

Programme Outcomes, Programme Specific Outcomes and Course Outcomes For PG Programmes

Programme Name: Master of Business Administration (M.B.A)

Number of Semesters: 04 (Four) Semesters



समानो मन्त्रः समितिः समानी

Department of Management (M.B.A)
University of North Bengal
West Bengal, INDIA

Programme Outcomes

- Master of Business Administration (MBA) is a two-year full time programme with dual specialization offered by the Department of Management (M.B.A), University of North Bengal.
- The Programme is designed to develop future managers with Dual Specializations in the area of Marketing Management, Financial Management, Human Resource Management and Systems & Operations Management with choice based elective subjects (CBCS).

Programme Specific Outcomes

- This MBA Programme aims at developing qualified future managers with proper education, training, research and consultancy orientations.
- It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the convention and think innovatively.
- Emanate Leadership, Creativity, Attitude, Skills, Passions and Learning from its every corner to cast its rays towards empowering business excellence in the Industry and academia.
- Understand the application of theoretical studies into the real time application based approaches through Case based study, Internship and on-job training method.
- Understand on the problem-solving and strategic planning ability, enhancing the analytical skills and the ability to cope with demands and challenges.
- Assist students to pursue further higher studies and research based studies.

Achievements

The Department of Management has been rated as A+ category B-School in the National B-School Survey (2010 and 2011) conducted by Business India (The premier B-Magazine) as well as been included in the category of Top Promising B-Schools in India: CSR B-School Survey 2011. The Department has ranked one of the top 10 institutes in WIRPO EARTHIAN Global Competition, 2012. Excellent training & placement at the industry standard package is one of the highlights of its success.

Course Outcomes

SEMESTER—I		
Course Code	Course Name	Course Outcomes
CODE 101	Organizational Theory and Principles of Management (OPM)	Knowledge Gained <ul style="list-style-type: none"> • Task performance and structure • Evolution of management concepts • Concept and nature of management and process management • Social Responsibility • Strategic management and decision making
		Skill Gained <ul style="list-style-type: none"> • To apply management theories into practice • To apply different business strategies • Creating organization structure
		Competency Developed <ul style="list-style-type: none"> • Enhance different types of managerial skills to become effective manager.
Course Code	Course Name	Course Outcomes
CODE 102	Organizational Behaviour (OB)	Knowledge Gained <ul style="list-style-type: none"> • Concept of OB • Learning, personality. • Attitudes, values, perception. • Individual and group behavior • Conflict
		Skill Gained <ul style="list-style-type: none"> • Theories of learning and personality. • Understanding individual and group behavior. • Conflict management strategies
		Competency Developed <ul style="list-style-type: none"> • Managing diversity, change, conflict. • Shaping attitudes and behavior. • Decision making.
Course Code	Course Name	Course Outcomes
CODE 103	Managerial Economics (ME)	Knowledge Gained <ul style="list-style-type: none"> • Demand and Consumer behaviour • Supply • Equilibrium • Elasticity of Demand and Supply • Firms production decision • Cost • Different forms of market structure
		Skill Gained <ul style="list-style-type: none"> • The use of economics in making managerial decision • Understanding the behavior of the consumer in relation to the prices and other factors that affect demand • Understand how supply changes and how this bring about a change in the market equilibrium • Understanding how the firm makes it production decision in order to achieve its objective • How different market structure affects the firms price and output decision.
		Competency Developed <ul style="list-style-type: none"> • By the end of the course the students will be able to understand how the individual reacts to changes in price as and other factors that affect his buying behavior and how it affects the elasticity of the

		<p>demand.</p> <ul style="list-style-type: none"> The students will also be able to understand how the firm is affected by the demand elasticity and how it makes its output and prices changes keeping in mind the market structure that they operate in.
Course Code	Course Name	Course Outcomes
CODE 104	Quantitative Techniques in Management (QTM)	Knowledge Gained <ul style="list-style-type: none"> Application of statistics in Management Measures of Central Tendency Measures of dispersion Time series and Forecasting Index Numbers Correlation and regression Probability
		Skill Gained <ul style="list-style-type: none"> The extent of use of statistics in Management Will understand the use of descriptive statistics Use of time series data to forecasting Find the relationship between two variables and the kind of relationship.
		Competency Developed <ul style="list-style-type: none"> By the end of the course the students will be able to understand the various types of data and how statistics will help in managerial decision How averages are to be estimated and interpreted along with the measures of dispersion The student will be able to calculate index and the use of these indexes They will be able to find the relationship between two variables and also find the kind of relationship that exist between these two The knowledge gained by the study of probability will serve the ground work for the study of parametric hypothesis testing in the second semester
Course Code	Course Name	Course Outcomes
CODE 105	Accounting for Managers (AM)	Knowledge Gained <ul style="list-style-type: none"> Financial Accounting Double Entry System Ratio Analysis Cost Accounting Management Accounting Budgetary Control Variance Analysis Activity Based Costing
		Skill Gained <ul style="list-style-type: none"> Understanding the basics of financial, cost and management accounting. Understand how accounting information is used for managerial decision-making. Understanding how budgets are made for prospective projects. How to read and interpret financial statements.
		Competency Developed <ul style="list-style-type: none"> By the end of the course the students will be able to understand how to prepare, read, analyse and understand financial information from financial statements. The students will also be able to understand how to make managerial decisions based on cost analysis.
Course Code	Course Name	Course Outcomes

CODE 106	Corporate Communication And Skill Development (CCSD)	Knowledge Gained <ul style="list-style-type: none"> • Time Management • Presentation Skills • Team Management • Goal Setting • Communication
		Skill Gained <ul style="list-style-type: none"> • Technique to build a Team • Making powerful and Impactful presentation • Self- analysis and evaluation • Better planning and coordination • Interview skill
		Competency Developed <ul style="list-style-type: none"> • Leading the team from the front • Setting common objective for the Team • Situational leadership • Conviction in communication • Effective non –verbal communication
Course Code	Course Name	Course Outcomes
CODE 107	Macroeconomics and Business Environment (MBE)	Knowledge Gained <ul style="list-style-type: none"> • National income accounting • Income and interest rate determination • Consumption theories • Multiplier and accelerator • Unemployment • Internal and external factors affecting business • Globalisation
		Skill Gained <ul style="list-style-type: none"> • How income flows in the economy • Analyze the effect of monetary and fiscal policy in the economy • The effect of consumption multiplier and investment accelerator on the economy and its effect on employment • Various types of unemployment and the measures to overcome the problem of unemployment
		Competency Developed <ul style="list-style-type: none"> • The students will be able to understand how the economy is affected by internal and external factors and how this in turn affects the business. • How the consumption affects business and economy • How the government can influence the monetary and fiscal policy to bring in changes in both business and economy • How globalization has led to the growth of the economy • The importance of the financial sector and the changes that were made by the government to make it more competitive • PESTEL analysis of the economy and the firm
Course Code	Course Name	Course Outcomes
CODE 108	Computer Applications in Management (CAM)	Knowledge Gained <ul style="list-style-type: none"> • Computer Fundamentals • Computer Arithmetic & number System • Operating System basics • Database Management System theory & practice • MS-Office software
		Skill Gained <ul style="list-style-type: none"> • Basic Computer Assembling • Solving numeric and logical problems related to computer • Managing System and Application Software • Proficiency in managerial presentation development

		Competency Developed <ul style="list-style-type: none">• To develop database blueprint of an organization by employing the concept of Entity-Relationship (E-R) diagrams and Data Flow Diagrams (DFDs) to implement database oriented projects• To implement any basic database oriented projects• To apply Spreadsheet efficiency in managerial problem solving
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SEMESTER—II

Course Code	Course Name	Course Outcomes
CODE 201	Management Information System (MIS)	Knowledge Gained <ul style="list-style-type: none"> • Basic concepts of MIS • Computer Networks Fundamentals • System Development Life Cycle (SDLC) basics • Concept of e-Commerce & e-Business
		Skill Gained <ul style="list-style-type: none"> • Work as a part of three-tier management system of any organisation • Handling of Cisco Packet Tracer • System analysis and development • Operating Virtual Web Servers like XAMPP
		Competency Developed <ul style="list-style-type: none"> • Management of MIS projects • Management of a computer network system of an organisation • Preparing System requirement Specification (SRS) documents • Management of an e-Commerce system by administering web servers
Course Code	Course Name	Course Outcomes
CODE 202	Strategic Financial Management (SFM)	Knowledge Gained <ul style="list-style-type: none"> • Functions of Financial Manager • Valuation of Securities • Capital Structure • Corporate Payout Policy • Working Capital Policy • Cash Management • Merger and Acquisition • Performance Evaluation
		Skill Gained <ul style="list-style-type: none"> • How to calculate value of stock • Determination of payout • Management of inventory and liquid assets. • Investment Decision-making.
		Competency Developed <ul style="list-style-type: none"> • By the end of the course the students will be able to understand the valuation of shares, bonds and other financial instruments. • How to make investment choices based on evaluation of securities. • How mergers and acquisitions affect corporate entities world-wide. • They will be able to find how cost of capital affects valuation of an entity.
Course Code	Course Name	Course Outcomes
CODE 203	Marketing Management (MM)	Knowledge Gained <ul style="list-style-type: none"> • Marketing Basics • Knowledge of Customers, Marketers, Product and Environment • Knowledge of Demand & Supply in Market • Importance of Appropriate Communication • Importance of Branding
		Skill Gained <ul style="list-style-type: none"> • Acumen of Marketing • Understanding the Customer personally and in Groups • Marketing Planning and Implementation Techniques • Communication Skills and Environment Scanning
		Competency Developed <ul style="list-style-type: none"> • Marketing Research and its Orientation • Marketing Planning and its Orientation • Ability to judge the Customer/Prospects and their needs

		<ul style="list-style-type: none"> Nose for New Market Development
Course Code	Course Name	Course Outcomes
CODE 204	Human Resource Management (HRM)	Knowledge Gained <ul style="list-style-type: none"> Recruitment Selection Training and development Performance management system HR audit Man power planning
		Skill Gained <ul style="list-style-type: none"> Techniques of recruitment Selection tools Methods of training Performance appraisal techniques
		Competency Developed <ul style="list-style-type: none"> Managing human resources by adopting proper recruitment and selection strategies, by giving training and development, and setting good performance management system.
Course Code	Course Name	Course Outcomes
CODE 205	Project & Operations Management (POM)	Knowledge Gained <ul style="list-style-type: none"> Project initiation & planning Scheduling and resource allocation Project report and information system Facility planning & Layout Operations scheduling Total Quality Management (TQM) Economic Order Quantity (EOQ) International Organization for Standardization (ISO)
		Skill Gained <ul style="list-style-type: none"> Project proposal initiation Project Control and audit Skills gained PERT and CPM, risk analysis, resource allocation Process scheduling Materials requirements planning Make or buy decisions
		Competency Developed <ul style="list-style-type: none"> Managing projects Inventory planning & controlling To employ Statistical quality control To manage ISO certification process
Course Code	Course Name	Course Outcomes
CODE 206	Operations Research (OR)	Knowledge Gained <ul style="list-style-type: none"> Linear programming Transportation Assignment Game Theory Network Analysis Decision Theory Waiting Line Theory Markov Chain Analysis
		Skill Gained <ul style="list-style-type: none"> Using linear programming and decision theory in the production decision process Using assignment in the application of resources to the production process

		<ul style="list-style-type: none"> Using transportation in the distribution of finished goods Using game theory in pricing strategy Using the knowledge of Network, Markov chains and waiting line for optimal decision making
		Competency Developed <ul style="list-style-type: none"> After the course the students will be effectively able to apply scientific knowledge of operations research in their procurement, production and distributions decision.
Course Code	Course Name	Course Outcomes
CODE 207	Strategic Management & Business Decision Making (SMBDM)	Knowledge Gained <ul style="list-style-type: none"> Basics of Corporate Strategic Management Knowledge Corporate Strategic Environment Knowledge Business Environment and Analysis Importance of Strategy Implementation Importance of Corporate Strategic Control and Evaluation
		Skill Gained <ul style="list-style-type: none"> Acumen of understanding Business Strategy Developing Corporate Strategic Alternatives Techniques of Strategic Implementation Man Management and its integration to Strategic Implementation
		Competency Developed <ul style="list-style-type: none"> Techniques of Prioritizing Decisions Decision Making and Forecasting Decision Effects Risk Reducing Ability
Course Code	Course Name	Course Outcomes
CODE 208	Research Methodology (RM)	Knowledge Gained <ul style="list-style-type: none"> Research Method and Methodology Steps in conducting Research Various types of research and research Design Methods of data collection Sampling Processing and coding of data Analyzing the data Theoretical Distribution Hypothesis Testing
		Skill Gained <ul style="list-style-type: none"> Effectively carry out a research process The choice of sampling The kind of data analysis and The effective and appropriate use of inferential statistics
		Competency Developed <ul style="list-style-type: none"> The student will be able to effectively carry out the research process and be able to make a wise decision on the choice of statistical technique to be used. Student will be able to decide when and how to use parametric and non parametric techniques and the data requirement for the same

SEMESTER—III

Course Code	Course Name	Course Outcomes
CODE SPMM 301	Advertising, Promotion, Sales & Distribution Management (APSD)	Knowledge Gained <ul style="list-style-type: none"> • Understanding the Advertising Basics • Understanding the Client, Client Needs, Audience & Audience Needs • Basics of Media and its Management • Integrated Communication Knowledge • Basics of Sales Promotion, Distribution & its Management • Customer and Audience Psyche
		Skill Gained <ul style="list-style-type: none"> • Consumer / Audience mind reading • Competitor Advertising Knowledge and Analysis • Need Identification and Advertising Integration • Distribution Channel Management Techniques
		Competency Developed <ul style="list-style-type: none"> • Advertising Research and Advertising Strategy • Marketing Planning and its Orientation • Ability to judge the Customer/Prospects and their needs • Nose for Audience Feedback
Course Code	Course Name	Course Outcomes
CODE SPMM 302	Consumer Behaviour & Marketing Research (CB&MR)	Knowledge Gained <ul style="list-style-type: none"> • Basics of Marketing Research and Consumer Behaviour • Marketing Research Orientation • Knowledge of Consumer Motivation • Understanding Family Decision Making process • Factors of Consumer Motivation • Importance of Marketing Research for a Marketer
		Skill Gained <ul style="list-style-type: none"> • Acumen of Marketing Research • Techniques of Marketing Research • Techniques of Understanding Consumer Attitudes • Techniques of Marketing Strategies.
		Competency Developed <ul style="list-style-type: none"> • Marketing Sampling and Distribution • Marketing Correlation based on Multi Markets • Integration of Marketing Research and Product Development • Integration of Marketing Research and Retailing
Course Code	Course Name	Course Outcomes
CODE SPFM 301	Investment Management (IM)	Knowledge Gained <ul style="list-style-type: none"> • Security Analysis • Efficient Market Theory • Diversification • Trend and Forecasting Analysis • Portfolio Optimisation • Options and Futures • Mutual Funds
		Skill Gained <ul style="list-style-type: none"> • How to calculate risk and returns of a security. • Analyze the security market through best-practices. • How to construct a good portfolio. • Use of options and futures for taking strategic positions. • Performance evaluation through ratios.

		Competency Developed <ul style="list-style-type: none"> The students will be able to understand how risks attached to securities can be measured and optimized. How to analyse the trends and forecast security behaviour. How various market products are used to take strategic investment positions. How to evaluate a portfolio and diversify to earn higher return.
Course Code	Course Name	Course Outcomes
CODE SPFM 302	Corporate Tax Planning & Management (CTP&M)	Knowledge Gained <ul style="list-style-type: none"> Basics of corporate taxation. Profit and gains from business and professions. Capital Gains Set off and carry forward of losses. Clubbing of Income Computation of Income Tax Planning Basics of GST
		Skill Gained <ul style="list-style-type: none"> How business profits are calculated as per direct tax laws. How to treat business losses and make adjustments thereof. How to treat earnings from transfer of capital assets. How minor's incomes are treated under direct tax laws. How GST is relevant in business scenario
		Competency Developed <ul style="list-style-type: none"> After the course the students will be effectively able to compute business profits, capital gains and determine tax liabilities. They will have understanding of the indirect tax structure prevalent in Indian.
Course Code	Course Name	Course Outcomes
CODE SPHRM 301	Social Security and Labor Welfare (SS&LW)	Knowledge Gained <ul style="list-style-type: none"> Payment of wages act 1936 Minimum wages act 1948 Payment of bonus act 1965 Workmen's compensation act 1923 Maternity benefit act 1961 Employment state insurance act 1948 Provident fund and miscellaneous provision act 1951 Gratuity act 1972 ILO
		Skill Gained <ul style="list-style-type: none"> Features, objectives and provisions relating to social security and labor welfare of workers
		Competency Developed <ul style="list-style-type: none"> Developing and implementing different social schemes for the welfare of workers
Course Code	Course Name	Course Outcomes
CODE SPHRM 302	Human Resource Planning and Development (HRP&D)	Knowledge Gained <ul style="list-style-type: none"> HRD concepts HRD mechanism HRD in India
		Skill Gained <ul style="list-style-type: none"> Acumen of Marketing Research Techniques of Marketing Research Techniques of Understanding Consumer Attitudes Techniques of Marketing Strategies.

		Competency Developed <ul style="list-style-type: none"> • HRD Department Performance Appraisal. • Review Discussions, Feedback Counseling Sessions. • Role Analysis Exercises. • Potential Development Exercises. • Training. • Communication Policies. • Job Rotations. • OD Exercises. • Rewards. • Job-enrichment Programs.
Course Code	Course Name	Course Outcomes
CODE SPSOM 301	Database Management System (DMS)	Knowledge Gained <ul style="list-style-type: none"> • Introductory concept of Relational Database Management System • Data Modeling • Database transaction • Security & backup • Structured Query Language (SQL) and Procedural Language/ Structured Query Language (PL/SQL)
		Skill Gained <ul style="list-style-type: none"> • Implementation of normalized database systems • Database troubleshooting • Client-server connectivity • ODBC/JDBC connectivity • Data Definition Language (DDL), Data Control Language (DCL). Data Manipulation Language (DML) implementation by using DBMS like Oracle/MySQL
		Competency Developed <ul style="list-style-type: none"> • To work as a Database Administrator (DBA) • To work as a database troubleshooter • To work as a database developer
Course Code	Course Name	Course Outcomes
CODE SPSOM 302	Business Intelligence & Data Warehousing (BI&DW)	Knowledge Gained <ul style="list-style-type: none"> • Basics of corporate taxation. • Profit and gains from business and professions. • Capital Gains • Set off and carry forward of losses. • Clubbing of Income • Computation of Income • Tax Planning • Basics of GST
		Skill Gained <ul style="list-style-type: none"> • Role of Business Intelligence in industry • Concept of Data Warehousing • Data Modeling concepts • Data Visualisation Techniques • Decision models and predictive analytics
		Competency Developed <ul style="list-style-type: none"> • Handling Business Intelligence tools like QuickView • Handling data mining software like WEKA and python • Analysing the predictive models statistically
Course Code	Course Name	Course Outcomes
CODE 303	International Business (IB)	Knowledge Gained <ul style="list-style-type: none"> • Free trade and protection • Globalisation

		<ul style="list-style-type: none"> • PESTEL analysis of Business • Organisations that affect international trade • Various modes of entry for Multinational companies • Foreign Exchange markets
		Skill Gained <ul style="list-style-type: none"> • Analyse the various factors that help in the establishment of business in foreign countries. • Extend the knowledge of PESTEL to business • How the WTO and other organization affects the economy and business • Various international trade groupings that affect business
		Competency Developed <ul style="list-style-type: none"> • The students will effectively be able to use the knowledge of free trade and its advantages to help expansion of business beyond the geographical boundaries • How foreign exchange rates affect international business and the risk associated with foreign exchange • Analyse the factors that affect the establishment of MNC and how the MNC grows.
Course Code	Course Name	Course Outcomes
CODE 304	Business Regulatory Framework (BRF)	Knowledge Gained <ul style="list-style-type: none"> • Basics of Contract Act (1872) • Basics of Sale of Goods Act (1930) • Basics of Negotiable Instruments Act (1881) • Basics of the Consumer Protection Act (1986) • Basics of Companies Act (1956) • Basics of the Competition Act (2002)
		Skill Gained <ul style="list-style-type: none"> • Techniques of Implementing Business Strategies based on Legalities • Establishing the Legal aspects of Business and Society
		Competency Developed <ul style="list-style-type: none"> • Developing the Legal Acumen of Business management

INDUSTRIAL TRAINING / SUMMER INTERSHIP - SEMESTER—III

Course Code	Course Name	Course Outcomes
CODE 305	Project Dissertation and Evaluation (PDE)	Knowledge Gained <ul style="list-style-type: none"> • Professional skills and how to apply them • Professional communications • Corporate and Social Networking • Importance of Hard Working • Corporate and Social Awareness
		Skill Gained <ul style="list-style-type: none"> • Documentation and composing of a Professional Project • Sequencing ability on the basis of prioritisation • Research Orientation • Analytical and Conclusion documentation • Forecasting ability
		Competency Developed <ul style="list-style-type: none"> • Communication competency • Relationship competency • Collaborative competency • Time management competency • Adaptability & Receptiveness • Technical Proficiency
Course Code	Course Name	Course Outcomes
CODE 306	Project Dissertation Viva Voce and Presentation (PDVV&P)	Knowledge Gained <ul style="list-style-type: none"> • Experience to handle Professional Interactions • Understanding professional pressure • Spot Judgement • Self Presentation
		Skill Gained <ul style="list-style-type: none"> • Technical presentation tools handling skills • Spot Communication skills • Report Designing Skills
		Competency Developed <ul style="list-style-type: none"> • Project Report Writing • Focused Attitude • Conclusion competency

SEMESTER—IV

Course Code	Course Name	Course Outcomes
CODE SPMM 401	International Marketing & Brand Management (IB&BM)	Knowledge Gained <ul style="list-style-type: none"> • International Marketing. • Selection of Foreign Markets. • Market Entry Strategies. • Market Coverage Strategies. • International Product Decisions. • International Pricing, International Distribution, Promotion in the International Market. • International Firm, MNCs in Historical Perspectives, Genesis of MNC, MNCs in the late 20th Century, Emerging Features of MNCs in the 21st Century. • Network of MNC Operations and the Organisational Structure of the MNCs. Globalization & WTO. • Understanding brands in relation to brand personality, brand image, brand identity, brand positioning, brand equity, value addition from branding, brand loyalty, financial aspects of brands, industrial, retail and service brands, development of customers' loyalty through branding.
		Skill Gained <ul style="list-style-type: none"> • The use of international marketing manager's skills • Understanding the Developing and employing strategies for international marketing plans • Understand how to enter new markets and growing brand awareness in global destinations • Understanding the concepts and skills to operate, build strong brands.
		Competency Developed <ul style="list-style-type: none"> • By the end of the course the students will be able to understand how to manage Global marketing, its demands, market entry strategies, Analytical skills, strategic decision-making and also learn how to build brand awareness and loyalty in international markets. • The students will also be able to learn about the practical application of brand strategies, aspects and theories of International Marketing and brand management.
Course Code	Course Name	Course Outcomes
CODE SPMM 402	Services Marketing (SM)	Knowledge Gained <ul style="list-style-type: none"> • Basics of Services Marketing • Understanding Service as a Product • Understanding Service Quality and Satisfaction • Understanding the kinds of Services
		Skill Gained <ul style="list-style-type: none"> • Techniques of Services Marketing • Techniques of Services Pricing • Strategies of Services marketing • Techniques of Services Distribution
		Competency Developed <ul style="list-style-type: none"> • Ability to understand the difference of Service and a Physical Product • Marketing Planning of Services • Promotional Techniques of Services • Need Identification of Service Customers
Course Code	Course Name	Course Outcomes
CODE SPFM	Financial Markets,	Knowledge Gained <ul style="list-style-type: none"> • Financial Institutions of India • Financial Market & Instruments, Money Market

401	Institutions & Services (FMI&S)	<ul style="list-style-type: none"> • Stock Exchange and depository system. • Merchant Banking • Mutual Funds • Insurance • Micro Finance • Financial Services
		Skill Gained <ul style="list-style-type: none"> • Understand the financial regulatory bodies in India • Understand the concept of depository in stock exchanges in India. • Understand the various aspects of insurance including IRDA. • Understanding the concept of micro-finance.
		Competency Developed <ul style="list-style-type: none"> • The students will be able to know about the various participants and instrument in the financial markets. • They will develop understanding about the emerging as well as traditional financial services
Course Code	Course Name	Course Outcomes
CODE SPFM 402	International Financial Management (IFM)	Knowledge Gained <ul style="list-style-type: none"> • Nature & Scope of International Financial Management • Exchange Rate Determination • Spot and Derivative Market • Foreign Exchange Risk Management • International Investment Decisions
		Skill Gained <ul style="list-style-type: none"> • Analyse the various factors that help determination of exchange rate • Extend the knowledge on international financial institutions like IMF and World Bank. • How to exploit arbitrage opportunity. • Current Asset Management.
		Competency Developed <ul style="list-style-type: none"> • The students will effectively be able to use the knowledge this subject to expand their work profile in cross-border financial management. • Students will understand how arbitrage profit is made by using exchange rate differentials across the world. • They will gain knowledge about investment decision mechanisms that will help them to provide timely advises to the institution they serve.
Course Code	Course Name	Course Outcomes
CODE SPHRM 401	Industrial Relations and Labor Laws (IR&LL)	Knowledge Gained <ul style="list-style-type: none"> • Concept of industrial relation • Trade union act 1926 • Collective bargaining • Workers participation • Industrial disputes act 1947 • Factories act 1948
		Skill Gained <ul style="list-style-type: none"> • Features, objectives and provisions relating to Trade unionism, industrial disputes and factories
		Competency Developed <ul style="list-style-type: none"> • Solving industrial disputes • Creating conducive environment at workplace
Course Code	Course Name	Course Outcomes
CODE SPHRM 402	International Human Resource	Knowledge Gained <ul style="list-style-type: none"> • Concept of IHRM • Human resource planning for expatriates • Performance management in IHRM

	Management (IHRM)	<ul style="list-style-type: none"> • Compensation management in IHRM • Repatriation • Labor relations in IHRM
		Skill Gained <ul style="list-style-type: none"> • Recruitment and strategies in IHRM • Approaches to compensation management • Performance management in IHRM • Legal aspects concerning IHRM
		Competency Developed <ul style="list-style-type: none"> • Managing human resources in International context by adopting proper recruitment and selection strategies, by managing performance, by adopting fair compensation strategies and by complying legal parameter
Course Code	Course Name	Course Outcomes
CODE SPSOM 401	Logistics & Supply Chain Management (L&SCM)	Knowledge Gained <ul style="list-style-type: none"> • Introductory concept of logistics and Supply Chain Management (SCM) • Logistics decision making • International logistics • Retail supply chain management • Customer assets management
		Skill Gained <ul style="list-style-type: none"> • Logistics analysis • Designing of warehouse and distribution centers • Transpiration system
		Competency Developed <ul style="list-style-type: none"> • To analyze real life business problems and solve them by using different machine learning models • To work as a data analyst in the business houses • To work as a machine learning architect
Course Code	Course Name	Course Outcomes
CODE SPSOM 402	System Analysis and Design (SA&D)	Knowledge Gained <ul style="list-style-type: none"> • Introductory concept of System Development Life Cycle (SDLC) • Concept of feasibility study and decision analysis • Concept of modular approach towards system development • Project management techniques
		Skill Gained <ul style="list-style-type: none"> • Analysing systems and preparation of System Requirements Specification (SRS) document • Controlling system quality • Proficiency in testing a system
		Competency Developed <ul style="list-style-type: none"> • To work as a system administrator • To work as a system engineer, system tester or system analyst • To work as a corporate trainer
Course Code	Course Name	Course Outcomes
CODE 403	Organizational Change & Development (OC&D)	Knowledge Gained <ul style="list-style-type: none"> • Growth and relevance of OD- History of OD • The nature of planed change & theories of planned change • Identification of Change factors. • The process of OD • Feeding Bach the Diagnostic information • Types of OD interventions and Organizational issues, Restructuring organizations • Organization culture diversity-Power and politics-Conflict & Negotiation. • Organizational Success, Business architecture, strategic sustainability.

		<p>Skill Gained</p> <ul style="list-style-type: none"> • The extent of use of includes organizational skills, people skills, direction-setting skills, and process skills. • Use of the ability to redesign organizational structures to increase both productivity and accountability. • Understand the planning, leadership, management, and maintenance of change. <p>Competency Developed</p> <ul style="list-style-type: none"> • By the end of the course the students will be able to understand the change factors and how it affects organizations and the individuals within the organizations. • How are Accountability and integrity; Building effective teams; Change and resilience effects the organizations and its structure. • The student will be able to developed and how it facilitated, develop aligned with the change objectives and the new strategies. • They will be able to Learn about change competencies and how that can be increased through organization development.
Course Code	Course Name	Course Outcomes
CODE 404	E – Business (EB)	<p>Knowledge Gained</p> <ul style="list-style-type: none"> • Basics & Background of E Business • Basics of E Business Models • Knowledge of E Business implementing Areas • E Business Dynamics • Pros and Cons of E Business
		<p>Skill Gained</p> <ul style="list-style-type: none"> • E Marketing Techniques • E Promotional Strategies and management • E Security Features and their probable loopholes • Social Media Marketing Techniques
		<p>Competency Developed</p> <ul style="list-style-type: none"> • Integration of E Business with traditional Business • Consumer Knowledge through E Commerce & E Marketing • E Security Implementation
Course Code	Course Name	Course Outcomes
CODE 405	Entrepreneurship & Business Plan Development (E&BPD)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Basics of Entrepreneur, Entrepreneurship and Organization • Process of Entrepreneurial Development • Entrepreneurship Financial Management • Knowledge of Business Planning Report • Importance of Business Planning Report <p>Skills gained:</p> <ul style="list-style-type: none"> • Product and Market knowledge for Entrepreneurship • Entrepreneurship Research Acumen • Strategic Planning for Entrepreneurship <p>Competency developed:</p> <ul style="list-style-type: none"> • Developing the Entrepreneurship ideology and passion • Financial Knowledge for Entrepreneurship • Technical Knowledge for Entrepreneurship • Risk Taking Ability • Nose for Financial Assistance, Support and External Investment

ELECTIVES

Course Code	Course Name	Course Outcomes
CODE E101	Corporate Social Responsibilities & Business Ethics (CSR&BE)	Knowledge Gained <ul style="list-style-type: none"> • Drivers of CSR and historical background • Dimensions of CSR, Caroll's model of CSR, stakeholder perspectives, sustainability. • CSR as per companies' act 2013, CSR practice in India. • Concept of corporate governance, parties, four pillars of corporate governance, elements of corporate governance. • Business ethics, sustainability.
		Skill Gained <ul style="list-style-type: none"> • Understand on the business firm as a stakeholder in its environment and examines the concept of a corporation as a socially responsible • Analyse the Corporate governance strategies employed by firms employ that are ethical, societal friendly. • How does business ethics and it means to act ethically in business
		Competency Developed <ul style="list-style-type: none"> • The students will be able to analyze relevance and importance of corporate social responsibility. • How the business ethics influence conduct for every employee, including interpersonal relationships within the company as well as business relationships with external customers.
Course Code	Course Name	Course Outcomes
CODE E102	Monetary Economics (ME)	Knowledge gained: <ul style="list-style-type: none"> • Understanding of Money and National Economics • Understanding the monetary in National Economics • Knowledge of Price and its Interrelationship with various factors of national monetary policy • Understanding the National and International Monetary Policies Skills gained: <ul style="list-style-type: none"> • Apply an evidence-based approach to monetary problems • Communicate findings using models, charts and graphs in monetary policies • Communicate new research findings and complex ideas to lay audiences for monetary policies • Communicate research findings using clear, accurate, concise writing in relation to the monetary policies Competency developed: <ul style="list-style-type: none"> • Aid instruments and how they are deployed for monetary policies • Implementing qualitative and quantitative research methodologies for monetary policies • Familiarity with key monetary concepts • Understanding economic approaches to project appraisal • Ability to design, commission and manage evaluations in monetary policies • Familiarity with the core concepts monetary economics
Course Code	Course Name	Course Outcomes
CODE E103	Banking Management (BM)	Knowledge gained: <ul style="list-style-type: none"> • Understanding Bank as an institution • Understanding the banking customer, deposits, loans and other banking products • Understanding Banking systems and operations. • Knowledge of Risk Management, Liquidity, Investments

		<p>Skills gained:</p> <ul style="list-style-type: none"> • Industry knowledge and Analytical skills • Sales and Negotiation Skills for Banking operations • Communication and Presentation skills for Banking • Resilience in high-pressure environments <p>Competency developed:</p> <ul style="list-style-type: none"> • Product innovation • Oversight and regulatory compliance • Sales production • Customer service • Industry consolidation, mergers and acquisitions • Retail and investment services • Visionary focus
Course Code	Course Name	Course Outcomes
CODE E104	Organizational Development & Employee Performance Management (OD&EPM)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Concept of OD • OD intervention • Action research • Model of change • Performance appraisal <p>Skills gained:</p> <ul style="list-style-type: none"> • Consultancy • Techniques of performance appraisal <p>Competency developed:</p> <ul style="list-style-type: none"> • Managing Changing and performance management system
Course Code	Course Name	Course Outcomes
CODE E105	Corporate Reporting (CR)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Presentation of CFR • Financial statement analysis • Forecasting and Valuation Technique <p>Skills gained:</p> <ul style="list-style-type: none"> • Investment Decision Making • Management accountability <p>Competency developed:</p> <ul style="list-style-type: none"> • Develop Effective communication to publish financial statement and related information from business enterprise to third party (external user) including shareholders, creditors, customers, Govt. authorities and public.
Course Code	Course Name	Course Outcomes
CODE E106	Compensation & Reward Management (C&RM)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Concept of compensation • Variables pay and incentives • Compensation planning <p>Skills gained:</p> <ul style="list-style-type: none"> • Compensation strategies • Elements of compensation • Types of compensation <p>Competency developed:</p> <ul style="list-style-type: none"> • Designing pay structure
Course Code	Course Name	Course Outcomes
CODE E107	International Trade (IT)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Understanding of International market • Knowledge of Comparative advantage in International markets • Understanding of International Service sector

		<ul style="list-style-type: none"> • Global growth and Economic development • Understanding of free trade <p>Skills gained:</p> <ul style="list-style-type: none"> • Cross-cultural communication skills • Excellent networking abilities • Collaboration • Interpersonal influence • Adaptive thinking • Emotional intelligence • Resilience <p>Competency developed:</p> <ul style="list-style-type: none"> • International Business acumen • Corporate Citizenship • Cross Cultural Leadership skills • International Mentoring and training aptitude • Working across borders (different continents/different cultures) • Working across boundaries and the ability to “partner” in building professional relationships across the business spectrum
Course Code	Course Name	Course Outcomes
CODE E108	Financial Engineering (FE)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Scope of Financial Engineering • Financial Engineering vs Financial Analysis • Futures, Options and Swap • Nature and use of future contracts • Trading Strategies <p>Skills gained:</p> <ul style="list-style-type: none"> • Understanding the concept of financial engineering and how it is used by organisations. • Use of various financial engineering tools to evaluate a financial model. • Understanding the mechanics of buying and selling in stock markets. <p>Competency developed:</p> <ul style="list-style-type: none"> • The students will be able to analytically interpret a financial model. • They will use the knowledge gained from this paper to prepare trading strategies for the best application of money.
Course Code	Course Name	Course Outcomes
CODE E109	Web Analytics (WA)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Concept of Search Engine • Data Mining • Machine Learning • Big data • NoSQL • Knowledge Based System (KBS) <p>Skills gained:</p> <ul style="list-style-type: none"> • Classification including supervised, semi-supervised and unsupervised techniques • Natural Language Processing (NLP) • Video and Image Processing as a part of WA <p>Competency developed:</p> <ul style="list-style-type: none"> • Real Time Analysis like spam filtering • Comparative analysis • Classifying very large dataset
Course Code	Course Name	Course Outcomes
CODE E110	Management Consulting (MC)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Purpose of profession • Uses of consultants

		<ul style="list-style-type: none"> • Consulting Process, Proposal development. • Diagnosis, Data gathering techniques • Analysis and Decision to Act, Work plans and project costing • Engagement and Implementation, Management of projects, Team effectiveness. • Client's Perspective: Selection of consultants, Effective management of consultants • Final Consulting Project Presentation: Preparation of Details Project Report (DPR). • Preparation of RFP, Process of Tender and E-tender. <p>Skills gained:</p> <ul style="list-style-type: none"> • Understand on the problem-solving and strategic planning ability, enhancing the analytical skills and the ability to cope with pressure and challenges. • Enhance the ability to self-reflect and to develop in order to address areas of weakness. <p>Competency developed:</p> <ul style="list-style-type: none"> • The students will be able to aptitude for cracking tough problems, developing strong relationships and being a part of high performing teams. • The students will also be able to develop them Leader, team worker • How to use Strategical and Operational Challenges, Analysis Tools.
Course Code	Course Name	Course Outcomes
CODE E111	Modern Trends & Opportunities in Marketing Management (MT&OMM)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Modern Marketing Trends • Knowledge of New Generation Customers, Marketers, Product and Environment • Knowledge of Demand & Supply in Newer markets • Importance of Modern Communication Techniques • Importance of Social Media Marketing <p>Skills gained:</p> <ul style="list-style-type: none"> • Acumen of Modern Marketing • Understanding the Modern Pricing Techniques • Marketing Planning and Implementation Techniques • Tax and Concession <p>Competency developed:</p> <ul style="list-style-type: none"> • Modern Marketing Research and its Orientation • Modern Marketing Planning and its Orientation • Ability to judge the New Customer/Prospects and their needs • Nose for New Market Development
Course Code	Course Name	Course Outcomes
CODE E112	Industrial Economics and Competitive Strategies (IE&CS)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Theory of the Firm • Structure Conduct Performance Paradigm • Barriers to entry • Firms pricing and product differentiation strategy • Mergers and Integration • Competition <p>Skills gained:</p> <ul style="list-style-type: none"> • Understand how the theory of the firm has evolved over the last century • Analyse how entry barriers are created by pricing and product differentiation • How firms react in a competitive environment and the strategy for survival <p>Competency developed:</p> <ul style="list-style-type: none"> • The students will be able to analyze the firm with a bird's eye view • How the firm acts in competition and the strategies that it adopts

Course Code	Course Name	Course Outcomes
CODE E113	Travel & Tourism Management (TTM)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Basic knowledge of Travel and Tourism • Understanding of a Tourist and his/her needs • Basics of Destination Marketing • Understanding the Hospitality Industry, Travel Industry and their management • Understanding Tourism of North Bengal • Pros and Cons of Travel and Tour management <p>Skills gained:</p> <ul style="list-style-type: none"> • Knowledge of Tourist Places and their importance in marketing • Tourism Research and Strategies • Pricing of Tour Packages and other tour products • Tour marketing techniques <p>Competency developed:</p> <ul style="list-style-type: none"> • Liaison Ability in Tourism • Liaison with the Government and Other Regulatory bodies • Nose for new Tourism Destination and Knowledge Sharing
Course Code	Course Name	Course Outcomes
CODE E114	Stress Management (SM)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • What is stress • Types of Stress • Stress origin and body symptoms • Adaptation Syndrome • Types of Stressors <p>Skills gained:</p> <ul style="list-style-type: none"> • Relaxation Technique • Cognitive technique • Behavioral changes • Relationship review <p>Competency developed:</p> <ul style="list-style-type: none"> • Being respectful and responsible in work place • Managing emotions and having integrity • Managing teams • Better communication for better result.
Course Code	Course Name	Course Outcomes
CODE E115	Decision Support System (DSS)	<p>Knowledge gained:</p> <ul style="list-style-type: none"> • Introductory concept of DSS • Executive Information System • Data Modeling concepts • Data Warehousing • Group DSS • Knowledge Based System (KBS) <p>Skills gained:</p> <ul style="list-style-type: none"> • Mathematical analysis of different algorithms like Neural Networks, Support Vector Machines, etc. • Using soft computing techniques with python frameworks like tensorflow <p>Competency developed:</p> <ul style="list-style-type: none"> • To analyze real life business problems and solve them by using different decision support systems • To work as a data analyst in the business houses • To work as a data scientist