planning and development.
4. This course is designed to resolve complexities of urban and regional planning problems through combination of various domains like research, socio-economic, historical perspective of planning, systems approach, etc.

<b>Post Graduate Diploma in Urban Planning and Management</b>		
<b>COURSE NO.</b>	<b>COURSE TITLE</b>	<b>OBJECTIVE</b>
DUP101	SOCIO-ECONOMIC CONCEPTS IN PLANNING	This course prepares a diverse student population to become planners in rapidly-changing urban environments, with skills for working with wide-ranging constituencies and the commitment towards lifelong professional development. This course will provide students opportunities to develop a depth of knowledge and confidence in a particular field of urban planning and development. It also introduces students to the problem of planning and various theoretical approaches to the problem with special reference to the evolution of planning in India.
DUP102	RESEARCH METHODOLOGY IN PLANNING	This course is designed to provide basic and advanced concepts of research. It emphasis on the importance of research in planning and urban development. It will also equip the students with necessary knowledge of tools to conduct research especially in area of urban planning and development.'
DUP103	PLANNING HISTORY & THEORY	To evolve the concept of need of physical planning in a broad theoretical framework. To provide contemporary view of traditional as well as recent aspect related to planning in urban and regional context
DUP104	PLANNING TECHNIQUES	To introduce whole range of planning techniques in order to create balance between recently emerging and traditional planning techniques acquired importance over a period of time. This course is designed to resolve complexities of urban and regional planning problems through some innovative planning techniques

DUP105	APPLIED SYSTEMS APPROACH	To introduce systems concepts and systems approach for appreciation of complexity of large-scale systems, particularly socio-economic systems and to provide a methodology for reducing the complexity. The course will also equip the students with necessary knowledge of tools to arrive at alternative policy options and determine the suitability of various options to achieve given or desired objectives.
DUP106	PLANNING STUDIO	The Planning Studio introduces students to the profession and practice of planning. The studio aims to develop students' capacity to think like planners and equips them with the elementary conceptual, analytical, and communication skills necessary for becoming professional planner
DUP201	TRANSPORTATION SYSTEMS	The course is designed to introduce various aspects, forms and issues of transportation systems planning in the process of urban and regional planning. It shall also provide a better insight into various aspects of design, policies, programmes and legislations involved in transportation planning
DUP202	ENVIRONMENT PLANNING	The course is designed to introduce various aspects and issues of Environment planning in the process of urban and regional planning. It shall also provide a better insight into various aspects of policies, programmes and legislations involved in Environment planning.
DUP203	MAJOR PROJECT I	It shall provide an opportunity to develop a basic understanding of the area chosen for study through an extensive and detailed literature review in order to undertake detailed exploration of the topic by way of surveys and studies
DUP204	PLANNING INSTITUTIONS & LEGISLATION	The course is designed to introduce various legal aspects and issues involved in planning in the process of urban and regional planning. It shall also provide a better insight into various aspects of legislations and Institutions involved in planning.
DUP205	HOUSING PLANNING & REAL ESTATE MNGT.	The course is designed to introduce various aspects, forms and issues of Housing Planning and Real Estate Management in the process of urban and regional planning. It shall also provide a better insight into various aspects of design, policies, programmes and legislations involved in Housing Planning and Real Estate Management
DUP206	MAJOR PROJECT II	It shall provide an opportunity to develop a basic understanding of the area chosen for study through an extensive and detailed literature review in order to undertake detailed exploration of the topic by way of surveys and studies