

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU  
PG. DEPARTMENT OF MANAGEMENT STUDIES**

<b>Sem</b>	<b>Subject</b>	<b>Subject Code</b>	<b>CO</b>
1	Management & Organizational Behaviour	20MBA11	<ul style="list-style-type: none"> <li>• The student will be able to recite the theories and models of Management and Organisational Behavior.</li> <li>• The student will be able to apply and solve the workplace problems.</li> <li>• The student will be able to classify in differentiating between the best methods to solve the problem.</li> <li>• The student will be able to compare the appropriate framework for solving the problems at the workplace</li> <li>• The student will be able to design model in dealing with the problems in the organisation</li> </ul>
	Managerial Economics	20MBA12	<ul style="list-style-type: none"> <li>• To introduce the fundamentals, tools and theories of managerial economics.</li> <li>• To provide an understanding of the application of Economics in Business</li> <li>• To learn the basic Micro and Macroeconomic concepts.</li> <li>• To have an understanding of Demand, Production, Cost, Profit and Market competitions with reference to a firm and industry.</li> </ul>
	Accounting For Managers	20MBA13	<ul style="list-style-type: none"> <li>• To explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary.</li> <li>• To explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements.</li> <li>• To prepare basic entries for business transactions and present the data in an accurate and meaningful manner.</li> <li>• Prepare basic financial statements and explain the articulation between the basic statements.</li> <li>• To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.</li> </ul>
	Business Statistics	20MBA14	<ul style="list-style-type: none"> <li>• To make the students learn about the applications of statistical tools and Techniques in decision making.</li> <li>• To emphasize the need for statistics and decision models in solving business problems.</li> </ul>

			<ul style="list-style-type: none"> <li>• To enhance the knowledge on descriptive and inferential statistics.</li> <li>• To develop analytical skills in students in order to comprehend and practice data analysis at different levels.</li> <li>• To familiarize the students with analytical package MS Excel.</li> </ul>
	Marketing Management	20MBA15	<ul style="list-style-type: none"> <li>• Make students have an understanding of the fundamental concepts of marketing &amp; the environment in which marketing system operates.</li> <li>• To analyze the motives influencing buying behavior &amp; Describe major bases for segment marketing, target marketing, and market positioning.</li> <li>• Identify a Conceptual framework, covering basic elements of the marketing mix.</li> <li>• To understand fundamental premise underlying market driven strategies. Giving them hands on practical approach to subject study</li> </ul>
	Managerial Communication	20MBA16	<ul style="list-style-type: none"> <li>• To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers.</li> <li>• To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively.</li> <li>• To introduce the students to some of the practices in managerial communication those are in vogue.</li> <li>• To prepare students to develop the art of business communication with emphasis on analysing business situations.</li> <li>• To train Students towards drafting business proposals</li> </ul>
2	Human Resource Management	20MBA21	<ul style="list-style-type: none"> <li>• The student will be able to recite the theories and various functions of Human Resources Management</li> <li>• The student will be able to describe and explain in her/his own words, the relevance and importance of Human Resources Management at workplace</li> <li>• The student will be able to apply and solve the workplace problems through Human Resources Management intervention</li> <li>• The student will be able to classify and categorise in differentiating between the best method to solve the problem</li> </ul>

		<ul style="list-style-type: none"> <li>• The student will be able to compare and contrast different approaches of HRM for solving the complex issues and problems at the workplace</li> <li>• The student will be able to design and develop an original framework and model in dealing with the problems in the organization.</li> </ul>
Financial Management	20MBA22	<ul style="list-style-type: none"> <li>• To familiarize the students with basic concepts of financial management and financial system.</li> <li>• To understand concept of time value of money and its implication.</li> <li>• To evaluate the investment proposals.</li> <li>• To understand the management of working capital in an organization.</li> <li>• To analyze capital structure and dividend decision.</li> </ul>
Research Methodology	20MBA23	<ul style="list-style-type: none"> <li>• To understand the basic components of research design.</li> <li>• To Gain an insight into the applications of research methods.</li> <li>• To equip students with various research analytical tools used in business research.</li> <li>• To equip students with necessary critical thinking skills using excel</li> </ul>
Operations Research	20MBA24	<ul style="list-style-type: none"> <li>• Understand the mathematical tools that are needed to solve optimisation problems</li> <li>• Solve linear programming problems using appropriate techniques to take informed Decision</li> <li>• • To understand and practice allocation problems, Assignments problems, Transportation problems and Network Analysis (PERT &amp; CPM).</li> </ul>
Strategic Management	20MBA25	<ul style="list-style-type: none"> <li>• To provide insights into the core concepts of strategic management.</li> <li>• To evaluate various business strategies in dynamic market environments.</li> <li>• To gain insights into various strategic management models.</li> </ul>
Entrepreneurship And Legal Aspects	20MBA26	<ul style="list-style-type: none"> <li>• To develop and strengthen entrepreneurial quality and motivation in students.</li> <li>• To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.</li> <li>• To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting entrepreneurs.</li> </ul>

			<ul style="list-style-type: none"> <li>To make students understand the ways of starting a company of their own</li> </ul>
3	Emerging Exponential Technologies	20MBA301	<ul style="list-style-type: none"> <li>To understand the emerging technologies applicable in field of Management.</li> <li>To study data science as a tool for decision making in Management</li> <li>To understand the concept of AI, IOT and AR.</li> <li>To study other emerging technologies in Management.</li> </ul>
	Technology & Operational Strategy	20MBA302	<ul style="list-style-type: none"> <li>To acquaint the student with the basic management principles with respect to production and operations management.</li> <li>To Familiar the student with different types of Production Systems.</li> <li>To explain the students regarding various techniques used in Operations Management.</li> </ul>
	Services Marketing	20MBAMM303	<ul style="list-style-type: none"> <li>To acquaint the students with the characteristics of services and their marketing implications.</li> <li>To discuss and conceptualize the service quality, productivity in services, role of personnel in service marketing and to manage changes in the environment.</li> <li>To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing.</li> </ul>
	Marketing Research & Analytics	20MBAMM304	<ul style="list-style-type: none"> <li>To provide an understanding of the basics of marketing research process.</li> <li>To orient on the theoretical and practical aspects of marketing research.</li> <li>Encourage the students to take up analytical thinking through research.</li> <li>To highlight importance marketing research for enhancing marketing strategies.</li> </ul>
	Investment Management	20MBAFM303	<ul style="list-style-type: none"> <li>To understand the capital market and various instruments for investment.</li> <li>Learn valuation of equity, debt and mutual funds.</li> <li>To learn theories of portfolio management.</li> <li>To learn diversification of securities for risk return trade off in capital market.</li> <li>To lean portfolio construction for retail investors, high net worth individuals, mutual funds.</li> </ul>

Direct Taxation	20MBAFM304	<ul style="list-style-type: none"> <li>• To provide the students with a comprehensive understanding of basic concepts of Income tax.</li> <li>• To understand the computation of taxable Income under different heads.</li> <li>• To know the deductions available while computing Income.</li> <li>• To understand corporate taxation system in India</li> </ul>
Recruitment And Selection	20MBAHR303	<ul style="list-style-type: none"> <li>• The student will be able to recite the theories and various steps involved in Recruitment and Selection</li> <li>• The student will be able to describe and explain in her/his own words, the relevance and importance of Recruitment and Selection in the Organization</li> <li>• The student will be able to apply and solve the workplace problems through Recruitment and Selection intervention</li> <li>• The student will be able to classify and categorize in differentiating between the best method to be adopted by organization related to Recruitment and Selection</li> <li>• The student will be able to compare and contrast different approaches of Recruitment and Selection framework for solving the complex issues and problems</li> <li>• The student will be able to design and develop an original framework and framework in dealing with the problems in the organization.</li> </ul>
Human Resource Analytics	20MBAHR304	<ul style="list-style-type: none"> <li>• The student will be able to describe and identify the application of IIR Analytics in the Organisation</li> <li>• The student will be able to describe and explain in her/his own words, the relevance and importance of HR Analytics in the Organisation</li> <li>• The student will be able to apply and solve the workplace problems through application of HR Analytics in the Organisation</li> <li>• The student will be able to classify and categorise different models of HR Analytics in the Organisation</li> <li>• The student will be able to compare and contrast different approaches of HR Analytics in the Organisation</li> <li>• The student will be able to design and develop an original framework and model in dealing with the problems in the organisation.</li> </ul>

4	B2b Marketing Management	20MBAMM401	<ul style="list-style-type: none"> <li>• Make students have an understanding of B2B Marketing and its characteristics</li> <li>• To analyze the purchasing decisions of online customers</li> <li>• Analysing traditional marketing approach vis-a vis modern marketing approach using the B2B strategy</li> <li>• To enhance knowledge of emerging trends in integrated marketing communications.</li> <li>• Managing innovation in the B2B context and understand concept of Relationship portfolio and Key Account Management.</li> </ul>
	Logistics And Supply Chain Management	20MBAMM402	<ul style="list-style-type: none"> <li>• To understand the basic concepts, processes and key elements of a supply chain.</li> <li>• To understand the elements and scope of logistics in supply chain management</li> <li>• To provide insights for establishing efficient, effective, and sustainable supply chains.</li> <li>• To comprehend the role of warehouse management</li> <li>• To gain knowledge about Inventory Management</li> <li>• To provide insights into International Logistics</li> <li>• To explain the role of technology in supply chain planning, visibility, and execution.</li> </ul>
	Digital Marketing Management	20MBAMM403	<ul style="list-style-type: none"> <li>• To understand the important concepts related to e-marketing</li> <li>• To learn the use of different electronic media for designing marketing activities.</li> <li>• To acquaint the students with the latest techniques of e-marketing.</li> </ul>
	Risk Management And Insurance	20MBAFM401	<ul style="list-style-type: none"> <li>• To provide an understanding of different types of risk.</li> <li>• To provide an understanding of the risk identification and measurement.</li> <li>• To give an overview of role of Life Insurance in risk management.</li> <li>• To provide an understanding of general insurance contract.</li> </ul>
	Financial Derivatives	20MBAFM402	<ul style="list-style-type: none"> <li>• To understand various concepts and terminologies used in various financial derivatives.</li> <li>• To explain and critically evaluate various financial derivatives such as forwards, futures, options, financial swaps, credit derivatives etc.</li> <li>• To apply various financial derivatives in hedging risk and analyse it.</li> </ul>



Indirect Taxation	20MBAFM403	<ul style="list-style-type: none"> <li>• To provide an overview of GST in India</li> <li>• To provide an understanding of levy and collection of GST</li> <li>• To give an overview of customs duty in India</li> <li>• To provide an understanding of valuation for customs duty</li> </ul>
Organisational Leadership	20MBAHR401	<ul style="list-style-type: none"> <li>• The student will be able to describe and Identify the application of Leadership styles and practices followed in the Organisation</li> <li>• The student will be able to describe and explain in her/his own words, the relevance and importance of various Leadership practices and style followed in the Organisation</li> <li>• The student will be able to apply and solve the workplace problems through Leadership practices</li> <li>• The student will be able to classify and categories different Leadership practices and styles followed in the Organisation</li> <li>• The student will be able to create and reconstruct Leadership required to manage the Human Resources in the Organisation</li> <li>• The student will be able to appraise and judge the practical applicability of Leadership practices followed in the Organisation</li> </ul>
Personal Growth And Interpersonal Effectiveness	20MBAHR402	<ul style="list-style-type: none"> <li>• The student will be able to describe and Identify the application of various PG and IE framework</li> <li>• The student will be able to describe and explain in her/his own words, the relevance and importance of various PG and IE to be adopted in the Organisation</li> <li>• The student will be able to apply and improve the workplace effectiveness through various PG and IE</li> <li>• The student will be able to classify and categorise different PG and IE practices and to be followed in the Organisation</li> <li>• The student will be able to create and reconstruct Leadership required to manage the Human Resources in the Organisation</li> <li>• The student will be able to appraise and judge the practical applicability of various PG and IE practices to be followed in the Organisation</li> </ul>
International Human Resources Management	20MBAHR403	<ul style="list-style-type: none"> <li>• The student will be able to describe and Identify the application of IHRM in managing and developing an Organisation</li> </ul>

			<ul style="list-style-type: none"><li>• The student will be able to describe and explain in her/his own words, the relevance and importance of IHRM in managing and developing an Organisation</li><li>• The student will be able to apply and solve the workplace problems involving International issues</li><li>• The student will be able to classify and categorise different Laws related to IHRM</li><li>• The student will be able to create and reconstruct HRM System to be adopted in the Organisation related to International employees</li><li>• The student will be able to appraise and judge the practical applicability of various strategy and approaches in managing International Organisation</li></ul>
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