

BODOLAND UNIVERSITY

Department of Management Studies

**Name of the programme: Master of Business Administration
(2 years full time programme)**

Specializations: Finance, Human Resource, Marketing, Operations

Programme Specific Outcomes:

After the completion of the MBA Programme, the students will be proficient in:

1. Managerial Competencies
2. Communication skills, Teamwork and Leadership skills
3. Skills of being Entrepreneurs and Intrapreneurs.
4. Professional etiquettes and business ethics and socially responsible behaviour
5. Analytical and Reasoning Skills
6. Life-long learning orientation

FIRST SEMESTER

Paper Code: MBA: 1.1

Paper Name: Management and Organizational Behaviour

Course Outcome:

1. To provide an overview of the various environmental challenges faced by management in the 21st century.
2. To help the students of MBA to understand and relate the various theoretical frameworks
Organizational Behaviour

Paper Code: MBA: 1.2

Paper Name: Business Environment and Business Communication

PART A

Business Environment

Course Outcome:

1. The basic objective of the course is to develop understanding and provide knowledge about the business environment to the management students.
2. To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of the environment on Business.
3. They provide knowledge about the Indian and international business environment.

PART B

Business Communication

Course Outcome:

1. To help them acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as making speeches, controlling one-to-one communication, enriching

group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public

Paper Code: MBA: 1.3

Paper Name: Quantitative Techniques for Business

Course Outcome:

The basic aim of this course is to impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.

Paper Code: MBA: 1.4

Paper Name: Financial Accounting

Course Outcome:

The basic objective of the course is to develop understanding on accounting postulates, principles and techniques.

Paper Code: MBA: 1.5

Paper Name: Managerial Economics

Course Outcome:

1. Understanding the fundamental economic problems and PPF.
2. Enabling the importance of demand and supply and consumer equilibrium
3. To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.
4. To develop an economic way of thinking in dealing with practical business problems and challenges.

Paper Code: MBA: 1.6

Paper Name: Accounting For Managers

Course Outcome:

The basic objective of the course is to develop insights on use of financial and accounting information for decision making.

Paper Code: MBA: 1.7

Paper Name: Information Technology for Managers

Course Outcome:

The course focuses on the concepts, applications, and technology available for managers

Paper Code: MBA: 1.8

Paper Name: Soft Skills Development (Open Elective)

Course Outcome:

1. To develop interpersonal skills and be an effective goal oriented team player.
2. To develop professionals with idealistic, practical and moral values.
3. To develop communication and problem solving skills.
4. To re-engineer attitude and understand its influence on behavior.

SECOND SEMESTER

Paper Code: MBA: 2.1

Paper Name: Financial Management

Course Outcome:

The basic objective of the course is to acquaint the students with the broad framework of financial decision making in a business concern.

Paper Code: MBA: 2.2

Paper Name: Human Resource Management

Course Outcome:

1. To make students aware of the various functions and importance of the HR department in any organization.
2. To learn to gain competitive advantage through people
3. Analyzing the training needs and effective use for capacity building and career development.
4. Critically use managerial skills to negotiate, build and expand a network.

Paper Code: MBA 2.3

Paper Name: Production and Operations Management

Course Outcome:

The course focuses on the concepts, issues, and techniques for efficient and effective operations management

Paper Code: MBA 2.4

Paper Name: Marketing Management

Course Outcome:

The main objective of the course is to impart basic education on marketing revolving around the 7 Ps of marketing mix.

Paper Code: MBA: 2.5

Paper Name: Research Methodologies for Business

Course Outcome:

The course focuses on the concepts and various techniques of research

Paper Code: MBA: 2.6

Paper Name: Management Information System and Project Management

Course Outcome:

1. To learn about the technological updates in Information systems making the decision making process more easy and sophisticated.
2. To learn about the Business Applications of Information Systems and in project management
3. To develop an understanding of the concepts of business intelligence and data management.

Paper Code: MBA 2.7

Paper Name: Operations Research

Course Outcome:

To facilitate the use of Operations Research techniques in managerial decisions

Paper Code: MBA: 2.8

Paper Name: Personal Finance (Open Elective)

Course Outcome:

The basic objective of the course is to acquaint the students with the basic knowledge of managing money involving savings and investment for a secure future.

THIRD SEMESTER

Paper Code: MBA: 3.1

Paper Name: Business Ethics and Corporate Governance

Course Outcome:

The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems. It aims at applying the moral values and ethics to the real challenges of the organizations.

Paper Code: MBA: 3.2

Paper Name: Entrepreneurship and Small Business Management

Course Outcome:

To make students to understand the different dimensions of entrepreneurship and business

GROUP A: Finance

Paper Code: MBA A.1

Paper Name: Security Analysis and Portfolio Management

Course Outcome:

The basic objective of the course is to acquaint the students with the theory and practice of security analysis and portfolio management.

Paper Code: MBA A.2

Paper Name: Financial Services and Markets

Course Outcome:

The basic objective of the course is to acquaint the students with the financial services and financial markets in India.

Paper Code: MBA A.3

Paper Name: Financial Institutions

Course Outcome:

The basic objective of the course is to acquaint the students with management of banks and other financial institutions.

GROUP B: Human Resource

Paper Code: MBA B.1

Paper Name: International Human Resource Management

Course Outcome:

1. To familiarize the students with the various concepts and issues relating to management of human resources in International Business
2. To enable students to explore the challenges posed by rapid globalization of business, understand and analyze human resource issues for making effective decisions in the contemporary international business environment.
3. To give exposure to the students to international HR
4. To learn fundamental principles of HRIS

Paper Code: MBA B.2

Paper Name: Human Resource Acquisition and Development

Course Outcome:

1. To enhance the students awareness of human resource and how it is the core competency of any organization to achieve a competitive advantage in a turbulent environment
2. To aid students in their understanding of the complexities involved in HRM and augment skills to effectively management human resource.

Paper Code: MBA B.3

Paper Name: Performance and Compensation Management

Course Outcome:

1. To know and understand how a performance management system works
2. To give and receive feedback on others and their own performance
3. To study various techniques of employee retentions
4. To acquaint students with various pay structures

GROUP C : Marketing

Paper Code: MBA C.1

Paper Name: Consumer Behaviour

Course Outcome:

The main objective of the course is to impart education on the various consumption patterns and behaviours for various products and services.

Paper Code: MBA C.2

Paper Name: Sales and Distribution Management

Course Outcome: The main objective of the course is to impart education on selling skills and techniques, sales force management and the distribution strategies.

Paper Code: MBA C.3

Paper Name: Services Marketing and Retail Management

Course Outcome:

To impart education of the various challenges and opportunities in retail and service sector and the various strategies in delivering a good quality service and ensuring effective retailing.

GROUP D: Operations

Paper Code: MBA D.1

Paper Name: Manufacturing Planning and Control

Course Outcome:

The basic aim of the course is to impart knowledge in various processes of operations.

Paper Code: MBA D.2

Paper Name: Logistics Management

Course Outcome:

The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

Paper Code: MBA D.3

Paper Name: Quality Management

Course Outcome:

The Objective of this course is to gain the knowledge of possibilities of efficient optimization and management of operation using TQM to improve the overall efficiency of the firm.

FOURTH SEMESTER

Paper Code: MBA 4.1

Paper Name: Strategic Management

Course Outcome:

The main objective of the course is to impart the various strategic theories and practices in different business challenges and opportunities.

Paper Code: MBA: 4.2

Paper Name: Business Law

Course Outcome:

1. Demonstrate an understanding of effective legal management principles as outlined in selected laws.
2. Enabling the importance of legal techniques to apply the same in business environment
3. Analyzing the legal business environment.
4. Understanding of the latest laws of the country and its importance before implementing a sustaining growth oriented legal system in the Business.

GROUP A: Finance

Paper Code: MBA A.4

Paper Name: Corporate Finance

Course Outcome:

The basic objective of the course is to acquaint the students with derivatives , business restricting and capital budgeting techniques.

Paper Code: MBA A.5

Paper Code: Taxation

Course Outcome:

The basic objective of the course is to acquaint the students with direct and indirect tax laws in India.

GROUP B: Human Resource

Paper Code: MBA B.4

Paper Name: Labour Legislation

Course Outcome:

1. To make the students aware of the employers' obligations under the statutes
2. To make the students aware of the employee/workers' right under the various acts
3. To make the students understand the rationale behind labour law and implementation
4. Create understanding about role of government, society and trade union in IR

Paper Code: MBA B.5

Paper Name: Strategic Human Capital Management

Course Outcome:

1. To make students understand HR implications of organizational strategies
2. Understand HR strategies in Indian & global perspective

3. To understand the relationship between top level strategy and human resource management.
4. Develop HR strategies to meet challenges of dynamic global competition
5. Develop competency based career systems
6. Building the Human Capital and Organizational Effectiveness

GROUP C: Marketing

Paper Code: MBA C.4

Paper Name: Advertising and Brand Management

Course Outcome:

The main objective of the course is to impart education on building successful brands over a period of time and also the role of advertising strategies in building a brand.

Paper Code: MBA C.5

Paper Name: International Marketing

Course Outcome:

To impart education in marketing opportunities and challenges at the international level from the global perspective.

GROUP D: Operations

Paper Code: MBA D.4

Paper Name: Service Operations Management

Course Outcome:

The objective of this course is to impart practical knowledge on service operations process

Paper Code: MBA D.5

Paper Name: Purchasing and Inventory Management

Course Outcome:

The Objective of this course is to gain the knowledge of efficient optimization and management of operation in Purchasing and Inventory Management.