

Program : Master of Business Administration (MBA)

General management subjects taught provides basic conceptual and practical knowledge required to work efficiently in industry. These subjects enable the students coming from different graduation streams to understand the working and management of business.

The Course offers three main specializations; each consisting of six subjects taught in 3rd and 4th semesters:

1. Human Resource (HR)

- Students of HRM will be able to possess the skill set required by today's HR professionals
- Students are enabled make an appropriate staffing decision which includes recruitment and selection
- They will be able to design, implement and evaluate training programmes
- Students are empowered to understand HR compensation subjects including employee benefits, incentives and regulations governing
- They will be able to apply the policies and practices governing the undertaking

2. Financial - Students will be able to acquire skills such as

- The ability and confidence to tackle common practical financial problems of business.
- Evaluation of economic condition and relating them to financial decision in the organization.
- Current taxation systems.

3. Marketing: Students will be able to

- Understand the dynamics of marketing in business
- Apply the theoretical marketing concepts to the practical situations
- Demonstrate the ability to carry out a market research projects
- To communicate unique marketing mixes and selling propositions for specific products
- Construct written sales plans and professional interactive presentations

The course outcomes are prepared for each course (each subject) after giving due consideration to the syllabus prescribed by the Palamuru University.

MBA I year I Semester Subjects

Course Outcomes:

1. MB101 Management & Organizational Behaviour Core

A manager who does not possess knowledge and understanding of an organization cannot be an effective manager. The whole point of management is to steer a given organization in a specific direction while ensuring optimal outcomes, such as in the quantity and quality of products produced or the maximization of profits to be distributed among shareholders. They can be able to develop this course of time with complexities. With increasing complexities managing the business has become a difficult task. The need of existence of management has increased tremendously. They use management for essentials not only for business concerns but also for banks, schools, colleges, hospitals, hotels, religious bodies, charitable trusts etc. These students can set objectives which can be achieved with the coordinated efforts of several personnel. They can work with number of persons who are properly co-ordinated to achieve the objectives through the process of management is not a matter of pressing a button, pulling a lever, issuing orders, scanning profit and loss statements, promulgating rules and regulations. They gain the power to determine what shall happen to the personalities and happiness of entire people, the power to shape the destiny of a nation and of all the nations which make up the world. They make difference in vital aspects of the economic life of man, which can an organised group activity. They work with indispensable institution in the modern social organization marked with scientific thought and technological innovations.

2. MB102 Accounting for Management Core

Accounting for Management course, contains a set of practices and techniques aimed at providing potential managers with knowledge, which help them in learning how to make decisions and maintain effective control over corporate resources. They can be able to use various Managerial accounting procedures that are intended primarily to supply knowledge to future decision maker of an organization. The students must understand that Managerial accountants are an important part of any profitable organization. They can record, collect, prepare, and analyse financial information managers can use to make financial decisions. Managerial accountants, also called management accountants, work internally for companies. They can play a large role in decision-making. Some positions require them to make risk and cost management decisions. They may also be called on to make budgeting decisions and write financial reports. They can be able to prepare for a job as a managerial accountant, students must take a number of challenging courses that not only prepare them for a career in the field, but also prepare them for the Certified Management Accountant (CMA) Exam and several such higher courses and degrees. This course will make them to reduce resources while increasing values, how to use accounting information to make business decisions, how to interpret accounting numbers, and how to understand internal systems. Students also sharpen their analytical and financial reporting skills.

3. MB103 Marketing Management Core

They can identify core concepts of marketing and the role of marketing in business and society. They will acquire knowledge of social, legal, ethical and technological forces on marketing decision-making. They will receive appreciation for the global nature of marketing and appropriate measures to operate

effectively in international settings. They will be able to develop marketing strategies based on product, price, place and promotion objectives. They gain ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness. Further they can communicate the unique marketing mixes and selling propositions for specific product offerings. In future they can construct written sales plans and a professional interactive oral sales presentation. The proficiency of formulating marketing strategies that incorporate psychological and sociological factors which influence consumers will be undertaken. They can collect, process, and analyze consumer data to make informed marketing decisions. They acquire the ability to analyze marketing problems and provide solutions based on a critical examination of marketing information. They are ready to apply knowledge and skills to real-world.

MB104 Open Elective-I

4. MB104 Business Law & Ethics

Business Law, in its simplest form, is used to protect one party from another. For instance, laws protect customers from being exploited by companies. Business Laws protect companies from other companies. Laws even protect citizens and corporations from the government. However, Business law is neither perfect nor all encompassing. Sometimes, societal ethics fill the voids that laws leave behind; other times, usually when societal ethics have been systematically violated by a group of the population, we write laws that are designed to require individuals to live up to certain ethical standards. This course will introduce you to the Business laws and ethical standards that managers must abide by in the course of conducting business. Business Laws and ethics almost always shape a company's decision-making process: a bank cannot charge any interest rate it wants to charge - that rate must be appropriate. Car manufacturers must install hardware and develop new technologies to keep up with regulations designed to reduce pollution. The students will recognise and resolve ethical issues in business; reflect on and critically examine their own values and the importance of the ethical dimension in in business and workplace decision making; and, confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics. By the end of this course, you will have a clear understanding of the legal and ethical environment in which businesses operate. In addition to the above laws and ethics consumer protection and redressal mechanisms are learnt.

4.MB 104 Managerial Economics

It illustrates the application of economic theory and methodology as an alternative in managerial decisions. The purpose of this course is to provide students with a basic foundation of economic concepts and tools that have direct managerial applications. The course will sharpen analytical skills of students through integrating knowledge of economic theory with decision making techniques. The course will help students become more adept at designing and developing business strategy at firm level. Identify sources of economic value and Create new market opportunities through differentiation and alternative approaches. They will understand the mechanisms of competition and their business implications. They will anticipate future market trends and dynamics, including in terms of competition policy and Engineer futures that are more congruent with their interests. They will develop a long-term, consistent strategy and vision, beyond mere day-to-day tactics. Students will gain a rigorous understanding of competitive markets as well alternative market structures.

MB105 Open Elective –II

5. MB 105 IT Applications for Management

The major concepts in the functional areas of accounting, marketing, finance, and management will evaluate the legal, social, and economic environments of business environment. They describe the global environment of business. Students learn the ethical obligations and responsibilities of business. In future they apply decision-support tools to business decision making and Construct effective oral and written forms of professional communication. They apply this knowledge of business concepts and functions in an integrated manner. They are able to analyze business needs with the view to design and implement data networks. Perform the general planning and analysis of business systems that will support the development of modern business information systems (IS). Develop fundamental programming skills and apply those skills to solving business information system problems.

5. Business Communication

Essential Business Skills primary aim is to provide students with the skills and knowledge of communication in the business environment. There is a strong focus on the understanding the theory of communication in the business context and it's application to effective business writing at a high level, persuasive and appropriate verbal and non verbal communication, and interpersonal skills across teams and cultures. To achieve this students undertake the role of a new graduate employee in the workplace and develop responses to a range of current and emerging business issues that they will encounter in the private and public sector. Students will use the workplace case study to develop knowledge and high level skills in business writing, and will assemble a portfolio of key written business documents to demonstrate capability to prospective employees. This will include short reports, memorandums, business letters, action plans and formal long reports. The students will have knowledge of effective business writing with effective business communications. They will learn the research approaches and information collection. They acquire the skills of developing and delivering effective presentations. They get art of effective interpersonal communications. The skills that maximise team effectiveness, good time management and effective problem solving

6. MB106 Computer Practical Core

They learn Algorithms, Data Structures, and Complexity. The application of system-level perspective by thinking at multiple levels of detail and abstraction and by recognizing the context in which a computer system may function, including its interactions with people and the physical world. Apply problem-solving skills and the knowledge of computer science to solve real problems. Understand how technological advances impact society and the social, legal, ethical and cultural ramifications of computer technology and their usage. They learn MS-Office and get expertise in preparation of Documents, Excel sheets, Power point presentations and Access for database.

Program : Master of Business Administration (MBA)

MBA I year II Semester Subjects

Course Outcomes:

MB201 Human Resources Management Core

The Students apply the importance of human resources and their effective management in organizations. They are able to demonstrate a basic understanding of different tools used in forecasting and planning human resource needs. They describe the meanings of terminology and tools used in managing employees effectively. They are able to record governmental regulations affecting employees and employers. They become capable of analyzing the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.

MB202 Financial Management Core

The student will be able to measure risk and return and explain the trade-off between risk and return. They can able to calculate the value of various financial assets (annuities, bonds, stocks, retirement and savings). They can analyze the primary sources of capital and incorporate their cost when making investment decisions. a) debt b) preferred stock c) common stock 4) Estimate project cash flows to distinguish between value-creating and value destroying investments. They can able to estimate cash flows from a project, including operating, net working capital, and capital spending. They can prepare the estimate of the required return on projects of differing risk and how to use the required return in evaluating investment decisions. They will use the dividend growth model and capital asset pricing model to estimate equity costs. They will calculate yield to maturity to estimate bond costs, weighted average cost of capital to estimate required rates on investments. They will apply the concepts of financial management to contemporary financial events.

MB203 Business Research Methods Core

The students can able to write a literature review in a specific area. They can develop a research design and method paper including the ethical implications of the research. The can be able to develop a research proposal as the basis for a thesis. They can able to present and defend a research proposal. Identify, specify and scope an organisational problem or issue requiring a research-based approach. They are able to prepare an appropriate research question prior to undertaking research. They can assess and select from a range of research methods. They will identify major stakeholders in the research context and identify the potential impact of their objectives and expectations on the design of the research project. They are able to conceptualise a framework for the design and implementation of a research or professional project.

MB204 Open Elective-III (Choose One)

4.Business Process Re-engineering

The students able to apply systematically the business re-engineering tools and methodologies in analyses specific to the re-engineering project on regular basis. They can decide on the core critical business processes for achieving higher organizational productivity. They can be able to select an appropriate practice of the business re-engineering project by taking the practical situations into consideration. They can be able to provide the most feasible practical solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering project. They can able to communicate with appropriate media, including graphical representations of artifacts and written reports.

4.International Business

The students can conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities. They further able to conduct, evaluate and present market research to support an organization's international business decision-making. They can be able to manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain. They will evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives. They can develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives. They can able to present an international marketing plan, and evaluate sales strategies that support an organization's integrative trade initiatives. They can identify and interpret relevant international financial documents, and evaluate financial strategies that support an organization's integrative trade initiatives. They can analyze the impact of an organization's integrative trade initiatives on its human resources management strategies, policies and practices. They are capable of preparing International business plan.

4.Financial Markets & Services

The student can perform the role and function of the financial system in reference to the macro economy. They are able to demonstrate an awareness of the current structure and regulation of the Indian financial services sector. They will evaluate and create strategies to promote financial products and services. They can make an informed judgement about whether or to what extent a financial market satisfies the conditions of an efficient market. They can identify the main factors that could detract from that efficiency.

MB205 Open Elective-IV (Choose One)

5.Total Quality Management

The students can demonstrate the importance of quality models. They can proficiency in various quality concepts and TQM philosophy. They can communicate the importance of customer focused TQM. They can apply TQM improvement tools to enhance customer satisfaction and improve processes within their organizations. They will acquire the ability to implement the TQM approach in an organisation for continuous quality improvement. They can be able to advise management for the TQM approach development. They will be able to apply quality tools and techniques in both manufacturing and service industry. They can able to develop analytical skills for investigating and analysing quality management issues in the industry and suggest implement able solutions to those problems. They can critically appraise the organisational, communication and teamwork requirements for effective quality management. The students gain knowledge to analyse the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.

5. Start Up Management

The students will acquire knowledge of how to launch a startup. They can able to handle risks/benefits and to manage them. They learn the mechanics of running a startup business. They can be able to know how to sell their ideas. They can demonstrate the startup ecosystem working. Further the students will be able to assess the suitability, feasibility and acceptability of strategies in high-tech contexts. They will understand various schools of thought regarding strategy formation and apply them to creating or allowing the emergence of ‘personal’ strategies, startup strategies and innovation strategies in large businesses. They can be able to select between IP-based, disruptive, and architectural and value chain based strategies and understand the management implications of building a startup according to that strategic choice.

5.Retail Management

The students can identify and understand basic theories, principles, practices and terminology related to each functional area of business. They can be able to perform basic functions appropriate to each functional area of business. They will communicate effectively using oral, written and non-verbal techniques, to include the use of technology, in the gathering and presentation of information. They can be able to define retailing and understand what marketing means to business executives and academics. They will use the ways that retailers use marketing tools and techniques to interact with their customers.

MB206 Seminar: The students will be able to demonstrate active listening skills, Interpret common non-verbal communication cues, express thoughts and ideas clearly in a variety of settings and situations.

Program : Master of Business Administration (MBA)

MBA II year III Semester Subjects

Course Outcomes:

MB301 Operations Management Core

The students use specialized knowledge in Operations Management to solve business processes. They apply knowledge of fundamental concepts of operations management and apply knowledge of approaches to operational performance improvement. They identify and evaluate the processes, tools and principles of operations management to better understand the logistics and supply chain operations. They can able to evaluate the quality processes in manufacturing and service sector to improve the operational performance. They will get expertise in identifying future challenges and directions that relate to operations management to effectively and efficiently respond to market changes. They understand the processes needed to develop a new product from identifying the customer needs to delivering the final product. They use these tasks, tools and underlying principles of operations management in the manufacturing and service sectors to improve organizational performance.

MB302 E- Business Core

The students acquire the knowledge of modern computing infrastructures from the perspective of the internet and organisations. They get expertise on theoretical and practical issues of conducting business over the internet and the Web. They can able to reflect on general principles revealed through practical exploration of specific tools, techniques and methods in e-business. They will understand the retailing in E-commerce by: analyzing branding and pricing strategies, using and determining the effectiveness of market research assessing the effects of disintermediation. They analyze the impact of E-commerce on business models and strategy. They acquire the skill of Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational. The knowledge of key features of Internet, Intranets and Extranets and explain how they relate to each other. They can able to handle the legal issues and privacy in E-Commerce. They can assess electronic payment systems and recognise global E-commerce issues.

MB303 Operations Research Core

The students can identify and develop operational research models from the verbal description of the real system. They will understand the mathematical tools that are needed to solve optimisation problems. They use mathematical software to solve the proposed models. They can able to develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management Engineering. They get proficiency with tools from optimization, probability, statistics, simulation, and engineering economic analysis, including fundamental applications of those tools in industry and the public sector in contexts involving uncertainty and scarce or expensive resources.

MB304 Discipline Specific Elective- I

1. Financial Risk Management(Finance)

The students understand the role of capital in a bank's balance sheet and identify the composition and relative importance of the different measures of capital from a regulatory perspective. They are able to recognize the main drivers of regulatory capital requirements from a product perspective, and be able to appreciate the effect of variables. They acquire knowledge of the enhancements of on-going changes to regulatory capital methodologies, particularly core capital, additional capital requirements for trading books, counterparty risk, liquidity management and leverage. They can evaluate the potential impact on a bank's strategy and the likely composition of a bank balance sheet resulting from associated regulatory changes. They can identify and categorize the various risks face by an organization; They can explain the various risk control measures available; They can design a risk management program for a business organization and suggest ways to finance risk. They are capable of applying the insurance mechanism in risk management.

2.Product & Brand Management (Marketing)

The student can develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands. They can able to identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.). They will learn how to identify brand meaning and to measure brand strength for any particular market offering. They can able to apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance. They can conduct the measurement of brand equity and brand performance. They practically develop a brand, including positioning and communication. They can be able to prepare a professional, logical and coherent report in the form of a brand audit They can deliver an oral presentation in a professional, engaging manner. They can develop an argument and express themselves clearly in both written and oral communication.

3.Compensation Management (Human Resource)

The students can analyze jobs sufficient to match the survey descriptors. They can check the reliably extract and interpret data from survey sources. They can able to translate raw data into meaningful information Guide colleagues in pay setting decisions. They will prepare salary guidelines and pay review budgets. They are able to understand alternate forms of pay progression and assist with the development of pay structures. They can able to design and maintain a pay system that is consistent for employees within the organization (internal consistency) and suggest a pay structure that will ensure the firm is competitive with other similar firms (external competitiveness), and conduct a market survey to determine appropriate pay levels. Identify and describe a variety of reward systems used to determine individual pay levels. They can identify and describe typical employee benefits components and systems, and describe in detail those that are legally required. They can able to implement and administer a compensation system according to the firm's policies and the legal requirements.

MB305 Discipline Specific Elective – II

1.International Finance(Finance)

The students can apply and critically evaluate finance and investment theory with particular reference to the operation of financial markets and critically evaluate corporate finance techniques. Also they can evaluate theories of financial statements and related analysis. They are able to identify, define and analyze problems and identify and create process to solve them. They will exercise critical judgement in creating new understanding. They are able to demonstrate advanced numeracy and quantitative skills. They will identify and evaluate social, cultural, global, ethical and environmental responsibilities and issues. They gain skills to engage and work effectively in groups.

2.Promotion & Distribution Management(Marketing)

The students will develop an ability to understand and develop the marketing mix for an organisation. They can develop an ability to assess the impact of the environment on marketing function. They can be able to develop suitable marketing strategies in light of the environment and look for growth opportunities beyond national boundaries. They will understand the importance of promotion and distribution function in the entire chain of marketing and can apply the concepts of public relations, sales management and physical distribution in business. They will come to know the concepts of retail management, supply chain management and virtual marketing.

3.Organization Development (Human Resource)

The students will demonstrate an understanding of the organization development discipline applying theoretical frameworks to real-world settings and known concepts to new situations. They will demonstrate the ability to influence outcomes developing and effectively using networks to persuade and gain the support of others. They can be able to demonstrate the ability to initiate and proactively manage the organization development process on an ongoing basis taking steps to remove obstacles. They will demonstrate a capacity for the development of others and ability to manage group process and facilitate group achievement. They will demonstrate self-management and accountability for their own performance in achieving organization development objectives. They can interpret a range of organisation data to gain insights into organizational effectiveness. They can analyze activity data from organizational systems in order to frame effective OD interventions.

MB307 Project work Synopsis

The students will understand Life Cycle and process of Project and rightly identify and select project. They prepare a plan the project, create an appropriate organization structure , Resource consideration and manage the risk.

Program : Master of Business Administration (MBA)

MBA II year IV Semester Subjects

Course Outcomes:

1.MB401 Strategic Management Core

The Students will be able to understand the integrative nature of strategic management. They can be able to display knowledge of principal models of strategic management. They will appreciate the importance of environmental and industry analysis in formulating strategy. They will be able to analyse the role of marketing, accounting and finance, operations management and human resource management in developing strategy. They can generate- evaluate strategic alternatives and construct strategy-implementation plans. They will identify and evaluate the role of leadership, organisational structure and change-management in strategy-implementation. They can be able to manage the learning relationships developed with peers and academic facilitators. They can develop a responsible approach managing their own learning and providing learning opportunities for others.

2.MB402 Business Intelligence Core

The students will be able to examine the concepts of data warehousing and OLAP. They will apply the concepts of BI and DM techniques for clustering, association, and classification. They will understand the operation procedures of BI projects in an organization. They can select appropriate DM tools and methods to manipulate and achieve data. They apply DM concepts for formulating business strategies and programs to enhance business intelligence. The students will be able to demonstrate the impact of business reporting, information visualization, and dashboards. They can use data mining, neural networks, support vector machines, text analytics, text mining, sentiment analysis, web mining, web analytics, social analytics, social network analysis. They can apply big data technologies in business intelligence using geospatial data, location-based analytics, social networking, Web 2.0, reality mining, and cloud computing. They can identify the major ethical and legal issues of analytics. They can analyze the analytics powering consumer applications and creating a new opportunity for entrepreneurship for analytics.

3.MB403 Supply Chain Management Core

They student will be able to analyze the manufacturing operations of a firm. They can apply sales and operations planning, MRP and lean manufacturing concepts. They can be able to apply

logistics and purchasing concepts to improve supply chain operations. Further they can apply quality management tools for process improvement. They will have understanding of fundamental supply chain management concepts. By using this concept they will apply knowledge to evaluate and manage an effective supply chain. Their understanding of foundational role of logistics as it relates to transportation and warehousing. They have knowledge of how to align the management of a supply chain with corporate goals and strategies.

MB404 DS Elective- III

4.Investment Management (Finance)

The Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets. The Students will also understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio. They will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks. They can be able to value assets such as stocks and bonds. They can manage investment portfolios. They are able to allocate investments into stock and bond portfolios in accordance with a person's risk preferences. They can figure out when a trading account at a brokerage firm will receive a margin call. Even they can measure the riskiness of a stock or a portfolio position. The capability of to adjust the value of an asset to take into account the riskiness of the asset can be done. They have better understanding and to critically evaluate investment advice from brokers and the financial press.

4.Consumer Behaviour (Marketing)

The students will be able to define the conception of consumer behaviour and reveal its importance in the context of marketing. They can identify factors that influence consumer behaviour. They will be able to examine the consumer decision-making process and describe the target market, determine the positioning strategy according to consumer characteristics and behaviour. They can be able to explore and compare the core theories of consumer behaviour in both consumer and organisational markets. They can apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments. They can appraise models of Consumer Behaviour and determine their relevance to particular marketing situations. They can enhance abilities to input this knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development. The critique the theoretical perspectives associated with consumer decision making, including recognising cognitive biases and heuristics can be dealt by them.

4.Performance Management (Human Resource)

The student will have reliably demonstrated the ability to design an organization's performance management process that is compliant with law and supports organizational mission and strategy. They can be able to compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems. They can employ job-related performance standards and performance indicators that reflect the employees' range of responsibilities. They can assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development. They can identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weaknesses.

MB405 DS Elective- IV

5.Banking & Insurance (Finance)

The student will acquire basic institutional and practical knowledge supported by text books including up-to-date information in the field of Banking and Insurance, e-learning portal and the other sources, building upon the proficiency at the level of secondary education. They can have knowledge of banking, insurance and capital market law besides fundamental legal knowledge, to carry out financial analysis of banks and insurance companies, to prioritize ethical values, to keep up with developments in financial markets, to have the ability to use basic theoretical and practical knowledge gained in the field in an advanced education level of the same field or at the same level of another field, to take responsibility for the problems encountered or not anticipated in practice, as a member of a team, to gain consciousness of life long learning, to express their opinions about banking and insurance in written and oral form, based on the basic knowledge and skills they acquire, to have foreign language skills at the elementary level, to use computer software and communication technologies, as required in the field, to have consciousness about universality of social rights, social justice, quality and cultural values, protection of environment, occupational health and safety.

5.Services & Global Marketing (Marketing)

The students can be able to assess current issues in global marketing and assess the future of global marketing. They can identify and explain the variables involved in selecting pricing strategy in the global marketplace. They can debate the impact of politics on global marketing. They will analyze global strategic partnerships and global value chains. They can develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies. They will examine cultural, political, legal and economic issues. They will be able to understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner. They will use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence. They can provide a theoretical and practical basis for assessing service performance using company

examples and report on this in a professional, logical and coherent way. They will identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications. They can work effectively and efficiently in a team addressing services marketing topics.

5.Talent &Knowledge Mgt (Human Resource)

The students will be able to understand what is required to align human resource strategy with strategic objectives of your business. They can identify the steps required to conduct an effective talent review of performance and potential. They will examine strategies to fill critical needs identified through a gap analysis. They also can identify key requirements to attract and acquire skilled talent. They will explore best practices for developing talent. They clearly understand the key elements to engage and retain skilled resources. They can be able to examine HR metrics and measures of success for your talent management strategy. They will acquire the skills and knowledge to build an effective talent management strategy for your own organization.

6.MB406 Project Work

The project takes the form of analyzing business processes in an organisation of the students' choice and using the appropriate quality tools to formulate improvement suggestions. This assesses the students' ability to apply the theory and concepts in a practical real-life situation.