

### Course Outcomes

#### MMS 1<sup>st</sup> Semester

##### Subject: Perspective Management

Students will be

- Able to list, define and describe characteristics of management, planning, objectives and importance of strategy, management, planning, strategy & policies, functions of management and styles of leadership.
- Able to compare, differentiate, discuss and explain strategies with policies, individual decision making vs group decision making, Principals of Management, types of plan, objectives, strategy, policies, and management process.
- Able to prepare, choose, select and practice strategic plan to startup new small scale business, best suitable strategy, policy , leadership quality and decision making authority, best type of planning and strategy, principals of management and decision making tools in real life.
- Able to analyze, test and experiment nature of organizing, and functions of management in problem solving, nature of strategy, Principals of Management in real life.
- Able to design and conclude levels of strategy and policies and how management principals are effective.

##### Subject: Financial Accounting

Students will be

- Able to list, define and describe the items of accounting cycle, current assets, current liabilities, Accounting, book keeping, depreciation, inventory, Balance sheet, profit & loss account, inventory, Journal, Ledger, Trial balance.
- Able to compare, differentiate, identify, discuss & explain Trial balance & balance sheet, Journal & ledger, Book keeping & accounting, Straight line method & written down value method, fraud & errors, revenue & capital income, final account & trial balance, types of account, accounting process, accounting concepts, various cost concepts, types of accounts, inventory, depreciation, Final account, income statement, balance sheet.
- Able to prepare, select, apply, illustrate & solve final account, store ledger, ledger accounts, trial account, depreciation account, cost sheet, statement of changes in financial position, most appropriate method for calculation of depreciation, inventory valuation, accounting principles for passing journal entries, accounting concepts, ledger accounts, final account, depreciation account, store ledger.
- Able to analyze & calculate financial position with the help of Profit & loss account & balance sheet, requirement of inventory, working capital.
- Able to create and construct trial balance, cost sheet, balance sheet, cost sheet

### **Subject: Business Statistics**

Learner will be able to:

- Apply these basic concepts in business situations, Analyse charts graphs to analyse business situations.
- Understand the uncertainty in business situations as probability.
- Understand decision under risk, use of conditional expectation as basis for comparison.
- Use of distributions in Quality control, Six sigma and process control.
- Understand Confidence interval as way of hypothesis testing.
- Understand Model building.

### **Subject: Operations Management**

Learner will be able to:

- Understand the basic concepts and learn how to apply the same.
- Understand the physical processes.
- Understand characteristics of equipment, machines and workflow.
- Understand how, when, what and how much to order, stock and cost implications.
- Understand capacity utilization, overall production planning and control.
- Understand quality and control methods, understand sources of variation and identify them on charts & process improvement.

### **Subject: Managerial Economics**

- To demonstrate perpetual base for multi-disciplinary principles in managerial economics for achieving organizational goals.
- To become life-long learners of the skills and competencies necessary to adapt and manage global economic challenges.
- Develop research based thinking and use of quantitative and statistical tools for business decision making.

### **Subject: Effective & Management Communication**

Students will be

- Able to list, define and describe channels of communication, elements of communication, models of communication, Communication, Public Speaking, Group Discussion, Meeting, personal barriers arising in communication, semantic barriers and psychological barriers arising in communication.
- Able to compare, differentiate, discuss & explain theories of communication, verbal and non-verbal communication, differentiate between formal and informal, Do's and Don'ts of group discussion, process of communication, types of grapevine, types of meetings, horizontal communication with its merits and demerits, types of reports, 7c's of business communication, objectives, features of communication.
- Able to prepare, illustrate, practice & solve report on improving discipline in college, the development of technology for managers, business etiquette when dealing with people, tips to become self-confident while communicating, Case Study.
- Able to analyze the use of modern services in business communication

## **Subject: E-commerce**

Students will be

- Able to list, define and describe the e-commerce, models of e-commerce, EDI, Product & Service Digitization, Infrastructure of e-commerce, Ethical issues in e-commerce & Security issues in e-commerce.
- Able to compare, differentiate, identify, discuss & explain B2B, B2C, C2C, C2B, B2G, G2B & G2C models of e-commerce, traditional commerce vs e-commerce, e-commerce vs m-commerce, impact of e-commerce on supply chain management & positive & negative side of increased usage of technology in business & society.
- Able to prepare, choose, demonstrate & practice analytical chart of active & passive attacks, more suitable e-payment option, usage of Paytm, e-banking, debit card, credit card & other e-payment techniques & ethical & security issues during online transactions.
- Able to analyze, test & experiment management challenges & opportunities of e-commerce, impact of changes in business processes & risk management options & usage of smart card in real life.
- Able to design and conclude catalogues in B2C e-commerce, digital signature, when & how to use e-commerce models.

## **Subject: Personal Grooming/Personal Effectiveness**

Students will be able to:

- Know yourself (Your Values, Abilities and Goals).
- Identify influences of their attitudes towards success, achievement, and disappointment both in personal and professional lives.
- Enhancing corporate and social Image, learning grooming basics and personal hygiene management.
- An understanding of the key role listening plays in the ability to solve problems, work effectively with customers, and be a valuable team member.
- Augment skills related to this important dimension of the selection process in organizations.

### **Course Outcomes**

#### **MMS 2<sup>nd</sup> Semester**

##### **Subject: Marketing Management**

Students will be

- Able to list, define and describe importance of marketing, characteristics of effective segmentation, need, demand, want, product, value, satisfaction, market, marketing management, segmentation market positioning and methods of segmentation.
- Able to differentiate, identify, discuss & explain between selling and marketing, trends of economic environment, concepts of marketing and modern marketing concepts, bases of segmentation, de-marketing and reasons for doing segmentation.
- Able to choose, apply & illustrate effective segmentation a criterion's, positioning strategies on segmented market, classification of product, concept and components of marketing mix and consumer's decision making process.
- Able to analyze, test & experiment levels of market segmentation, factors affecting pricing, factors affecting choice of distribution channels, factors influencing consumer behavior, steps involved in target marketing, consumer behavior and Experiment factors affecting marketing environment.
- Able to design and assess tools for promotional activities, consumer purchase process, macro environment members and micro environment members.

##### **Subject: Financial Management**

Students will be

- Able to list, define and describe the sources of Finance, Financial Management, Working Capital, Inventory Management, approaches of working capital finances
- Able to compare, differentiate, identify, discuss & explain proposals with the help of capital budgeting, different sets of capital structure planning , gross working capital vs net working capital, impact of discounting factors for selection of proposal, positive & negative side of excessive working capital, financial management, ratio analysis, working capital, inventory management, cash management, receivables management, capital budgeting, capital structure, leverage, cost of capital
- Able to prepare, choose, select & compute Performa of financial statement, statement of working capital requirement, statement of inventory management, more suitable proposal with the help of capital budgeting, best suitable option among different proposals with the help of capital budgeting, optimal capital structure
- Able to analyze, calculate financial statements using various ratios, working capital policies, Working capital requirement, optimal capital structure

## **Subject: Operations Research**

Students will be able to:

- Understand application in business. Data Envelopment Analysis as extension of LPP model.
- Understand special cases of LPP and apply in appropriate situation.
- Understand Competitive environment of business.
- Understand project management techniques.
- Understand queue model as a measure of performance of system.

## **Subject: Business Research Methods**

Students will be

- Able to List, Define, Describe, Types of research, Types of Research Hypothesis, Classification of Research Design, Classification of Data, Sources of Data Collection, Research, Research Problem, Hypothesis, Research Design, Sampling, Research Report, Process of Research, Research applications in social & business, Research Design, Types of Research Proposals.
- Able to Compare, Differentiate, Identify, Discuss, Explain Research Problem & Research Design, Descriptive vs Inferential Analysis, Primary Data & secondary data, Decision problem & Research Problem, Research Process, Classifications of Research Designs, Features of good Research study, classification of data, Research, Types of Research, Research Design, Hypothesis
- Able to Prepare, choose, select, apply, employ, Illustrate, demonstrate, practice, compute, Solve Research Proposal, Research Report, Methods of Data Collection, Research Problem, Management Problem, Sampling Method, methods of data collection.
- Able to Analyze, Calculate, test, experiment The process of Research, Classification of Research design, Testing of Hypothesis, data with the help of MS Excel.
- Able to Design, Create, Construct, Assess, Conclude Questionnaire, Schedule for data collection, A report; structures questionnaire, Questionnaire; schedule, Research ethics; responsibility of ethics in research

## **Subject: Human Resource Management**

- To be able to Contribute to the development, implementation & evaluation of employee selection, retention plans processes.
- To be able to Facilitate with the concept of HRM towards development of professional practices imbibe by the students.
- To be able to analyze information needs for current & emerging technologies
- To be able to manage own professional development to conduct & organizational research activities.
- To be able to understand key skills to enable students to effectively contribute dynamic organizations.

## **Subject: Cost & Management Accounting**

Students will be

- Able to list, define and describe the elements of cost , process costing, normal loss, abnormal loss, abnormal gain, job costing, cost accounting, budget the classification of cost, job costing procedure, methods of costing, target costing, lifecycle costing
- Able to compare, differentiate, identify, discuss & explain traditional costing, activity based costing, cost, and financial & management accounting, marginal costing & absorption costing, the impact of activity based costing on manufacturing firm, the relationship between financial, cost & management accounting, cost & management accounting, objectives of budgetary control, marginal costing, Break-even point, contribution, margin of safety and fixed cost.
- Able to prepare, choose, apply & process account, job costing account, the best method of costing ,job costing procedure to complete the order of products to be delivered , sales budget, cash budget, flexible budget
- Able to analyze, calculate the cost according to the classification, breakeven point, margin of safety, P/V ratio, sales, profit, contribution
- Able to design and construct the process account, job costing account, the statement of cost sheet

## **Subject: Entrepreneurship Management**

Students will be

- Able to list, define and describe the factors affecting women entrepreneur, internal & external motivating factors, and components of business plan. Entrepreneurship, entrepreneur, venture capital, women entrepreneur, enterprise, business plan, innovation, creativity, the factors affecting women entrepreneur, feasibility study involved in launching an enterprise, advantages of entrepreneurship, general, region specific & public policy conditions.
- Able to compare, differentiate, discuss & explain opportunity, social & technopreneurship between entrepreneur, intrapreneurs & manager the opportunities in International Business, the product to start a business, the project to launch the start-up international variations in entrepreneurship, make in India campaign & Digital India Campaign, process of entrepreneurship, types of innovation, principles of innovation, steps involved in launching an enterprise, legal framework to start a business in India.
- Able to prepare, choose & solve EPRG business plan the best route to start a business case study.
- Able to analyze business opportunities in domestic & global market, who are entrepreneurs, PEST factors?
- Able to design & assess the various fund raising options & financial institutions, the process of creativity

## **Subject: Management Information System**

Students will be

- Able to list, define and describe characteristics of good information, competitive advantages of information & MIS, data, information and MIS, need of MIS and information system development stakeholders.
- Able to differentiate, identify, discuss & explain Manual vs computerized information system, threats in information security, transaction processing system, office automation system, knowledge work system, management information system, decision support system, and executive support system, several components of MIS and their relationship and porter's value chain model.
- Able to choose, illustrate & demonstrate proper type of attack and type of security system, steps of system analysis, system design and reasons for having e-security.
- Able to analyze, test & experiment influence of IT on organizational goals, analytical model of information system and several types of information system in real life.
- Able to design and assess system development life cycle, marketing information system, financial information system, transaction processing system, manufacturing information system and HR information system.

## **MMS 3<sup>rd</sup> Semester (Common subjects)**

### **Subject: International Business**

Students will be

- Able to list, define and describe different modes of entering into international business, International Business, contract manufacturing, country risk analysis, Offshore Banking, Determinants of Porter Diamond Model, CAGE Framework of Pankaj Ghemawat, role of MNC's in India, nature & scope of IB
- Able to compare, differentiate, discuss & explain globalization & international business, between domestic & international business, off shoring & outsourcing, in brief the international business approaches, the matrix organizational structure, advantages & disadvantages of MNC to host country, importance & objectives of IB, nature & scope of IB, supply and political factors influencing FDI, ways of optimizing supply chain management, principles of WTO
- Able to prepare & choose EPRG model, the alternative for Foreign Direct Investment.
- Able to design & assess various organizational structures, country attractiveness based on country risk analysis.

### **Subject: Strategic Management (UA)**

- To be able to List, define & describe strategic planning & identify the process involve in strategy formulations.
- To be able to Compare differentiate various matrixes applicable to different industry context.
- To be able to Prepare, demonstrate VRIO analysis & organizational value chain.
- To be able to understand & compare different strategies apply by different industries.
- To be able to Assess offensive & defensive strategies of different industries & its sub types with reference industry context.

## MMS 3<sup>rd</sup> Semester (Finance Specialization)

### **Subject: Financial Markets & Institutions**

Students will be

- Able to List, Define, Describe Fixed Income Securities, Financial Products, Components of Financial System, Derivative Products, Products issued by Financial Institutions, Indian Financial System, RBI, Mutual Funds, Stock Exchange, Formal & Informal Sector.
- Able to Compare, Differentiate, Identify, Discuss, Explain Fixed Income Securities, high return securities, equity & debt market, types of bonds, Primary market & Secondary Market, Financial Institutions & Financial Intermediaries, The structure of Indian Financial System, The importance of derivatives, role of RBI, Role of Broking house, Role of SEBI, Formal & Informal Financial Sector, Functions of financial system, Mutual Funds, Types of Mutual Funds
- Able to Prepare, select, Illustrate List of financial products for investment, list of financial products issues in domestic market & global market, Best investment products among different alternative available, Role of commercial banks, role of broking house, role of broker, role of clearing house.
- Able to Analyze, Calculate Outline of basics of derivative products, various types of MF, Advantages of MF, Different measures of risk of fixed income securities
- Able to Design, Conclude Portfolio management services, Role of foreign exchange market in financial system, the working of intermediary, role of RBI in Indian financial system

### **Subject: Security Analysis & Portfolio Management**

Students will be

- Able to List, Define, Describe Types of Securities, Fixed income securities, types of bonds, Security, risk, return, portfolio, initial public offer, rights issue, Portfolio management process, equity research
- Able to Compare, Differentiate, Identify, Discuss, Explain Risk & return analysis, Profitability vs absolute loss, Investment vs speculation, The criteria for evaluation; portfolio management process, Portfolio; initial public offer, rights issue, Portfolio management process, functions of financial markets, criteria for evaluation, primary market, structure of secondary market
- Able to Prepare, choose, select, apply, Hypothetical portfolio, Appropriate techniques of valuation of equity shares, The best/optimal securities for creation of portfolio, Capital market theories, factor models & APT; Investment decision theory; portfolio theory
- Able to Analyze, Calculate Portfolio management process, risk return relationship, company analysis, portfolio optimization, Risk return analysis, return on equity investment, prices using EMN
- Able to Design, Construct, Assess, Portfolio, Portfolio management strategies, Portfolio performance measurement

### **Subject: Corporate Valuation & Mergers & Acquisition**

- Be able to understand the process and economic rationale for M&As. Be able to understand typical valuation techniques in M&As.
- Be able to apply the valuation techniques to M&A assessment and decision making.
- Have acquired analytical skills in analyzing real-world cases in M&As.
- Have developed skills in group work, including communication, collaboration, and presentation.

### **Subject: Financial Regulations**

Students will be

- Able to list, define and describe elements of KYC, financial regulatory bodies in India, preamble of Foreign Regulation Contribution Regulation Act 2010, SEBI, FCRA, FEMA, and Foreign Contribution, structure of financial regulations in India, objectives and functions of SEBI, objectives of FERA.
- Able to compare, differentiate, identify, discuss & explain qualitative and quantitative credit control, between FERA & FEMA, techniques and illegal sources adopted in money laundering, concept Competition Commission of India, advantages of KYC and risk based approach in KYC, function of financial system, process of registration with the central government, Financial Regulation, Insurance Regulatory and Development Authority.
- Able to illustrate & compute the whole structure of financial system in India, the reason behind formation of FEMA.
- Able to analyze the penalties of Unfair Trade Practices, Money Laundering and FEMA, impact of non-registration/offence & penalties under Foreign Contribution Regulation Act 2010.

### **Subject: Derivatives & Risk Management**

Students will be

- Able to list, define and describe elements the participants of derivatives, properties of options, option, derivatives, arbitrage, hedgers, and speculators, mechanism of option, NSCCL, purposes of derivatives.
- Able to compare, differentiate, identify, discuss & explain option trading strategies, between spot market& future market, holder & writer, forward & future, the options for risk management, in brief the financial system & settlement in derivatives market, why should one trade in option, the types of derivatives, functions of derivatives, features of future contract, advantages of futures, different dimensions of risk option.
- Able to choose, illustrate & solve the various trading strategies for risk management & basic instruments for trading in derivatives, Black Scholes Model, problem based on interest rate futures.
- Able to Calculate the future value of the money invested & forward price based on deal.

## **Subject: Banking & Financial Services Institutions**

Students will be able to:

- Understanding different kinds of financial services available in Indian financial institutions.
- Do comprehension of various services and products available for retail and corporate by banks in India.
- Understand different insurance products and plans available in India.
- Comprehend different mutual fund products and plans available in India
- Understand concept of leasing and leasing procedures followed by various Indian financial institutions.
- Do comprehension of hire purchase financing and consumer credit financing in India.

## **MMS 3<sup>rd</sup> Semester (HRM Specialization)**

### **Subject: Training & Development**

- Introduction to the concept of human resource development.
- Exploring the concept of learning organization.
- Introduction to adult learning and different methodologies.
- Introduction to preparation of training budget, calendar and training modules.
- Understanding the process of training needs assessment.
- Understanding the method of competency modeling and mapping.
- Exploring various types of training.
- Introduction to training evaluation, cost benefit analysis and ROI.

### **Subject: Compensation & Benefits**

- Understanding business context for reward strategies and preparing strategies.
- Understanding the elements of reward strategy and management.
- Exploring Compensation / Remuneration place in Reward Strategy.
- Understanding Elements of Compensation Structure.
- Learning to Cost the CTC of each element of Compensation Structure.
- Understanding the concept of Inflation.
- Understanding Provident Fund, ESIC, Gratuity, Superannuation, Bonus under Payment of Bonus Act.
- Learning various types of Variable Pay.
- Preparing the CTC of an employee.

### **Subject: Competency Based HRM & Performance Management**

- Basic Understanding of concept of Competency and its relevance to modern day Organizations.
- Gaining knowledge about the various methods of data collection in mapping process and knowledge of validating the Competency model.
- Knowledge about running the assessment centre and Report writing and learning about how to give feedback.
- Learning about the conceptual frame work of Performance Management System and its linkage with HR practices.
- Learning about the Implementation of Performance Management System, issues and challenges.
- Overview of ethical practices in performance management.

### **Subject: Labor Laws & Implications on Industrial Relations**

- To give a snapshot of IR and the faculty to relate importance of IR to Labor Laws, changing dynamics of IR.
- Understanding court jurisdictions and basics of labor laws.
- To study history, provisions, case laws & amendments under each law.

### **Subject: HR Planning & Application of Technology in HR**

- Introduction to HR Planning and forecasting.
- Learning the concept of job analysis and selection.
- Understanding the nuances of workforce diversity.
- Overview of application of technology in HR.
- Introduction to HR Analytics.

### **Subject: Employee Relations, Labor Laws & Alternate Dispute Resolution**

- Discuss the history of the IR movement and growth in India.
- Discuss various definitions of IR & IR approaches with their advantages and disadvantages.
- Understanding the genesis of conflict in IR and various methods prevent the same.
- Understanding various methods to solve the conflict. Drafting simple settlement agreements and discuss issues related to enforceability of agreements.
- To highlight the importance of Labor welfare & workers participation in management and how can it help for smooth industrial relations.
- This chapter is expected to be thought completely with practical examples of companies. No particular book required for the same.

# MMS 3<sup>rd</sup> Semester (Operations Specialization)

## **Subject: Supply Chain Management**

- Understanding of Supply chain.
- Understanding of Logistics concept.
- Understanding of Warehousing function. & distribution channel.
- Understanding of Warehouse process and logistics information.
- Understanding of customer service and performance measurement.
- Understanding various distribution networks.
- Understanding importance information in supply of chain.
- Understanding various ethics, Rules and regulations in supply chain.

## **Subject: Operations Analytics**

- Describe the major methods of customer data collection used by companies and understand how this data can inform business decisions.
- Describe the main tools used to predict customer behavior and identify the appropriate uses for each tool. Communicate key ideas about customer analytics and how the field informs business decisions. Communicate the history of customer analytics and latest best practices at top firms.

## **Subject: Service Operations Management**

- Better understanding of services.
- Understanding of workflow of Services.
- Understanding complexity of services.
- Developing quantitative ability for decision making.
- Understanding Profitability in Service Industry.
- Understanding Inventory in Service Industry.
- Inventory control in Service industry.

## **Subject: Manufacturing Resource Planning & Control**

- Achieving strategic fit between corporate strategy and operations strategy and global economy, Understanding the competitive priorities.
- Understanding Value chain concept , core competence and distinctive capabilities.
- Technology strategy, NPD, Importance of time as competitive priority Various process alternatives.
- Understanding of trade offs, make or buy decisions, JIT.
- Understanding application of Technology in operations strategy.

### **Subject: Materials Management**

- Preparation for the course in respect Operations as well as Organization.
- Planning with financial perspective and understanding impact of MRP on financial statements.
- Overview of purchasing activities.
- Detailed understanding of purchase process.
- To understand how industry give selective importance to specific materials.
- Understanding the controls over materials.
- Understanding importance of standardization.
- Understanding the processes & financial impacts.
- Basic introduction to materials handling.
- Subject: Strategic Operations Management

### **Subject: Strategic Operations Management**

- Achieving strategic fit between corporate strategy and operations strategy and global economy, Understanding the competitive priorities.
- Understanding Value chain concept , core competence and distinctive capabilities.
- Technology strategy, NPD, Importance of time as competitive priority Various process alternatives.
- Understanding of trade offs, make or buy decisions, JIT.
- Understanding application of Technology in operations strategy.

## **MMS 3<sup>rd</sup> Semester (Marketing Specialization)**

### **Subject: Sales Management**

- Familiarizing the student with the sales management function.
- Deeper understanding about sales organizations across sectors.
- The students will develop an appreciation of negotiations & sales of services and physical goods.
- Familiarizing the students with techniques of sales process.
- Identify right attitude and skills for sales force. Developing an understanding of Territory Management.
- The student will learn how to motivated sales team and how compensation is linked to sales force performance and retention. To develop an understanding of the Art of positive evaluation.

### **Subject: Marketing Strategy**

- To be able to develop marketing strategies based on product, price, place, promotion
- To be able to identify role of strategies in process of New product development
- To implement integrated plan of marketing to measure effectiveness from industry context
- To be able to explain role of marketing towards appropriate decision making.
- To be able to create strategic awareness & conclude various alternatives of decisions to the industry.

### **Subject: Consumer Behavior**

- To be able to identify measure determinants & influence of consumer decision process
- To be able to recognize ethical implications of marketing actions on consumer behavior
- To be able to use most appropriate technique in consumer behavior apply to their relationship
- To be able to understand appropriate combination of theories towards consumer behavior
- To be able to apply principles to the level of consumers for improvement of managerial decision making among students

### **Subject: Services Marketing**

Students will be

- Able to list, define and describe characteristics & types of services and service management, target market, segmentation, positioning & marketing mix, factors influencing demand, service management process and need of services marketing.
- Able to compare, differentiate, discuss and explain services from different living point of view, goods vs services, optimal vs maximal use of capacity, several positioning and marketing strategies, strategies of marketing mix and 7 P's of service marketing .
- Able to prepare, select, apply and demonstrate marketing mix for Tata Nano, target market and positioning strategy, segmentation rules for targeted market, benefits of customer satisfaction and strategies of service marketing.
- Able to analyze and test importance of service management, consumer behavior, market opportunities, need of service marketing and challenges in service marketing and marketing mix for fast food services.
- Able to construct and conclude ratio and relationship between demand and capacity, customer satisfaction and behavior.

### **Subject: Product & Brand Management**

- To be able to identify core benefits of Brand equity & its effective factors on industry context.
- To be able to understand knowledge of social, Legal & ethical issues in Brand & promotion decision
- To be able to understand key concepts of branding & ideas of brands
- To be able to understand & conduct measurement of brand equity, positioning & communication.
- To be able to provide appropriate tools, models to make better decision making.

## **Subject: Digital Marketing**

Students will be

- Able to list, define and describe benefits and limitations of digital marketing, disadvantages of SEO, digital marketing, e-commerce, models of e-commerce, advertising methods.
- Able to compare, identify, discuss and explain different social media platforms, type of SEO, several social media platforms, several medias used in digital marketing.
- Able to select, apply, demonstrate and practice best SMM practices, SEO strategies, internet marketing techniques, impact of digital marketing on consumer's decision making process, web page creation using HTML.
- Able to analyze and test different approaches of e-marketing and suitable marketing media.
- Able to design, create, construct and conclude basic HTML document structure, a marketing plan, documents using body attributes, header elements, text formatting tags, comments and lists and how digital marketing is more effective than traditional marketing.

**Course Outcomes**

**MMS 4<sup>th</sup> Semester (Common subjects)**

**Subject: Project Management**

- Introduce concepts of basics of project management, Evaluate new project proposals, prepare detailed project report.
- Understand network diagram, critical path, concepts of crashing network.
- Define risks in project management, make resource charts, find probability of completion of project.
- Understand organization structure, flow of authority and responsibility.
- Understand concepts of earned value, prepare revised estimates of cost and time.
- Evaluate project Financially, make projected statements of proposal.
- Apply all above principles to cases, students Presentations.

**MMS 4<sup>th</sup> Semester (Finance Specialization)**

**Subject: Commercial Banking**

- Knowledge & understanding of the history of Indian banking and related areas.
- Understand basic schemes of deposit & credit, dangers of money laundering & usefulness of preventive vigilance.
- Understand types of credits – term loan and working capital and how to appraise a credit proposal.
- To understand important banking laws.
- Understand measures taken towards financing priority sector schemes.

**MMS 4<sup>th</sup> Semester (HRM Specialization)**

**Subject: Strategic HRM**

- Learning the basics of strategic HRM.
- Introduction to HR strategies.
- Introduction to talent management.
- Learning basics of competencies & competency based HR practices.
- Learning strategies for improving organizational effectiveness.
- Introduction to HR strategies in international context.

## **MMS 4<sup>th</sup> Semester (Operations Specialization)**

### **Subject: Strategic Sourcing in Supply Management**

- Basic understanding of Purchasing.
- Development of Basic purchasing strategies.
- Understanding about pattern of spending and costing.
- Understanding of purchase cycle from requisition to payment.
- Basic introduction to imports.
- Understanding of types of purchase orders.
- Understanding about classification about various types of items.
- Understanding of Supplier evolution and selection.
- Understanding of costing and reduction of cost.

## **MMS 4<sup>th</sup> Semester (Marketing Specialization)**

### **Subject: Trends in Marketing**

- To be able to develop appropriate marketing plans of new trends & practices to ensure sustainability
- To be able to demonstrate basic concepts to be apply for marketing products & services with reference different industry context.
- To be able to utilize effective communication & problem solving skills through use of new technologies with understanding of business environment.
- To be able to evaluate different marketing practices of business environment.
- To be able to use, supervise management & marketing principles skills for any marketing occupation.