

COURSE DESCRIPTION

MASTER OF BUSINESS ADMINISTRATION (MBA)

1) PGDBA101 QUALITY & OPERATIONS MANAGEMENT

Quality management is an integral part of the functioning of many businesses and organisations, both small and large, around the world. Of all quality management system regimes, the ISO 9000 family of standards is probably the most widely implemented worldwide. The course explains Total Quality Management tools and why external benchmarking is used. The course also reviews service quality management. This course will be of great interest to all quality management professionals who would like to learn more about the application of quality management within an organisation, and to all learners who are interested in developing a career in the area of quality management. Operations Management unit emphasis on production of goods and services for the customers and achieving a competitive advantage. The operations managers are involved with the direct responsibility of getting the jobs done and completed. This course aids in understanding the role of operations on achieving various competitive capabilities. This course also helps an organization in improving productivity and meeting customer's competitive capabilities. The study of operations management includes understanding operations, capacity planning, MRP, MRP-II, JIT, TQM, Managing competitive capabilities, process technology, scheduling, product design and quality planning and control, Logistics Management, etc. This course also introduces the new quality manager or professional to the principal quality systems, well known quality tools and techniques. It also introduces a quality system into the organization or how to encourage the organization to adopt a quality culture are covered with practical advice and tips.

2) PGDBA102 ADVANCED MANAGERIAL ECONOMICS`

Advanced Managerial Economics deals with the integration of economic principles, techniques and theories with business practice for the purpose of facilitating business and managerial decision making and forward planning. It is concerned with the application with economic concepts, principles and economic analysis to solve managerial problems of business enterprises and for formulating rational business and managerial decisions. It provides an advanced treatment of demand and supply analysis, production and costs, the business environment, the theory of the firm, market structure and market power, investment decisions of the firms and their strategies in different market structures, externalities and market failures under asymmetric information and the government intervention in the markets. It also deals with risk and capital budgeting, technological change and location theory, strategic decision making, uncertain organizational design and the international dimensions of managerial economics.

3) PGDBA103 PERSPECTIVES IN INTERNATIONAL BUSINESS

International business is the study of all business transactions taking place across national frontiers for the purpose of satisfying the needs and objectives of individuals and organisations. International business transactions include export import trade (International trade), foreign direct investment (wholly owned subsidiaries and joint ventures) licensing, franchising, management contracts , international movement of capital, services, employees, technology and transportation. While domestic business involves economic transactions taking place within the boundaries of a single country, international business transactions cross national frontiers. Since international transactions are taking place across national borders, the international managers face a new set of macro environmental factors, different constrains and very frequent conflicts resulting from

different laws, cultures and societies. The basic principles of business still apply to international business also, but their application, complexity and intensity may vary substantially. About 80% of all direct investment is conducted by the 500 largest MNCs in the world. These firms also account for over 50% of all international trade. Thus, the study of international business is heavily focused on the activities of large MNCs, which are head quartered in one country but have operations in several other countries. MNCs account for the majority of the world's investment and trade.

4) PGDBA104 ETHICAL ISSUES IN BUSINESS

This course covers the major ethical dilemmas of the modern world. This course also examines ethical concepts relating to the business environment, domestically and globally. The study of ethics begins by exploring the historical and philosophical bases for values in a business. Multinational cultural diversity and global ethical business issues will also be discussed in this course. This course emphasizes on the intersection between business and ethics and is fundamental to the relationship between business and society at large. Topics covered include: Ethical traditions, ethics and community, ethical issues raised by business, medicine, international relations and personal choices, dilemmas and ethical thinking regarding the contemporary work place and work force and recognizes the effects of corporate scandals on business and governance practices.

5) PGDBA105 MARKETING STRATEGY

Today's markets are changing at a swift pace. Technological advancements, globalization, increasing consumer demands, giant retailers, and the internet are all changing the way we buy and sell products-the turmoil is throwing companies into a state of confusion. Today's marketers must communicate with customers, build relationships with them, and satisfy their individual needs in order to win customers and to retain them. The course emphasizes on adopting various marketing tools in achieving competitive edge and customer satisfaction. The course focuses on the major decisions marketing managers and top management face in their efforts to harmonize the organizations objective, capabilities and resources with market place, needs and opportunities. Advanced issues such as corporate strategies for marketing, planning, pricing, distribution, assembly and analysis for decision-making and control are covered with real life examples.

6) PGDBA106 MANAGERIAL ACCOUNTING FOR DECISION MAKING

This course provides a comprehensive coverage of the major concept of managerial finance and practical applications of the financial management, financial Accounting and Managerial Accounting. It examines the role of managerial Finance, Valuation tools of financial analysis and planning, working capital management, investment in capital Assets, Cost of Capital, Capital Structure and Dividend policy, intermediate and Long-term financing and special areas of managerial finance. The course also covers the topics such as Managerial Accounting and The Business Environment, Cost Terms, concepts and classifications System Design: Job-Order Costing, Process costing, Cost Behaviour: Anlysis and use, Cost-Volume-Profit Relationships, Variable Costing, Activity Based Costing, profit Planning, Relevant Cost for Decision Making, Capital Budgeting Decisions and Pricing products and services profitability analysis. Accounting for managers provides the primary tools to measure the success of failure of any commercial enterprises. It is clearly an advantage to understand the cost and revenue flows, which influence and are influenced by business activity. This course provides and understanding of the role of accounting not only in the production of published financial reports and accounts but also in the process of managerial control and effective decision making within an organization. Attention is paid to the structure and interpretation of published financial

information and also to the provision of information to assist with internal management. This course assumes no prior knowledge of finance, and covers the Financial Environment, Financial Accounting, and Management Accounting.

7) PGDBA107 ORGANIZATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

This course introduces students to many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations. The course provides a rigorous and intensive analysis of various theories of business and managerial behavior emphasizing the business organization and its internal processes. The purpose of teaching OB is to apply such knowledge toward improving an organization's effectiveness, as well as a manager's personal effectiveness. The course will enable students to make a critical assessment of the relationship between various theories and management practices using their experience of management practice. The topics covered include: micro-organizational issues, theories relating to individual differences in abilities and attitudes, attribution, motivation, job design, power and politics, leadership, incentives conflict and stress management, group dynamics, individual perception, conflict resolution, organizational culture, and organizational structure and design.

8) PGDBA108 LEGAL ISSUES IN BUSINESS

This course aims to instill a keen understanding and appreciation of the legal aspects of business. This course will provide an understanding of legal methodology and the main principles of law relating to business transactions. The course will also demonstrate how commercial law and business practices inter relate and often influence each other in shaping modern commerce and industry. In particular, key legal topics will be explained and illustrated from a business perspective. The early part of the course will introduce the students to various sources of law. This will be followed by sessions in which students will be introduced to a variety of legal issues related to business. During later sessions, students are expected to critically analyze and recognize the legal risks in business decision making.

9) PGDBA109 ADDRESSING BUSINESS RESEARCH METHODS

This course provides students with the necessary knowledge and skills for the successful completion of a business research. The course will examine the application of research in gathering and analyzing information to forecast and control business activities, problem formulation, procedures of research techniques, and application of tools and models to improve business decisions are covered in depth. Attention is given to techniques and criteria for identifying and selecting business locations, and the usefulness of business research information to business managers is evaluated. It highlights on the nature and purpose of research, the qualities of a good researcher and overview of the research process. It examines the practical issues relating to research, supervision, finding and guiding access to information on a specified time- scale. Besides, high lights on the different approaches to research, generate a research topic and conduct literature search. It emphasis on design of a project, research finding and viva.

10) PGDBA110 INTERNATIONAL MANAGEMENT

The international management course focuses on management's challenges associated with developing strategies, designing organizations and managing operations of companies whose activities cross national boundaries .It analyzes the application of management concepts and techniques in a multinational, multicultural environment. This course deals with the activities of multinational corporations. This course is designed to develop students' knowledge and skills in

appraising and applying the theories of management and corporate development in the Multinational Enterprise. This course aims to provide insight into the International environmental context within which organizations operate and a framework for analyzing the impact of changes in that environment for organizations. Students will study the risks of doing business overseas and the tools available to minimize those risks. The course covers the most current trends in international management. Emphasis is placed on the importance of cross cultural differences and the challenges facing global managers as they work in a diverse work environment where people may not share the same basic values and assumptions. The topics covered include the multinational management in a changing world, strategic management in the multinational company, management processes in strategy implementation and the international human resource management.

It covers in detail the International management in a changing world, strategic aspects of international management, cultural aspects of international management, cross-cultural communication, globalization and worldwide developments, cross-cultural negotiation and decision-making, strategy formulation and implementation, entry strategies and organizational structures, managing political risk and alliances, management decision and control, global human resource management, global corporate responsibility, strategy for emerging markets, international entrepreneurship and new ventures, offshoring and global outsourcing, managing alliances and joint ventures, motivation in Multinational Companies, multinational and participation strategies, small business and international entrepreneurship, organizational design for multinational companies and extensive use of comprehensive cases.

11. STRATEGIC MANAGEMENT

Strategic management is a set of managerial decisions and actions that determines the long run performance of a corporation. It includes environmental scanning (both external and internal), strategy formulation (strategic or long-range planning), strategy implementation, and evaluation and control. The study of strategic management, therefore, emphasizes the monitoring and evaluating of external opportunities and threats in light of corporation's strengths and weaknesses.

This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. This is an integrative and interdisciplinary course. It assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, the economy, capital markets, government, and global forces and views the external environment as dynamic and characterized by uncertainty. In studying strategy, the course draws together and builds on all the ideas, concepts, and theories from your functional courses such as Accounting, Economics, Finance, Marketing, Organizational Behavior, and Statistics. The course takes a general management perspective, viewing the firm as a whole, and examining how policies in each functional area are integrated into an overall competitive strategy. The key strategic business decisions of concern in this course involve selecting competitive strategies, creating and defending competitive advantages, defining firm boundaries and allocating critical resources over long periods. Decisions such as these can only be made effectively by viewing a firm holistically, and over the long term.

12. PROJECT MANAGEMENT

Project management is the process of planning, organizing, monitoring and controlling of all aspects of a project and motivating all involved to achieve project objectives of safety and

completion within a defined time, cost and performance. It is the achievement of a project's objectives through people, and involves organizing, planning and control of the resources assigned to the project together with the development of constructive human relations with all those involved, both in company and with the other companies involved. The ultimate objective of project management is to attain the objectives for which the project has been undertaken. Other main objectives include achieve maximum productivity at minimum cost, maximize income and return, minimize risk and uncertainty, eliminate waste and improve efficiency, make the most efficient and effective use of resources- manpower, money, materials, technology etc.

Project Management is another multi-dimensional course that covers the general management studies as well as prepares candidates for project-related responsibilities in various organizations and industries. The course integrates business and technical study to prepare candidates for the challenging job profiles in this field. Candidates pursuing the course in Project Management are taught how to use technology in a cost-effective manner in order to achieve the desired result and complete the project successfully. They are also taught how to analyze risks in a project and prevent the respective organization from loss of resources.

13. CORPORATE FINANCE

Corporate finance deals with the capital structure of a corporation, including its funding and the actions that management takes to increase the value of the company. Corporate finance also includes the tools and analysis utilized to prioritize and distribute financial resources. The ultimate purpose of corporate finance is to maximize the value of a business through planning and implementation of resources, while balancing risk and profitability. Corporate Finance answers the very important questions such as, what long-term investment should business take on? What sorts of fixed assets are required? Where will the business get the long-term financing? How to manage everyday financial activities etc.

The goal of this course is to develop the analytical skills for making corporate investment with regards to financial decisions and risk analysis. This course will examine various theories including the concept of present value, the opportunity cost of capital, discounted cash flow analysis, a consortium of valuation techniques, issues between short & long term financial management, risk and return, capital asset pricing model, capital budgeting, corporate capital structure and financing decisions, dividend policy, investment and financial decisions in the international context, including exchange rate/interest rate risk analysis, and issues of corporate governance and control. The course will help the candidate to explore the very patterns of corporate finance that has shaped the familiar yet complex terrain of today's global economy. An equally important component of this course is its emphasis on developing the critical auditory and erudite writing skills. Introductory level accounting and economics will be helpful to complete the course successfully.

14.WEB MARKETING STRATEGIES

Web marketing refers to a broad category of advertising that takes many different forms, but generally involves any marketing activity conducted online. Marketers have shifted their efforts online because it tends to be significantly less expensive. The web presents exciting new opportunities for companies to profile their customers. The interactive space of the Internet simplifies a company's ability to track, store, and analyze data about a customer's demographics, personal preferences, and online behavior. This data allows the advertiser to provide a more personalized and relevant ad experience for the customer. Web marketing combines a wide range of marketing strategies, requiring traditional marketing comprehension and an understanding of emerging technologies. Marketers must understand the strengths and weaknesses of various online marketing efforts as they develop their marketing strategy, analyzing these aspects by creating a marketing plan.

Strategy and Tactics combines a high level strategic view of digital marketing and its challenges and opportunities, with a tactical approach using exercises and projects to learn and use the tools and techniques of digital marketers. From the web to mobile, email to apps, social media and user generated content; the course will develop a strategic framework for planning and analyzing digital marketing strategies. Students will leave the course with a working knowledge of the tools and processes for creating, managing, and executing digital marketing plans. The course will cover the range of digital advertising and marketing channels as well as touch upon new and emerging channels and developments. Discussion will focus on strategies and metrics for success, measurement and optimization techniques, and planning and goal setting. Using a variety of practical tools and techniques in practical exercises and projects, students will gain an understanding of using digital channels to achieve their marketing goals.

15. RESEARCH THESIS AND PRESENTATION

The purpose of the thesis is to allow the students to learn how to conduct a thoughtful investigation of the developments and the strategies of major global industries that is properly grounded in academic methodology. This course will provide an opportunity to explore and integrate the aspects of theory or methods, knowledge, and skills. This thesis is an individual dissertation that is linked to a practical issue in an existing organization or type of organization or to the start up of new organization. This course will guide the students in conducting and reviewing an academic study. This is a thesis of theoretical or empirical research undertaken on a latest business topic. This course will enable the students to select a problem, set up a framework for it and analyze it in an academic perspective to end up with a meaningful conclusion and recommendations. The Research Thesis is based on a combination of research and original thinking. The Research Thesis enables the students to focus on business issues viewed through academic thought and research and presented in a proper writing style.