



SRI SRI UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

**MASTER OF BUSINESS
ADMINISTRATION**

**COURSE STRUCTURE
OF MBA: 2022-24 BATCH**

MBA (GENERAL MANAGEMENT)

**COURSE CURRICULUM OF MBA (GENERAL MANAGEMENT)
FROM THE ACADEMIC YEAR 2022-23 ONWARDS
(FOR MBA: 2022-24 BATCH ONWARDS)**

SEMESTER-1			
Paper Code	Subject Name	Category	Credit
MBC 101	Marketing Management	Core	3
MBC 102	Financial Reporting, Statements and Analysis	Core	3
MBC 103	Human Resources Management	Core	3
MBC 104	Organizational Behavior	Core	3
MBC 105	Statistics and Quantitative Techniques	Core	3
MBC 106	Entrepreneurship	Core	3
MBC 107	Computer Applications for Business	Core	3
MBC 108	Business Communication	Core	3
MBC 109	Managerial Economics – I	Core	3
MBC 110	Happiness Connect (Compulsory)	-	Non Credit
	Total		27 Credits
SEMESTER-2			
Paper Code	Subject Name	Category	Credit
MBC 201	Legal Aspects of Business	Core	3
MBC 202	Business Ethics, CSR & Sustainability	Core	3
MBC 203	Production & Operations Management	Core	3
MBC 204	Digital and Social Media Marketing	Core	3
MBC 205	Managerial Economics -II	Core	3
MBC 206	Organizational Design and Dynamics	Core	3
MBC 207	Marketing Research	Core	3
MBC 208	AI & ML for Business	Core	3
MBC 209	Corporate Finance	Core	3
MBC 210	Happiness Connect (Compulsory)	-	Non Credit
	Total		27 Credits

Note :- Summer Internship Project (SIP) of 8 weeks duration during May & June after 2nd semester.

SEMESTER-3			
Paper Code	Subject Name	Category	Credit
MBC 301	Corporate Strategy	Core	3
MBC 302	Global Business Development	Core	3
MBC 303	Business Negotiation Skills (Workshop Mode)	Core	3
MBC 304	Enterprise Risk Management	Core	3
MBC 305	Happiness Connect (Compulsory)	-	Non Credit
	Elective - 1	E	3
	Elective - 2	Major	3
	Elective - 3		3
	Elective - 1	E	3
	Elective - 2	Minor	3
MBC 306	Summer Internship Project (SIP)	-	3
	Total		30 Credits

SEMESTER-4			
Paper Code	Subject Name	Category	Credit
MBC 401	Capstone Project	Core	3
MBC 402	Strategic Workplace Management (Workshop Mode)	Core	3
MBC 403	Business Process Re-engineering	Core	3
MBC 404	Project Management	Core	3
MBC 405	Happiness Connect (Compulsory)	-	Non Credit
	Elective - 1	E	3
	Elective - 2	Major	3
	Elective - 3		3
	Elective - 1	E	3
	Elective - 2	Minor	3
	Total		27 Credits
	Grand Total		111 Credits

E- Elective, Core- Course on Core subject

Career Readiness Programme (CRP)

CRP is offered as an Optional in all semesters as a Certificate Programme.

Elective Courses:

- A student would be free to choose any three electives from any one group and two electives from another group during third and fourth semesters from the following specialisations.

i) Finance Management**ii) Marketing Management****iii) Human Resource Management****iv) Operations Management****v) Business Analytics****vi) Good Governance & Public Policy****Semester-III****Elective offered in Semester-III****Finance Management**

Paper Code	Subject Name
GME 101F	Project Appraisal & Finance
GME 102F	Investment Analysis & Portfolio Management
GME 103F	Corporate Tax Management
GME 104F	Indian Financial System
GME 105F	Corporate Valuation
GME 106F	Working Capital Management
GME 107F	Financial Markets and Services

Marketing Management

Paper Code	Subject Name
GME 101M	Consumer Behavior
GME 102M	Sales & Distribution Management
GME 103M	Sustainable Marketing
GME 104M	B2B Marketing
GME 105M	E-Commerce
GME 106M	Marketing to base of Pyramid Consumers

Human Resource Management

Paper Code	Subject Name
GME 101H	Industrial Relations and Labour Legislations
GME 102H	Organisational Change & Development
GME 103H	Performance Management System
GME 104H	Compensation and Benefits Management
GME 105H	International HRM
GME 106H	Understanding Self: Indian Perspective
GME 107H	Cross Cultural Management

Operations Management

Paper Code	Subject Name
GME 101O	Supply Chain and Logistics Management
GME 102O	Service Operations Management

GME 103O	Material Management
GME 104O	Operations Research Applications
GME 105O	Management of Manufacturing Systems
GME 106O	Sourcing Management
GME 107O	Supply Chain Analytics

Business Analytics

Paper Code	Subject Name
GME 101B	Data Analytics Using SAS
GME 102B	Big Data and Cloud Computing
GME 103B	Multivariate Data Analysis
GME 104B	Data Visualization for Managers
GME 105B	Business Forecasting
GME 106B	Business Analytics for Decision Making

Good Governance & Public Policy

Paper Code	Subject Name
GME 101G	Good Governance: Understanding Eastern and Western Perspectives
GME 102G	Public Policy: Design, Analysis, and Implementation
GME 103G	Geopolitics and Social Environment of Business
GME 104G	Governing India: Challenges and Opportunities
GME 105G	Economics for Good Governance and Public Policy

Semester-IV

Elective offered in Semester-IV

Finance Management

Paper Code	Subject Name
GME 108F	Financial Derivatives
GME 109F	International Finance
GME 110F	Mergers, Acquisitions and Corporate Restructuring
GME 111F	Behavioral Finance
GME 112F	Fin Tech for Finance
GME 113F	Corporate & SME Banking
GME 114F	Taxation

Marketing Management

Paper Code	Subject Name
GME 107M	International Marketing
GME 108M	Marketing Strategy
GME 109M	Integrated Marketing Communication
GME 110M	Rural Marketing
GME 111M	Services Marketing
GME 112M	Retail Management
GME 113M	Product & Brand Management

Human Resource Management

Paper Code	Subject Name
GME 108H	Talent Management

GME 109H	Human Resource Development
GME 110H	Strategic HRM
GME 111H	Business Negotiation
GME 112H	Manpower Planning, Recruitment & Selection
GME 113H	HR Metrics and Analytics
GME 114H	Team Dynamics at Work

Operation Management

Paper Code	Subject Name
GME 108O	Sales and Operations Planning
GME 109O	Total Quality Management
GME 110O	Production, Planning & Control
GME 111O	Behavioral Operations Management
GME 112O	Quality Toolkit for Managers
GME 113O	Pricing and Revenue Management
GME 114O	Operations Strategy

Business Analytics

Paper Code	Subject Name
GME 107B	Data Mining
GME 108B	Data Warehousing for Analytics
GME 109B	E-Business and Marketing Analytics
GME 110B	Predictive Analytics
GME 111B	Data Science Using R

Good Governance & Public Policy

Paper Code	Subject Name
GME 106G	Ancient Wisdom in Achieving Sustainable Development Goal
GME 107G	Legislative Process and Policy Advocacy
GME 108G	Good Global Governance
GME 109G	Rural Development and Governance
GME 110G	Business and Public Policy
GME 111G	Ethics and Research in Good Governance & Public Policy

Brief Objectives of Courses Offered

SEMESTER - I

Subject Code	Subject Name
MBC 101	MARKETING MANAGEMENT

Course Objectives:

- The understand the major concepts and tools of marketing.
- To find out how savvy marketers make quick decisions, make adjustments to rapidly changing market conditions and build relationships with consumers.

Subject Code	Subject Name
MBC 102	FINANCIAL REPORTING, STATEMENTS & ANALYSIS

Course Objectives:

- To enable and equip students with resources to understand, analyse and interpret the information disseminated through the financial and other business reports for the purposes of business performance analysis and valuation.
- The paper requires extensive in and out-of-class preparation by the students, and depends heavily upon the real-life business reporting done by the companies.

Subject Code	Subject Name
MBC 103	HUMAN RESOURCES MANAGEMENT

Course Objectives:

- To understand the basic operational aspects of managing the administrative role of HR Managers and identify the goals of human resource management.
- To gain knowledge of recruiting process, including internal and external recruiting and the importance of realistic job previews.
- To understand the most common methods that managers use for performance appraisal and thus the issues involving performance appraisal and training in organizations.
- Discuss emerging labor union issues in the twenty-first century and contemporary issues in compensation and benefits.

Subject Code	Subject Name
MBC 104	ORGANIZATIONAL BEHAVIOUR

Course Objectives:

- To understand the dynamics of human behavior in organization at individual, group and organization level for overall efficient functioning.

Subject Code	Subject Name
MBC 105	STATISTICS AND QUANTITATIVE TECHNIQUES

Course Objectives:

- The primary objective of this course is to make the students familiar with basic statistical tools and techniques.
- These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.
- To understand the basic decision science techniques in statistics and their contribution towards managerial decision making.

Subject Code	Subject Name
MBC 106	ENTREPRENEURSHIP

Course Objectives:

- To describe the importance and role of the entrepreneur in Indian economy and explain the process of entrepreneurship development.
- To employ the basic skills of opportunity recognition and assessment, form and manage entrepreneurial teams, effectively present a business proposal, prepare and present a feasibility analysis for a startup and demonstrate a working knowledge of basic business skills.

Subject Code	Subject Name
MBC 107	COMPUTER APPLICATIONS FOR BUSINESS

Course Objectives:

- To understand the application of computers in business.
- To understand the information system and better decision-making process in business.

Subject Code	Subject Name
MBC 108	BUSINESS COMMUNICATION

Course Objectives:

- To expose the students with communicative English as a tool for making professional career.
- To expose the students with LSRW skills by sensitizing them to the dynamics of communication in English.

Subject Code	Subject Name
MBC 109	MANAGERIAL ECONOMICS - I

Course Objective:

- To familiarize the students with the fundamental concept and theories of managerial economics and their relevance in day-to-day business decision making.

Subject Code	Subject Name
MBC 110	HAPPINESS CONNECT

Course Objectives:

SEMESTER - II

Subject Code	Subject Name
MBC 201	LEGAL ASPECTS OF BUSINESS

Course Objectives:

- One of the most important and occurring part of a managers role is to take decisions. In this changing context of liberalization and globalization of the Indian economy, law has been an important consideration in decision-making process.
- This paper aims at familiarizing the students about bringing out the inter-relationship among diverse business aspects, including accounting, finance, marketing, information systems, economics and organization behavior. This paper is framed with an objective to bring out the linkages between law and other fields.

Subject Code	Subject Name
MBC 202	BUSINESS ETHICS, CSR & SUSTAINABILITY

Course Objectives:

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Subject Code	Subject Name
MBC 203	PRODUCTION AND OPERATIONS MANAGEMENT

Course Objectives:

- To understand the role of the operations management (OM) function in the functioning of an organization.
- To offer a broad overview of the concepts and tools used in operations management

Subject Code	Subject Name
MBC 204	DIGITAL & SOCIAL MEDIA MARKETING

Course objectives:

- Learning cutting-edge digital marketing techniques like search engine optimization, search engine marketing, social media marketing, mobile marketing, analytics and digital strategy.
- Transforming student into a digital marketer of the future.
- Equip students to successfully implement the concepts and work in the field of digital marketing.

Subject Code	Subject Name
MBC 205	MANAGERIAL ECONOMICS - II

Course Objective :

Subject Code	Subject Name
MBC 206	ORGANISATIONAL DESIGN & DYNAMICS

Course Objectives:

Upon completion of this course, students should be able to:

- Demonstrate knowledge of the principles of organization structure and design
- Develop skills for understanding the impact of environment, strategy, technology, organizational culture, change, and organizational size on organizational and interorganizational relationships

- Develop awareness of the decision making hierarchies, bureaucracy, power and politics.
- Link organizational design to global business strategies and practices.

Subject Code	Subject Name
MBC 207	MARKETING RESEARCH

Course Objectives:

- To give the students an understanding on fundamentals of Marketing Research and the logic behind various research approaches.
- To develop an understanding of the meaning and significance of marketing research for a business enterprise and become familiar with the process of designing marketing research, and a variety of techniques for analyzing data for input to decision making about the direction and investments a business organization is considering.

Subject Code	Subject Name
MBC 208	AI AND ML FOR BUSINESS

Course objectives:

- To Acquire advanced Data Analysis skills, stay industry-relevant and grow in career.
- To create AI and ML solutions for the various business problems and apply AI/ML methods, techniques, and tools.

Subject Code	Subject Name
MBC 209	CORPORATE FINANCE

Course Objectives:

- To assist the students to understand the concepts underlying Financial Management and to help them to learn the theories which will help them to take informed and logical financial decisions.
- To develop the financial analytical skills of the students by teaching various methods and tools for understanding risk & return, and how decisions add value to the firm.

Subject Code	Subject Name
MBC 210	HAPPINESS CONNECT

Course Objectives:

SEMESTER - III

Subject Code	Subject Name
MBC 301	CORPORATE STRATEGY

Course Objectives:

- To enable students to understand the corporate management process, in the context of an organization's strategic situation.
- To formulate various corporate strategies and evaluate them, in the context of different organizational structures & business situations.

Subject Code	Subject Name
MBC 302	GLOBAL BUSINESS DEVELOPMENT

Course Objectives:

- To give a broad exposure to students in the recent trends in global business.
- To equip the students to solve complex business problems in overseas market.

Subject Code	Subject Name
MBC 303	BUSINESS NEGOTIATION SKILLS (WORKSHOP MODE)

Course Objectives:

Subject Code	Subject Name
MBC 304	ENTERPRISE RISK MANAGEMENT

Learning Objective:

- To provide an understanding and an appreciation of the principles and practices of risk management in order to enable productivity for the handling of risk in an organisation.
- To understand how external changes will affect the organisation.

FINANCE MANAGEMENT

Subject Code	Subject Name
GME 101F	PROJECT APPRAISAL & FINANCE

Course objectives:

- To acquire fundamental knowledge of project, about different types of project, and will enable them to carry out financial and economic appraisals.
- To help to learn and apply the tools used for financial analysis and to take decision for undertaking any project among alternatives and to carry out financial and economic appraisals and to give enough theory to understand the financial and economic processes involved in such an appraisal.

Subject Code	Subject Name
GME 102F	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Course objectives:

- To acquaint the students with the working of security market and principles of security analysis –Equity & Debt.

- Aims at developing an understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges.

Subject Code	Subject Name
GME 103F	CORPORATE TAX MANAGEMENT

Objectives:

- To understand the innovative ideas in Corporate Tax in India.
- To educate the students on the various tax issues for decision making.

Subject Code	Subject Name
GME 104F	INDIAN FINANCIAL SYSTEM

Course Objective

- This course attempts to familiarize the students about the Indian Financial System and its impact on the constituents of the system.
- To institutionalize and standardize many common financial transactions, such as the buying and selling of stocks, and to provide common financial instruments with similar characteristics, such as options and futures.

Subject Code	Subject Name
GME 105F	CORPORATE VALUATION

Course Objectives:

- The objective of this paper is to understand different methods and purposes of Valuation
- To provide hands-on experience in valuation of a Company using financial analysis and other financial tools with MS excel

Subject Code	Subject Name
GME 106F	WORKING CAPITAL MANAGEMENT

Course Objectives:

- To understand the need for investing in current assets and the importance of managing current assets and current liabilities and working on an optimum credit policy in managing business.
- To understanding the various techniques of inventory management, preparation of a cash budget, decisions relating to investment in marketable securities and managing working capital finance.

Subject Code	Subject Name
GME 107F	FINANCIAL MARKETS AND SERVICES

Course Objectives:

- To familiarize the students with dynamics of financial market, financial instruments and financial services.
- To provide the students the basic operational practices of financial markets and services.

MARKETING MANAGEMENT

Subject Code	Subject Name
GME 101M	CONSUMER BEHAVIOR

Course Objectives:

- To develop the understanding of the psychological processes that underlie consumer choices of the buyer decision making process, both individually and in groups.
- Studying characteristics of individual consumers such as demographics and behavioral variables and assessing influences on the consumer from groups such as family, friends, reference groups, and society in general.
- Integration of the Psychological concepts with the Marketing concepts.
- Simulation based learning to define the actual Consumer Behavior

Subject Code	Subject Name
GME 102M	SALES AND DISTRIBUTION MANAGEMENT

Course Objectives:

This course seeks -

- To provide the students with insights into basic functions of managing the sales force and distribution channels with the objective of maximizing the efficiency and effectiveness of the firm's revenue generating arm.
- To understand the Indian Sales and Distribution context supplemented by international experience wherever needed.

Subject Code	Subject Name
GME 103M	SUSTAINABLE MARKETING

Course Objectives:

- To understand the drivers, risks, challenges and opportunities associated with addressing sustainability management challenges.
- To acquaint the guiding principles, values and holistic mindset that guides an effective sustainability vision and strategy.

Subject Code	Subject Name
GME 104M	B2B MARKETING

Course Objectives:

- To describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior.
- To inculcate an understanding of Business-to-Business (B2B) marketing from the perspective of both the seller and the buyer.

Subject Code	Subject Name
GME 105M	E-COMMERCE

Course Objectives:

- To introduce students to various aspects and models of e-Commerce so that they can efficiently execute and manage the e-commerce business.
- To develop an understanding among students about the global nature of e-commerce and the latest technologies and concepts used in the e-commerce industry.

Subject Code	Subject Name
GME 106M	MARKETING TO BASE OF PYRAMID CONSUMERS

Course Objectives:

HUMAN RESOURCE MANAGEMENT

Subject Code	Subject Name
GME 101H	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS

Course Objectives:

- Understand industrial relations systems and expose to the issues involved in maintaining good employee relations
- Can explain the role of trade union in the the dynamics of employment relationship.
- Develop the skills to handle grievance and dispute management process.
- Exposure to a wide range of labour legislations governing industrial relations.

Subject Code	Subject Name
GME 102H	ORGANISATIONAL CHANGE & DEVELOPMENT

Today's organizations face constant flux and pressures to change. Change is one of the hallmarks of contemporary organizations, whether it's a government entity, a private business, a not-for-profit, or an educational institution. In this class we will examine the issues and practices of organization development to understand what kinds of interventions are useful in what situations and nuances to make change possible.

This course examines the major components of organization development: the evolution of organization development, the nature of change, and how change agents can effectively manage and implement change in organizations. This course will emphasize the human relations role in the change process and the human relations professional as a change agent. This course is also recommended for students interested in consulting, management, or other roles that involve change and development in the workplace.

Course Objectives:

- Understand the process of organizational change as led by an OD practitioner
- Examine the types of OD interventions and identify when and why they are applied
- Be able to structure and propose an OD intervention
- Apply OD principles and concepts to specified case studies

Subject Code	Subject Name
GME 103H	PERFORMANCE MANAGEMENT SYSTEM

Course Objectives:

- To emphasize the importance of an effective performance management system in helping organizations define and achieve short- and long-term goals.
- It explains and reinforces the concept that performance management is not a one-time supervisory event, but an ongoing process of planning, facilitating, assessing, and improving individual and organizational performance.

Subject Code	Subject Name
GME 104H	COMPENSATION & BENEFITS MANAGEMENT

Course Objectives:

- To understand principles and basic concepts of compensation that are necessary to attract, motivate, retain, and reward employee performance.

- To learn some of the implications for strategic compensation and possible employer approaches to manage employee rewards.

Subject Code	Subject Name
GME 105H	INTERNATIONAL HRM

Course Objectives:

1. The objective of the course is to develop a diagnostic and conceptual understanding of International HRM.
2. To understand management of global organization and managing cross-cultural diversity in the workplace.
3. To familiarize the students with the HRM practices in different MNCs and help them in managing the career in cross-cultural organizations.

Subject Code	Subject Name
GME 106H	UNDERSTANDING SELF: INDIAN PERSPECTIVE

Course Objectives:

- To provide holistic perspective towards self from the principles embodied in philosophies, wisdom traditions, epic literature and folklore of India.
- To enable unleashing of latent personal power to manage people in current scenario.

Subject Code	Subject Name
GME 107H	CROSS CULTURAL MANAGEMENT

Course Objectives:

- Develop a cognitive framework to appreciate the impact of cultural background on individuals, organizations and management.
- Understand various dimensions which discriminate national cultures, and cross cultural interactions.

OPERATIONS MANAGEMENT

Subject Code	Subject Name
GME 1010	SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Course Objectives:

- The objective of this course is to train the students in the nuts and bolts of supply chain and logistics.
- To emphasise the central role of supply chain management in the cost structure of all the business.

Subject Code	Subject Name
GME 1020	SERVICE OPERATIONS MANAGEMENT

Course Objectives:

- The objective of services operations management is to cover the important aspects of services management as separate from the operations management.
- To understand the service delivery process, design of service facilities and forecasting the service demand.

Subject Code	Subject Name
GME 103O	MATERIAL MANAGEMENT

Course Objectives:

- To illustrate the role, scope and opportunities of material management in an organisation.
- To acquaint students with the strategic aspects, structure, and organization of purchasing.
- To teach students the major aspects of inventory control and warehousing to insure a steady supply of materials to meet the needs of the organization.
- To train the students for modern techniques like JIT and MRP in order to improve the effective coordination among productions and operations.

Subject Code	Subject Name
GME 104O	OPERATIONS RESEARCH APPLICATIONS

Course Objectives:

- To acquaint students with the applications of the management science principles.
- To familiarize the OR techniques in various business applications

Subject Code	Subject Name
GME 105O	MANAGEMENT OF MANUFACTURING SYSTEMS

Course Objective:

- To introduce students to the modern trends in manufacturing management
- To enable students to understand the manufacturing and the advances in manufacturing systems.

Subject Code	Subject Name
GME 106O	SOURCING MANAGEMENT

Course Objective:

- To introduce students to the sourcing and procurement function of the supply chain.
- To introduce students to the global and e-sourcing of materials and services.

Subject Code	Subject Name
GME 107O	SUPPLY CHAIN ANALYTICS

COURSE OBJECTIVES

- To provide fundamental knowledge on Supply Chain Management and its metrics
- To expose the students to various Integrated Supply Chain and Resource Planning Models

BUSINESS ANALYTICS

Subject Code	Subject Name
GME 101B	DATA ANALYTICS USING SAS

Course Objective

- The objective of this paper is designed on how to manage and analyze data using the SAS software system and consists of readings, class lectures, and analyses with Business related data.
- This paper will provide hands-on training on statistical concepts and methods.

Subject Code	Subject Name
GME 102B	BIG DATA AND CLOUD COMPUTING

Course Objective

- This paper is designed on how to manage and analyze Big Data and Cloud computing.
- The challenges confronting the enterprises embracing Big Data, the students can learn the Framework of Open source software Hadoop and Hadoop Ecosystems, they also enhance the knowledge of using Cloud Computing in Management.

Subject Code	Subject Name
GME 103B	MULTIVARIATE DATA ANALYSIS

Course Objective

- To understand the different multivariate problems and to learn the tools and techniques for solving these problems.
- To learn the data analysis for solving multivariate problems using SPSS software.

Subject Code	Subject Name
GME 104B	DATA VISUALISATION FOR MANAGERS

Course Objective

Subject Code	Subject Name
GME 105B	BUSINESS FORECASTING

Course Objective

Subject Code	Subject Name
GME 106B	BUSINESS ANALYTICS FOR DECISION MAKING

Course Objectives:

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GOOD GOVERNANCE AND PUBLIC POLICY

Subject Code	Subject Name
GME 101G	GOOD GOVERNANCE : UNDERSTANDING EASTERN AND WESTERN PERSPECTIVES

Course Objectives:

- To provide basic understanding of the Good Governance in theory and practice.
- To gain knowledge of western and eastern philosophical thinking & practice in good governance.

Subject Code	Subject Name
GME 102G	PUBLIC POLICY : DESIGN, ANALYSIS AND IMPLEMENTATION

Course Objectives:

- To gain knowledge of policy making process and how business and public policy work together.
- To understand the approaches and methods of policy analysis.

• Subject Code	Subject Name
GME 103G	GEOPOLITICS AND SOCIAL ENVIRONMENT OF BUSINESS

Course Objectives:

Subject Code	Subject Name
GME 104G	GOVERNING INDIA : CHALLENGES AND OPPORTUNITIES

Course Objectives:

Subject Code	Subject Name
GME 105G	ECONOMICS FOR GOOD GOVERNANCE AND PUBLIC POLICY

Course Objectives:

SEMESTER - IV

Subject Code	Subject Name
MBC 401	CAPSTONE PROJECT

Course Objectives:

Subject Code	Subject Name
MBC 402	STRATEGIC WORKPLACE MANAGEMENT (WORKSHOP MODE)

This is a dynamic module that will be delivered entirely in workshop mode. It is intended to prepare the participants for managing the highly disruptive contemporary scenario by leveraging their skills.

Subject Code	Subject Name
MBC 403	BUSINESS PROCESS RE-ENGINEERING

Course objectives:

- Developing an understanding among students so that they can radically restructure their organizations by focusing on the ground-up design of their business processes.
- Understand logically related tasks performed to achieve a defined business outcome and focus on business objectives and how processes related to them so that redesigning of the process can be carried out in order to achieve organization's mission with reduced costs.

Subject Code	Subject Name
MBC 404	PROJECT MANAGEMENT

Course Objectives:

- To acquaint students with planning, effective implementation & execution of Project.
- To achieve management of time, cost & performance of any project.

FINANCE MANAGEMENT

Subject Code	Subject Name
GME 108F	FINANCIAL DERIVATIVES

Course Objective:

- This course provides an introduction to derivative instruments including the structure and pricing of options, futures and forward contracts.
- Emphasis is placed on how the theoretical concepts and tools developed in this course can be applied in practice.

Subject Code	Subject Name
GME 109F	INTERNATIONAL FINANCE

Course Objectives:

- To introduce the environment of international finance, foreign exchange quotes, Factors determining exchange rate, forex market, Risk and risk management
- To expose the students to Global Capital Market, International Financial Market and the benefits and risks

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Subject Code	Subject Name
GME 110F	MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING

Course Objectives:

- The course aims at imparting knowledge on dynamics involved in corporate restructuring.
- The course deals with the process of mergers & acquisitions and its evaluation. Valuation of companies and post-merger integration has been given special focus.

Subject Code	Subject Name
GME 111F	BEHAVIORAL FINANCE

Course Objectives:

- This course is to provide the student with sufficient knowledge to understand difference between the classical financial theory and behavioural finance.
- The course introduces cognitive biases and discusses the impact of these on financial decision-making as introduced in other courses.

Subject Code	Subject Name
GME 112F	FIN TECH FOR FINANCE

Course Objectives:

- The **objective of this course** is to learn how Fintech is changing areas such as mobile payments, money transfers, loans, fundraising and even asset management.
- Building on our knowledge of the finance, technology and entrepreneurship space, the course will focus on the impact of technology: how finance is currently run and what is changing the way companies do business.

Subject Code	Subject Name
GME 113F	CORPORATE & SME BANKING

Course Objectives:

- To give basic understanding of Corporate financing requirements. Various Merchant services are provided.
- To learn RBI guidelines on SME financing and how Banks can help SMEs to grow.

Subject Code	Subject Name
GME 114F	TAXATION

Course Objectives:

- To introduce the basic concepts of Income tax and its provisions.
- To enable students to compute taxable income and tax liability under direct tax heads.

MARKETING MANAGEMENT

Subject Code	Subject Name
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GME 107M	INTERNATIONAL MARKETING
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COURSE OBJECTIVE:

- This course offers an in-depth study of the international marketing issues. The basic purpose is to acquaint the students with concepts and major dimensions related to international marketing, its behaviour and environment, and practices along with emerging issues in the field of global marketing operations.

Subject Code	Subject Name
GME 108M	MARKETING STRATEGY

Course Objectives:

- To manage at the strategic level by targeting, acquiring, retaining, and growing customers.
- To become familiar with the process of designing marketing research, and a variety of techniques for analyzing data for input to decision making about the direction and investments a business organization is considering.

Subject Code	Subject Name
GME 109M	INTEGRATED MARKETING COMMUNICATION

Course objectives:

- The objective of this course is to develop an understanding of the marketing communication tools and implement them in designing advertisement strategies.
- The objective of this course is to explain the factors, which need to consider while selecting marketing communication tools to execute the marketing strategies.

Subject Code	Subject Name
GME 110M	RURAL MARKETING

Course Objective:

- This course has been designed to familiarize the students with the concept and domain of Rural Marketing (RM). This course would develop among budding manager's sensitivity for rural marketing scenario and help them conceptualize appropriate marketing strategies and action plans and adapt learning of marketing concepts to RM context. Rural Markets in India have grown manifold. In fact there has been a virtual explosion in rural markets as far as many product categories are concerned. With urban markets getting saturated for a host of products, marketers are increasingly paying attention to rural markets. This course is designed to help the students in learning the inside stories of Rural Markets.

Subject Code	Subject Name
GME 111M	SERVICES MARKETING

Course Objectives:

- To familiarize the students to the uniqueness of the services characteristics, challenges and its marketing implications
- To discuss measures and analyze several facets in the area of services marketing, essential for the success of a service sector firm

Subject Code	Subject Name
GME 112M	RETAIL MANAGEMENT

Course Objectives:

- Retailing sector is vibrant and synonymous with high economic and social progress. In India, it is highly fragmented with less organized retailing but coming up in a big way. It has an access to a variety of products, freedom of choice and high levels of customer service. This course has been designed to equip student to squarely face the fierce retail competition and provide better value to the customer through modern concepts like franchising.
- The emphasis will be mainly to keep abreast with the latest happenings in the market by way of going through retail journals and reports about retail in the business newspapers. Further the stress will be visit various retail formats to imbibe the latest changes and understand ground realities.

Subject Code	Subject Name
GME 113M	PRODUCT AND BRAND MANAGEMENT

Course Objective:

- Brands are one of the most valuable assets that firms have in modern competitive business environment. Even though they are intangible assets, creating & nurturing them poses significant challenges to the marketers today. The course will illustrate why brands are important, what they represent to consumers & how they should be managed.

HUMAN RESOURCE MANAGEMENT

Subject Code	Subject Name
GME 108H	TALENT MANAGEMENT

Course Objectives:

- The objective of the course is to realize the challenges of acquisition and retention of talent for the competitive advantage of the organization
- To develop a diagnostic and conceptual understanding of the management of talent in the 21st century organization.

Subject Code	Subject Name
GME 109H	HUMAN RESOURCE DEVELOPMENT

Course Objectives:

- To develop a conceptual understanding of human resource development in organizations.
- To ensure the practical implications of the concept of HRD.

Subject Code	Subject Name
GME 110H	STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Objectives:

- To develop a diagnostic and conceptual understanding of the changing environment of management
- To familiarize the students with the strategic human resource management practices

Subject Code	Subject Name
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GME 111H	BUSINESS NEGOTIATION
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Course Objectives:

- The students shall understand the business negotiation process.
- The student shall understand the contexts which should be taken into consideration for negotiation purpose.
- Students can develop negotiating ability of the students which are mostly valued in corporate now days.
- Students can acquire skill to negotiate across culture of the organisations.

Subject Code	Subject Name
GME 112H	MANPOWER PLANNING, RECRUITMENT & SELECTION

Course Objectives:

- The objectives of the course are to enable the students to acquire requisite skill and knowledge in devising appropriate methods and techniques in meeting the manpower needs of the organization.
- The course shall equip the students in using appropriate tools for effective recruitment and selection process.

Subject Code	Subject Name
GME113H	HR METRICS AND ANALYTICS

Course Objectives:

- Understand the process of quantifying the contributions of Human resources in the organizations.
- Understand and quantify several parameters of the management of human capital, including the functions of HR.
- Enable the students to use various tools and techniques to manage the functions of the HR department in an effective and efficient way.
- Understand in detail the process of HR Audit.

Subject Code	Subject Name
GME 114H	TEAM DYNAMICS AT WORK

Course Objectives:

- To understand principles of building highly effective teams in organisations
- To provide knowledge regarding variety of interrelated practices underlying group dynamics in organisations

OPERATIONS MANAGEMENT

Subject Code	Subject Name
GME 108O	SALES AND OPERATIONS PLANNING

Course Objectives

- To make the students to familiarize on operations planning and control activities in both manufacturing and service organizations
- To build the students to take decisions on operations planning and control activities through by estimating forecasting future requirements, capacity, aggregate requirements, and material requirements

Subject Code	Subject Name
GME 1090	TOTAL QUALITY MANAGEMENT

Course Objectives:

- To acquaint students with the importance of quality management in product and service organisations
- To familiarize students with the key thoughts and movements in quality management in business

Subject Code	Subject Name
GME 1100	PRODUCTION, PLANNING AND CONTROL

Course Objective:

- Describe and determine the effect of product, process, inventory costs, product forecasting, operations strategies, and schedule design parameters on design of materials requirements planning, inventory planning, capacity planning, and production planning/control systems.
- Identify the impact of production/inventory cost decisions and operations strategies on the break-even, return on investment and profit analysis of a business enterprise.

Subject Code	Subject Name
GME 1110	BEHAVIOURAL OPERATIONS MANAGEMENT

Course Objectives:

- To efficiently communicate the major concepts in functional areas such as behavioral operations, supply chain management, inventory control, and management.
- To solve the organizational problems individually or through team work.

Subject Code	Subject Name
GME 1120	QUALITY TOOLKIT FOR MANAGERS

Course Objectives:

- Understand the key fundamentals of quality management from business operations
- Learn the concept of quality control tools and quality awards

Subject Code	Subject Name
GME 1130	PRICING AND REVENUE MANAGEMENT

Course Objectives:

- To acquaint students with the fundamentals of pricing of product and service.
- To appraise the students about the revenue management through pricing.

Subject Code	Subject Name
GME 1140	OPERATIONS STRATEGY

Course Objectives

- To make understand the students about what is operations strategy and how its applied in the field of operations management

- To offer operations strategy in terms of business process, capacity, technology and facilities domains

BUSINESS ANALYTICS

Subject Code	Subject Name
GME 107B	DATA MINING

Course Objective

- This course will focus on the design and management of Data Mining Techniques.
- This course also covers Data Mining Architecture and applications together they form the basis of modern business analytics and Data Mining Techniques of today's organizations.

Subject Code	Subject Name
GME 108B	DATA WAREHOUSING FOR ANALYTICS

Course Objective

- This course will focus on the design and management of Data Warehousing Techniques.
- This course also covers Data Warehousing Architecture and applications together they form the basis of modern business analytics and Data Warehousing Techniques of today's organizations.

Subject Code	Subject Name
GME 109B	E-BUSINESS AND MARKETING ANALYTICS

Course Objective

- This paper will understand the difference between e-Business and e-Commerce, need of Customer Relationship Management,
- Students also enhance the knowledge how to apply quantitative techniques to drive marketing results

Subject Code	Subject Name
GME 110B	PREDICTIVE ANALYTICS

Course Objective:

- To learn the basic concepts of predictive problems and to differentiate with other problem solving techniques.
- To equip the students for solving predictive problems through association rules, Logistic Regression, Neural Networks, K-Nearest Neighbor, etc.

Subject Code	Subject Name
GME 111B	DATA SCIENCE USING R

Course Objective

- This course will focus on the design and management of Data Science.
- This course also covers Data Mining Architecture and applications together they form the basis of modern business analytics and Data Mining Techniques of today's organizations.

GOOD GOVERNANCE AND PUBLIC POLICY

Subject Code	Subject Name
GME 106G	ANCIENT WISDOM IN ACHIEVING

	SUSTAINABLE DEVELOPMENT GOAL
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Course Objectives:

- To understand sustainable development from Eastern and Western Perspectives.
- To gain knowledge of the journey of development goals from MDGs to SDGs.
- To understand how governance can impact SDGs
- To develop an appreciation of the challenges and opportunities that India has in meeting the SDGs.

Subject Code	Subject Name
GME 107G	LEGISLATIVE PROCESS AND POLICY ADVOCACY

Course Objectives:

Subject Code	Subject Name
GME 108G	GOOD GLOBAL GOVERNANCE

Course Objectives:

Subject Code	Subject Name
GME 109G	RURAL DEVELOPMENT AND GOVERNANCE

Course Objectives:

Subject Code	Subject Name
GME 110G	BUSINESS AND PUBLIC POLICY

Course Objectives:

Subject Code	Subject Name
GME 111G	ETHICS AND RESEARCH IN GOOD GOVERNANCE & PUBLIC POLICY

Course Objectives

- To emphasize the importance of Ethics and Research in Good Governance.
- To ascertain that Ethics and Research has ensured good Governance in the country.
- To reemphasize the ethical values in the present-day governance systems.