



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB700.4	Managerial Economics

Course Objectives

- To understand the principles underlying the structure and functioning of markets.
- To apply economic theory for optimal decision-making at the firm level in the context of market constraints, through real-life examples from across the globe and real cases of firms.
- To provide sufficient exposure to the world of industry, trade and commerce.

Course Learning Outcomes

- An appreciation of the principles of micro-economics and their potential for firm level decision-making.
- A desire for reading news of economic and financial changes/developments on a regular basis, and engaging in discussion and critical evaluation of such developments.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB701.4	Quantitative Analysis for Management-1

Course Objectives

- To impart the students the required skills in collecting and understanding the data using basic statistical tools and techniques.
- To help the students discover the potential for application of the statistical tools to management functional areas like accounting, finance, operations, marketing, HR, etc. by using MS-Excel / SYSTAT software package for practical applications.
- To expose the students to basic statistical tools and techniques relevant to managerial decision-making through examples and cases drawn from different functional areas;
- To help the students develop proficiency in the use of MS-Excel for data analysis and interpretation of outputs for managerial decision-making; and
- To provide the necessary foundation for data collection, analysis, interpretation and presentation in other courses.

Course Learning Outcomes

- The potential of using the statistical tools and techniques.
- Knowledge base of using software packages for managerial decision-making under conditions of risk and uncertainty.

Programme Objectives

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills
Exposure to Practice

Quality Policy

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ⁱ Choice Based Credit System | Course Category - Nomenclature: Foundation Course

Course – Programme Linkages | Semester – II - MB741.4 Research Methods for Management - MB742.4 Quantitative Analysis for Management – 2 , MB651 Software Based Statistical Analysis <-> Semester – III -MB800.4 Summer Internship Programme <-> Semester – IV -MB805.4 Comprehensive Project <-> Semester – III and IV Business Analytics Specialization



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB702.4	Critical Thinking and Case Analysis

Course Objectives

- To strengthen the decision-making capabilities of students by developing the critical thinking and case analysis abilities.
- To help students to understand the method and various tools of case analysis and apply the same for analyzing subject specific cases.
- To acquire the skills of critical case analysis and develop the abilities of writing and presenting the cases.

Course Learning Outcomes

- The decision-making capabilities by developing the critical thinking and case analysis abilities.
- The ability to apply the case analysis tools and analytical skills in organizational context.
- The ability to critically analyse, write and present the cases.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
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Institute Vision

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Quality Policy

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Institute Mission

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University Mission

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Graduate Attributes

Thinking Critically and Communicating Effectively
Strategic thinking skills

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB703.4	Managerial Communication

Course Objectives

To develop communication skills required in business organisation, namely: listening, speaking reading and writing.

Sensitize the students on the nuances of effective communication at work.

Students should be able to demonstrate improved interpersonal and group communication skills

Course Learning Outcomes

The ability to communicate effectively in business situations.

The ability to communicate message accurately, handle intercultural situation that require thoughtful communication.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Communicating Effectively
Presentation and Communication Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB704.4	Financial Accounting

Course Objectives

To expose the students to the framework of accounting concepts.

To relook at the mechanics related to preparation of the balance sheet, income statement, cash flow statements.

Course Learning Outcomes

Develop a thorough understanding of accounting records and how transactions are recorded in them;

Be able to understand and interpret financial statements for various forms of businesses

Programme Objectives

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Institute Mission

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Analytical Skills

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB705.4	MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR

Course Objectives

To expose the students to the different functions performed by managers, the roles they have to play for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases;

To enable the students to appreciate the importance of entrepreneurship, innovation and leadership and to help them realize the need for collaboration and networking in the management of any functional area of management

Course Learning Outcomes

An understanding of different functions performed by managers, the roles they have to play for those functions , and the knowledge and skills they have to develop for the roles through real life examples and cases;

An appreciation of the importance of entrepreneurship, innovation and leadership and to help them realize the need for collaboration and networking in the management of any functional area of management

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Business instinct
Commitment to organizations
Understanding the roles, responsibilities and purpose of business
People Management
Networking
Interpersonal & Team building skills
Leadership

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB706.4	Introduction to Computers and IT (Practical)

Course Objectives

- To expose the students to IT relevant to the immediate needs of managers;
- To develop proficiency in MS Word, MS Excel, MS Power Point and MS Access for managerial applications

Course Learning Outcomes

An ability to use computers and basic application software packages effectively for different types of work like formal report preparation, making presentations

The student should have started using excel effectively to have aid in financial and statistical analysis

Programme Objectives

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- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Exposure to Practice
Need for a hands-on approach

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB707.4	Creative Leadership (Practical)

Course Objectives

To create awareness about traits, types, approaches /theories and contemporary issues of leadership.

To nurture qualities of creative leadership to meet the 21st century challenges in students.

Course Learning Outcomes

Appreciation for types, traits, approaches and leadership models/theories.

Motivation for leadership roles and responsibilities.

Qualities of creative leadership skills.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

People Management
Networking
Interpersonal & Team building skills
Leadership

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	I	MB780.4	Communication Skills-1(Practical)

Course Objectives

- To train the students to become active listeners in every situation in life, and more so, in their work situations;
- To develop the students' confidence to express their ideas comfortably at both inter-personal and group levels

Course Learning Outcomes

The ability to listen patiently and actively to the spoken word and interpret the non-verbal message from the body language, facial expression and gesture of the speaker.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
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- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Communicating Effectively
Presentation and Communication Skills

Quality Policy

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB740.4	Macro Economics and Business Environment

Course Objectives

To enable the students to gain the measurement, fluctuation / stability and growth of national economic aggregates like national income, employment / unemployment and price level

To help them to relate the changes in the aggregates to national economic policies and their effect on different types of organised activities

Course Learning Outcomes

An appreciation of the principles of macro-economics and the effect of changes in macro-economic environment for firm level decision-making

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB741.4	Research Methods for Management

Course Objectives

To provide the techniques and skills needed to conduct business research and the required knowledge and understanding so that students can critically evaluate the quality of research.

Course Learning Outcomes

To enable the students to understand the common statistical procedures used to analyse data from survey and experimental studies, and to use the statistical software packages like SPSS, SYSTAT, R to carry out these procedures and report the results of such statistical analyses in a manner appropriate for managerial decision-making

Programme Objectives

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Institute Vision

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Institute Mission

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Quality Policy

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University Mission

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Graduate Attributes

Thinking Critically and Communicating Effectively
Ability to understand, assimilate, general awareness

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB742.4	Quantitative Analysis for Management-2

Course Objectives

To expose the students to basic concepts of optimisation and OR tools and techniques relevant to managerial decision-making through examples and cases drawn from different functional areas

Course Learning Outcomes

With the potential of or tools and software packages for managerial decision-making.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB743.4	Human Resource Management

Course Objectives

Develop the analytical abilities for understanding the implications of demands and changes in the organizational manpower requirements

Course Learning Outcomes

The analytical abilities for understanding the implications of demands and changes in the organizational manpower requirements.

The ability to acquire the knowledge and skill necessary for performing the role of HR in an Organization.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

People Management
Networking
Interpersonal & Team building skills
Leadership
Process-sensitivity

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB744.4	Costing and Control System

Course Objectives

To familiarize students with the basic concepts of management accounting system, and how the information generated by such a system can be useful for decision making and performance evaluation.

Course Learning Outcomes

The students should learn fundamentals and tools of management accounting, including technical aspects of cost accounting

Programme Objectives

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Functional/Foundational Skills

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB745.4	Financial Management

Course Objectives

To familiarize the students with concepts and practical applications of finance. The various financial analytical tools required for setting /running an organization like raising funds, investments and allocation of profits, etc. considering risk and return will be addressed

Course Learning Outcomes

An ability to appreciate the difference between accounting and financial functions.

Proficiency in the theory and applications of basic financial techniques and tools, so that they can understand

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Functional/Foundational Skills

Quality Policy

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB746.4	Marketing Management

Course Objectives

- To familiarize the students with marketing concepts and practices.
- To acquaint them with the challenges of marketing environment and competition

Course Learning Outcomes

A clear understanding and exposure to the concept of marketing and its roots in customer-centric approach, and the elements of marketing mix.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
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- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Exposure to Practice
Consulting Skills
Implementation Skills
Ability to understand, assimilate, general awareness

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB747.4	Project and Operations Management

Course Objectives

To understand the manufacturing and service operating systems with respect to design, planning, control and improvement techniques

Course Learning Outcomes

The skills and gained ability to perform well in dimensions such as cost, quality, delivery, dependability and speed, innovation and flexibility to adapt him/her to variations in demand.

Programme Objectives

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Business instinct

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB651	Software Based Statistical Analysis (Practical)

Course Objectives

To enable the students to understand importance of research and statistical techniques.

To provide hands on training of statistical software like SPSS, SYSTAT, MATLAB and other open source software like R , WEKA, for research

Course Learning Outcomes

Skills related to use of statistical techniques for analysis using software

Rational decision making skills for typical business / other decisions

Inputs for reviewing articles / research papers especially related to use of statistical techniques and analysis based on software

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills
Exposure to Practice

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	II	MB781.4	Communication Skills-2 (Practical)

Course Objectives

To train the students to become efficient readers of written material on different aspects of life and business;

To develop the students' ability to comprehend and retain the material so read for easy recall

Course Learning Outcomes

The ability to read and comprehend comfortably material drawn from varied sources and express themselves equally comfortably in writing. The course should aim at making reading and writing enjoyable activities for students

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Communicating Effectively
Presentation and Communication Skills

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB800.4	Summer Internship Programme (Practical)

Course Objectives

To enable the students to comprehend all the learning of the past one year (two semesters) so as to develop an in-depth understanding of all general and functional areas of management / organizations

Course Learning Outcomes

A comprehensive understanding of the functioning of the organization, process of undertaking / conducting systematic inquiry into a phenomenon, and the art of writing a paper (conceptual / literature / research type) and integrating fundamental and functional areas of management for effective strategic decision making.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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Quality Policy

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University Mission

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Graduate Attributes

Need for a hands-on approach
Commitment to organizations
Business Instinct

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB801.4	Strategic Management

Course Objectives

To introduce the student to competitive strategy and competitive advantage

To expose the students to different types of strategic choices for various levels of the business

Course Learning Outcomes

An understanding of the meaning of strategy and strategic management.

An ability to think strategically; and see organisations from a holistic perspective through Balanced Scorecard Approach.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Strategic thinking skills

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB802.4	Legal Environment and Public Systems

Course Objectives

To enable the students to understand a few important laws, acts and regulations affecting organisations and management operations

To understand the public system, its components, functioning and relationship between public system and business and society.

Course Learning Outcomes

A clear understanding of a few representative commercial laws, acts, rules and regulations affecting management decision making.

A clear understanding of the public system within which the business and society functions

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge/Skill Domains
Ability to understand, assimilate, general awareness

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB803.4	Management Information Systems

Course Objectives

To develop an understanding of Management Information System, its concepts and business.

To understand the role of the information systems (IS) function in an organization.

Course Learning Outcomes

A sound understanding and the appreciation of the concepts of MIS including learning how to design MIS for different departments of an organization.

The ability gain knowledge about latest technologies in the field of telecommunication, networks and Database

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge/Skill Domains

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB804.4	Entrepreneurship and MSMEs

Course Objectives

To enable the students to understand the meaning of entrepreneurship, intrapreneurship, and MSMEs.

To provide insights into the challenges and joy of being an entrepreneur

Course Learning Outcomes

A clear understanding of the concept of entrepreneurship; and

An appetite for being innovative, creative and entrepreneurial.

An integrated understanding of the rationale for co-existence of MSMEs along with large businesses

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Creativity
Innovation
Entrepreneurial behavior

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB810.4	Consumer Behaviour and Technology

Course Objectives

To expose the students to the different aspects of consumer behaviour and provide an insight into the consumer decision making process and factors that influence it.

To provide the students an overview of different consumer decision making models by undertaking marketing research in hitherto known and unknown areas of consumer behaviour.

Course Learning Outcomes

A clear understanding of the factors that influence consumer decision making and marketing strategies that stimulate such behaviour. They should be able to appreciate this technology for marketing of goods/ services.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Creativity
Innovation
Entrepreneurial behavior

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB811.4	Integrated Marketing Communication

Course Objectives

- To help students to understand various concepts of advertising and sales promotion through real-life examples and cases.
- To help students to develop understanding of integrated marketing communication systems and processes.

Course Learning Outcomes

A clear understanding of functioning of an advertising department / agency and the roles managers assume for managerial performance

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Acting Creativity and Innovatively

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB812.4	Sales and Distribution Management

Course Objectives

- To acquaint students with concepts, tools & techniques of sales.
- To develop skills of personal selling.
- To develop the skills of managing and leading a sales force.

Course Learning Outcomes

- Skills to know how to apply the concepts of Sales in organisations.
- The ability to plan, organise, manage and coordinate territories and intermediaries for organisations

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Receptivity to learning
Showing conviction
Result orientation

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB813.4	Enterprise Resource Planning For Strategic Marketing

Course Objectives

To acquaint the students with the concepts that are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage through ERP Systems.

Course Learning Outcomes

Skills / expertise in developing and managing sales force and marketing channels so as to gain competitive advantage through ERP Systems

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge/Skill Domains

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB814.4	Rural Marketing

Course Objectives

To provide an overview of rural markets and emerging perspectives of rural marketing.

To understand the buying behaviour, the consuming pattern, the need and wants of the rural consumer.

Course Learning Outcomes

Skills / expertise in developing and managing sales force and marketing channels so as to gain competitive advantage through ERP Systems

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB820.4	Financial Decision Analysis

Course Objectives

To acquaint students with financial theories and practical problems arising in organisations.

Course Learning Outcomes

An ability to explain how organisations make value optimising financial decisions, and reflectively and critically assess the ethical issues arising from these decisions.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB821.4	Management of Financial Services

Course Objectives

To enable the students to understand the working of Indian Financial System as a whole.

To provide detailed insight into the range of various financial services available and their role, importance and functioning.

Course Learning Outcomes

A clear understanding of the Indian financial system as a whole and its functioning

A keen desire for reading news of economic and financial changes/developments on a regular basis

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB822.4	Security Analysis and Investment Management

Course Objectives

To enable the students to understand various types of financial market in India as well as abroad.

To understand various securities, their features and their valuation and creation & monitoring the performance of the portfolio.

Course Learning Outcomes

A clear understanding of various financial markets in the country as well as across the globe

An ability to understand the features , pros and cons of various securities, their valuation, selection of securities, construction of portfolio

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB823.4	Enterprise Resource Planning For Finance

Course Objectives

To learn to record and store the financial data of organization through platform and analyze the financial condition of company to smooth functioning of business and to enhance business performance.

Course Learning Outcomes

To define basic settings for the organizational units for finance, prepare charts of account, retained earning account and other ledger details.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

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University Mission

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Graduate Attributes

Functional/Foundation al Skills
Analytical Skills
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB824.4	Taxation Management

Course Objectives

To acquaint the students with individual and corporate taxation and various tax planning concepts leading to better grasp of the issues regarding corporate decision making.

Course Learning Outcomes

A conceptual understanding and knowledge of tax planning with respect to direct tax and indirect tax laws applicable in managerial decisions making.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB830.4	Strategic Human Resource Management

Course Objectives

To enable students to differentiate between HR and strategic HR and the various practices and processes associated with it.

To help students to understand the strategic role of HR in building the competency of the organization

Course Learning Outcomes

The abilities of strategic thinking and decision making while dealing with human resources within and outside the organization.

An understanding of the strategic role of HR in building the organizational competencies.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Understanding of vision

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB831.4	Industrial Relations and Jurisprudence

Course Objectives

To enable the students to understand the legal dimensions of managing Human Resources within the organization.

To help students to understand the significance of managing the industrial relations and the role played by intermediaries in the same.

Course Learning Outcomes

The ability to understand the different aspects of maintaining healthy industrial relations within the defined legal framework

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Business instinct
Result orientation

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB832.4	Occupational Testing

Course Objectives

To help students to develop an understanding of different types of psychological tests involved in assessment of an individual which may eventually help during different phases of recruitment, selection and manpower management.

Course Learning Outcomes

The ability to demonstrate the knowledge gained through the course and apply the same in carrying out any research in the area of HR or OB.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB833.4	Human Resource Metrics

Course Objectives

- To define and implement human resource metrics aligned with business strategy.
- To help students to understand the impact and use of human resource metrics and its linkages with human resource analytics..

Course Learning Outcomes

- The ability to define and implement human resource metrics aligned with business strategy.
- The ability to understand the impact and use of human resource metrics and its linkages with human resource analytics.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Quality Policy

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB834.4	Human Resource Auditing

Course Objectives

To develop an appreciation towards optimum utilization of human resource through understanding and developing conceptual clarity on human resource auditing and accounting

Course Learning Outcomes

The ability to audit the various HR processes and find out the discrepancies in the record/s for improvement.

The ability to demonstrate the ability of accounting the human resources with the help of effective tools like balance score card.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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Graduate Attributes

Analytical Skills

Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB840.4	Introduction To Programming

Course Objectives

To make student capable of understanding structure of C and C++ programming so as to work with any other programming language

Course Learning Outcomes

Clear exposure to the Programming language like C and C++

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB841.4	Systems Analysis and Design

Course Objectives

To understand role of systems analysis and design within various systems development lifecycles

To develop an awareness of the different approaches that might be taken to systems analysis and design

Course Learning Outcomes

The ability to learn to design methodology for databases and verifying their structural correctness.

The skills to implement databases and applications software primarily in the relational model.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB842.4	Relational Database Management Systems

Course Objectives

To provide basic understanding of the RDBMS and SQL and the skills to make use of these in business organizations.

Course Learning Outcomes

The ability to define and implement relations using tables using Oracle database.

An understanding to apply the theory of normalization to reduce the redundancies in the data tables.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundation al Skills

Traditional Knowledge/Skill Domains

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB843.4	ERP Systems: Technology Planning and Implementation

Course Objectives

To help students to understand the generic approach to enterprise resource planning systems and their interrelationships, covering all functional areas of management.

Course Learning Outcomes

The ability to understand the concept and process of Enterprise Resource Planning Systems and Re-engineering and Enterprise Resource Planning Systems

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester – I-MB706.4 Introduction to Computers and IT <-> Semester – III- MB803.4 Management Information Systems
<-> Semester – III and IV Information and Technology Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB844.4	Management of Software Projects and Business Process Reengineering

Course Objectives

- To demonstrate an understanding of steps needed to build and maintain effective development teams.
- To understand the procedures needed to monitor, control and report upon an IT development project.

Course Learning Outcomes

- The ability to understand approaches for managing and optimizing the software development process.
- The ability to understand the unique considerations of the software development life cycle that impact project management.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB850.4	Introduction to Project Management

Course Objectives

To expose the students to the basics of project management;
To acquaint the students with Project Management Concepts, Methods, and Techniques focuses on the why, what, and how of the management of projects, and seeks to develop and improve the skills required for managing ongoing and future projects.

Course Learning Outcomes

To comprehend project management concepts and their significance,
Understanding of how to meet business goals through effective project management
How to deliver and realize projects according to stakeholders' expectations

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB851.4	Project Planning Execution and Control

Course Objectives

To expose the students to the basics of project preparation;
To acquaint the students with different tools & techniques available to formulate, initiate, monitor and control the project; the same should be effectively used in execution of the project

Course Learning Outcomes

The ability to understand the tools and techniques in initiating and planning a project such as estimating the project budget and cost, developing a project plan, developing a project schedule, management of risks, preparing project proposals, mobilizing the project resources, and evaluating which project to select

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB852.4	Project Report and Appraisal

Course Objectives

- To learn project reports and appraisal
- To learn process of finalization of cost of projects
- To understand financial aspect and the assessment of the cost of the capital employed
- To gain practical aspects of the appraisal and the preparation of the projected statements.

Course Learning Outcomes

- Practical aspects of the appraisal and the preparation of the project reports.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB853.4	Project Management Leadership

Course Objectives

- Understand the leadership content of the project management body of knowledge.
- To equip students with the concepts, tools and techniques for effective leadership within a project context.
- To build self-knowledge regarding leadership styles and to provide for opportunities for practice.

Course Learning Outcomes

- Organizational context and implications for projects and project leadership in terms of organizational strategy, culture, structure and the Project Management Office
- Major principles of ethical leadership; demonstrate ethical leadership within their project team work

Programme Objectives

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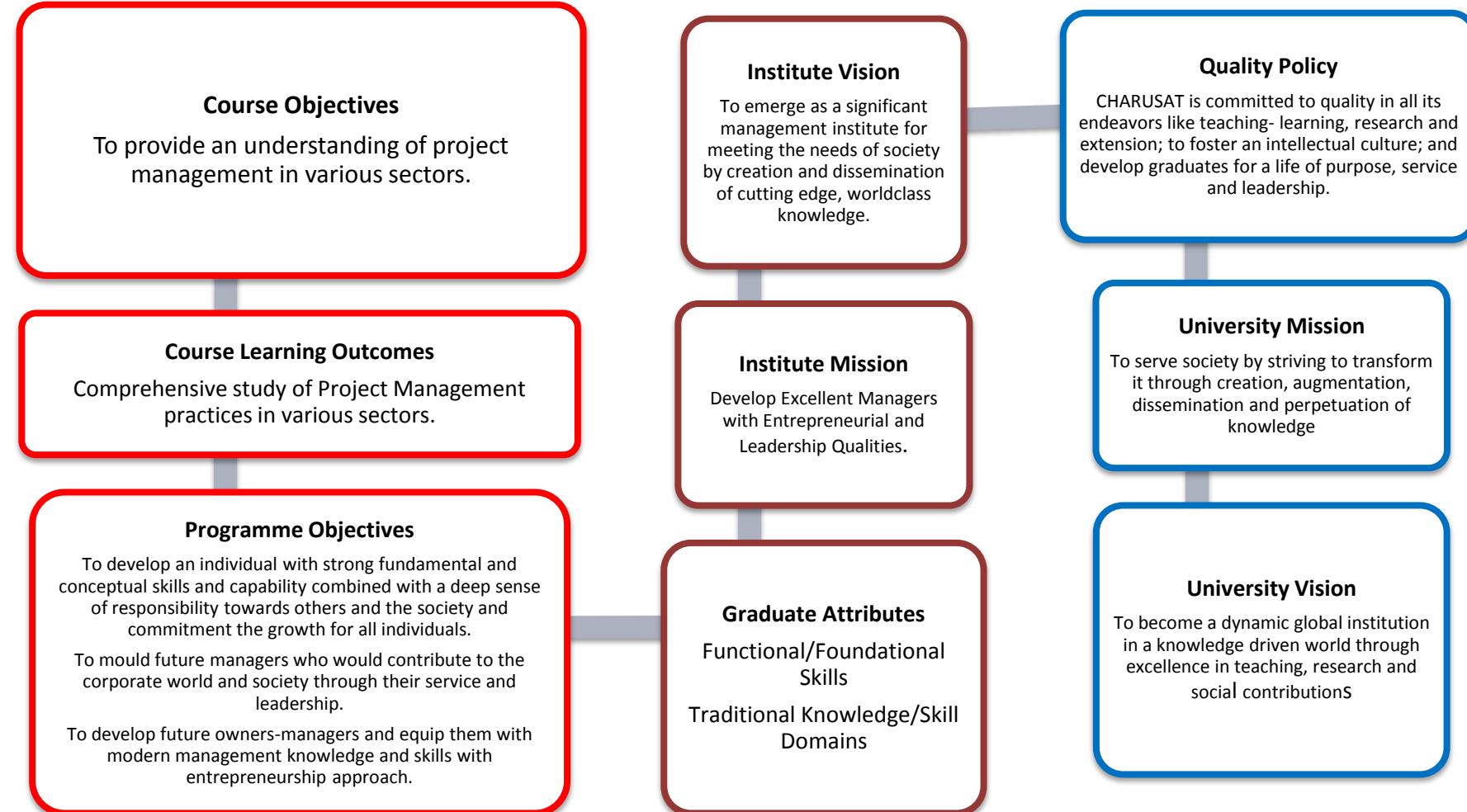
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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB854.4	Sector Specific Project Management-1



Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB700.4 Managerial Economics <-> Semester – II – MB740.4 Macro- Economics and Business Environment, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Operations Management | Project and Infrastructure Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB860.4	Fundamentals of Database System

Course Objectives

To provide basic understanding of the RDBMS, SQL and the skills to make use of these in business organizations.

To study the physical and logical database designs, database modeling, relational, hierarchical, and network models.

Course Learning Outcomes

The ability to define and implement relations using tables using Oracle database.

An understanding to apply the theory of normalization to reduce the redundancies in the data tables.

The ability to learn to define business rules and constraints using schema definitions in RDBMS

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB861.4	Multivariate Data Analytics

Course Objectives

To impart to students a working knowledge of how best to analyze simple and multivariate relationships using a variety of Multivariate statistical models.

To teach the students to test and correct wide variety of standard statistical problems that appears when data is analyzed using software like SPSS, SPSS-AMOS, R Commander.

Course Learning Outcomes

The potential of using the statistical tools and techniques to analyze multivariate data.

Knowledge base of using software packages for managerial decision-making for multi-dimensional data

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB862.4	Optimization Analytics

Course Objectives

To provide students with the knowledge of formulating mathematical models for quantitative analysis of managerial problems

To impart skills in the use of various mathematical models with Operations Research approach in solving real problems.

Course Learning Outcomes

The skills and gained ability to perform well in multi-dimensions such as cost, quality, delivery, dependability, speed, innovation and flexibility to adapt him/her to variations in demand.

The skills to convert real world problems in to mathematical model and then to optimize it.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB863.4	Real –Time Analytics

Course Objectives

To expose the students to basic methods that can be used to analyze real-time streaming data.

To help the students to use various tools like ZooKeeper, Apache Kafka , Apache Flume, Apache YARN, NoSQL, Hadoop etc. for analyzing streaming online data.

Course Learning Outcomes

The potential of using the tools and techniques that can be required to analyze real-time data.

Knowledge base of using software packages for managerial decision-making under conditions of risk and uncertainty.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB864.4	Stochastic Models for Managers

Course Objectives

To enable students to approach real-world phenomena probabilistically and build effective models.

To emphasize use of different models and their applications over the rigorous theoretical framework behind them for decision making.

Course Learning Outcomes

A clear understanding of conceptual model for identifying and resolving managerial issues.

An ability to identify the conventions and doctrines of management models which requires fundamentals of probability and prediction.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB870.4	Linear Programming and Statistical Methods

Course Objectives

To introduce real life problems which can be formulated as Linear Programming Problems (LPP) of maximizing or minimizing a linear function subject to linear constraints

To provide hands-on training on Operations Research software packages to solve linear programming problems.

Course Learning Outcomes

Skills to identify, describe, understand, and appreciate the Linear Programming Problem (LPP) situation and probable solutions for it.

Computational strategies for seeking solutions of linear programming problems, recognizing potential and best solutions, and efficiency considerations.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB871.4	Network of Queues

Course Objectives

- To develop a prescriptive for modelling of queueing systems.
- To understand queueing theory and performance modelling, with applications in various sectors/ industries.
- Build a basic understanding for analyzing queueing systems in particular and stochastic processes in general.

Course Learning Outcomes

Analytical and Research skills to develop models of queueing systems, with applications in Healthcare, Communications, Manufacturing, Computers, Call Centres, Service Industries, Transportation, etc.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB872.4	Game Theory and Optimization

Course Objectives

To introduce students to the novel concepts of Game Theory with special emphasis on its applications in diverse fields and current research.

To apply game-theoretic analysis, both formally and intuitively, to negotiation and bargaining situations.

To recognize and assess archetypal strategic situations in complicated negotiation settings.

Course Learning Outcomes

Broad treatment of game theory with specific emphasis on applications in various fields of Management

Understanding of importance of competitive and cooperative factors in a variety of decision Problems.

Analytical skills of situations from the perspective of strategic interaction.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB873.4	Applied Operations Research

Course Objectives

To introduce the application of operations research to improve or increase efficiency in various industries / sectors and operational activities.

To enable the student to apply the Operations Research concepts, tools, techniques and their solutions, and apply them to the problems at hand.

Course Learning Outcomes

Complete understanding of application of OR in various functional and industry specific areas.

Ability to apply the concepts, tools, techniques and their solutions, and apply them to the problems at hand

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB864.4	Stochastic Models for Managers

Course Objectives

To enable students to approach real-world phenomena probabilistically and build effective models.

To emphasize use of different models and their applications over the rigorous theoretical framework behind them for decision making.

Course Learning Outcomes

A clear understanding of conceptual model for identifying and resolving managerial issues.

An ability to identify the conventions and doctrines of management models which requires fundamentals of probability and prediction.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB880.4	Operations Strategy

Course Objectives

To understand the structure of Operations Strategy from internal, resource based view point. It will also enable the students / participants to understand various forces behind framing, designing and redesigning operations strategy.

To improve students / participants ability to analyse and develop operations strategies.

Course Learning Outcomes

Knowledge and understanding of the core concepts of operations strategy.

An understanding of the strategic impact of operations decisions and the trade-offs inherent in these choices.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB890.4	Introduction to Supply Chain and Logistics Management

Course Objectives

To understand the structure of supply chains and the different ways through which supply chains can become competitive in the market.

To analyse the key logistical differentiators that shapes the modern day supply chain.

To develop through knowledge about key elements of supply chain and logistics processes, such as logistics planning and strategy, customer service, procurement, transport, inventory, warehousing, and handling and its interrelationship with organisational performance.

Course Learning Outcomes

A clear understanding of the factors that shapes the supply chain of an organisation. It is also expected from students / participants to understand the role of various logistical functions in creating value for the final customers.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB881.4	Operations Management and Information Systems

Course Objectives

To understand various tools and techniques used in operations management. To enable students to use suitable tools / techniques / software / modules to solve problems pertaining to operation management.

To use and compare various tools / techniques / software / modules and selecting best for a particular operation management problem / situation.

Course Learning Outcomes

A thorough and precise understanding various software used in managing operations of an organisation. It is also expected from students / participants to have hands on experience of using any two modules pertaining to operations management

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB864.4	Stochastic Models for Managers

Course Objectives

To enable students to approach real-world phenomena probabilistically and build effective models.

To emphasize use of different models and their applications over the rigorous theoretical framework behind them for decision making.

Course Learning Outcomes

A clear understanding of conceptual model for identifying and resolving managerial issues.

An ability to identify the conventions and doctrines of management models which requires fundamentals of probability and prediction.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB851.4	Project Planning Execution and Control

Course Objectives

To expose the students to the basics of project preparation;
To acquaint the students with different tools & techniques available to formulate, initiate, monitor and control the project; the same should be effectively used in execution of the project

Course Learning Outcomes

The ability to understand the tools and techniques in initiating and planning a project such as estimating the project budget and cost, developing a project plan, developing a project schedule, management of risks, preparing project proposals, mobilizing the project resources, and evaluating which project to select

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB890.4	Introduction to Supply Chain and Logistics Management

Course Objectives

To understand the structure of supply chains and the different ways through which supply chains can become competitive in the market.

To analyse the key logistical differentiators that shapes the modern day supply chain.

To develop through knowledge about key elements of supply chain and logistics processes, such as logistics planning and strategy, customer service, procurement, transport, inventory, warehousing, and handling and its interrelationship with organisational performance.

Course Learning Outcomes

A clear understanding of the factors that shapes the supply chain of an organisation. It is also expected from students / participants to understand the role of various logistical functions in creating value for the final customers.

Programme Objectives

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Graduate Attributes

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Traditional Knowledge/Skill Domains

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB891.4	Manufacturing and Service Operation Planning and Control

Course Objectives

To provide basic foundations and concepts for understanding the different operations / functions performed in supply chains.

To identify key factors affecting the forecast accuracy and major problems faced by organisations to meet targets according to production plan. To critically measure / evaluate the cost of inventory for an organisation and its relation with organisational performance.

Course Learning Outcomes

A clear understanding of various operations performed in supply chain of an organisation. It is also expected from students / participants to understand the role of technology in monitoring and controlling supply chain and logistical operations.

Programme Objectives

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Graduate Attributes

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Traditional Knowledge/Skill Domains

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB892.4	Software Based Supply Chain and Logistics Management

Course Objectives

- To provide in-depth understanding of different software used for Supply Chain and Logistics Management.
- To identify key issues faced by organisation in using different software for Supply Chain and Logistics Management.
- Compare and Contrast different software used in manufacturing and service organisations

Course Learning Outcomes

An understanding of various software used in managing supply chain for an organisation. It is also expected from students / participants to have hands-on experience of using and identifying various software and commands to perform performance analysis of supply chain of an organisation.

Programme Objectives

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB893.4	Costing and Financial Decisions in Supply Chain and Logistics Management

Course Objectives

To apply Activity-Based Costing /Activity Based Management (ABC/ABM) and Total Cost of Ownership (TCO) in formulating procurement and supply chain and Logistic strategies.

To analyse buyer-supplier relationships and vendor management and their impact on achieving procurement and supply chain and logistics cost goals.

Course Learning Outcomes

A clear understanding of the factors that shapes the financial performance of supply chain of an organisation. It is also expected from students to understand the role ecosystem in supply chain financing.

Programme Objectives

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Graduate Attributes

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB894.4	Global Supply Chain Management

Course Objectives

To enable students / participants to obtain a good hands-on experience with exposure to different learning tools used in the SCM domain.

To enhance problem solving ability of SC practitioners in complex, uncertain dynamic global marketplace.

Course Learning Outcomes

explore core aspects of SCM in the global context like SC design optimization, policy of vendor selection, SC logistics, risk management and also touches on contemporary and evolving aspects of SC analytics, digital SC etc.

Programme Objectives

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB910.4	Leadership Skills

Course Objectives

To define what leadership is and how it is applied at all levels of organizational management.

To understand the basics of leadership and management

Course Learning Outcomes

An understanding of leadership and its nuances

The ability to assess self and others for leadership traits

The ability to grow to a 360° leader

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Interpersonal & Team building skills
Leadership

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB911.4	Business Regulations and Start-up Financing

Course Objectives

To understand the business regulations in India.

To provide an understanding of the main areas needed to know about in order to run a successful business.

Course Learning Outcomes

The understanding of the economic importance of entrepreneurs, enterprise and small business start-ups.

The ability to understand the importance of a well-researched and well-constructed business plan

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB912.4	Creativity ,Incubation and Innovation

Course Objectives

- To understand the purpose, processes and tools of creativity and innovation.
- To discern appropriate strategies for implementing ideas

Course Learning Outcomes

- The ability to understand the concepts of building blocks of innovation
- Their creative and innovative thinking skills.
- The ability to learn to practice and value teaming, communication, and diversity

Programme Objectives

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- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Quality Policy

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Innovation
Entrepreneurial behavior
Creativity

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB913.4	Management of Technology and Innovation

Course Objectives

- To understand the dynamics of technological innovation
- To be familiar with how to formulate technology strategies

Course Learning Outcomes

The ability to understand the management of technology and innovation and work for instance in the area of business development, strategic projects or innovation management in his/her organization.

Programme Objectives

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- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Innovation
Creativity

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB914.4	Social Entrepreneurship and Management

Course Objectives

To understand the field of social entrepreneurship and many of the opportunities, challenges, and issues faced by social entrepreneurs

To understand and appreciate the role of (and need for) social entrepreneurship in building a sustainable society

Course Learning Outcomes

The knowledge of the famous cases and stories of social entrepreneurs.

The ability to analyze the goods and bad's of SEs, and potentially able to provide consultancy

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Innovation

Entrepreneurial behavior

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB920.4	International Business Environment and Trade Policies

Course Objectives

To learn and understand the theoretical foundations of International Business and influence of various environmental factors like policy framework, etc. on international business operations.

To enable students to understand the regional blocks and international institutions / organizations / bodies and their functioning.

Course Learning Outcomes

The skill to identify and understand the impact of various environmental factors affecting the international business operation.

Clear understanding of pattern, structure and policy framework of foreign trade and its implication

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment to the growth for all individuals.

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Institute Mission

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB921.4	International Supply Chain Management and Logistics

Course Objectives

To acquaint the students with the concepts and tools of supply chain management and logistics.

To provides the analytical framework for understanding the logistic models and supply chain techniques in an international perspective

Course Learning Outcomes

The ability to understand and critically evaluate the principles of international supply chain management.

The ability to efficiently manage the international logistics and supply chain issues in order to smooth running of the international business.

Programme Objectives

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Institute Mission

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB922.4	International Financial Systems

Course Objectives

To develop an understanding among the students about international financial system, its evolution and growing importance as well as challenges of globalization especially related to financing / finances

To enable students to practice various tools and techniques to deal with international financial system

Course Learning Outcomes

The understanding of International banking system, financial markets and exchange rate mechanism.

The skills to deal with international monetary system, transaction, and international business dynamics.

Programme Objectives

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB923.4	International Project - 1

Course Objectives

- To impart the knowledge of international business among management students.
- To understand the cross-cultural diversity in implementing sound business policies and creating the knowledge economy

Course Learning Outcomes

- Clear understanding of cross-cultural diversity in implementing sound business policies and knowledge of international business
- Skills to deal with the international business issues and should be able to have a comprehensive understanding of the international business.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

Quality Policy

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB924.4	Foreign Language For Business – 1

Course Objectives

To develop the language skills in listening, speaking, reading & writing in Foreign language

To equip the students with foreign language skills at least to that extent that is required for conducting international business.

Introducing the learners to the lifestyle in Foreign & the Foreign Culture

Course Learning Outcomes

Can make him/herself understood in simple, routine business communication dealing with a simple and direct exchange of information on familiar and common topics. Can describe / present the product in international trade in simple way.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains
Presentation and Communication Skills

Quality Policy

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University Mission

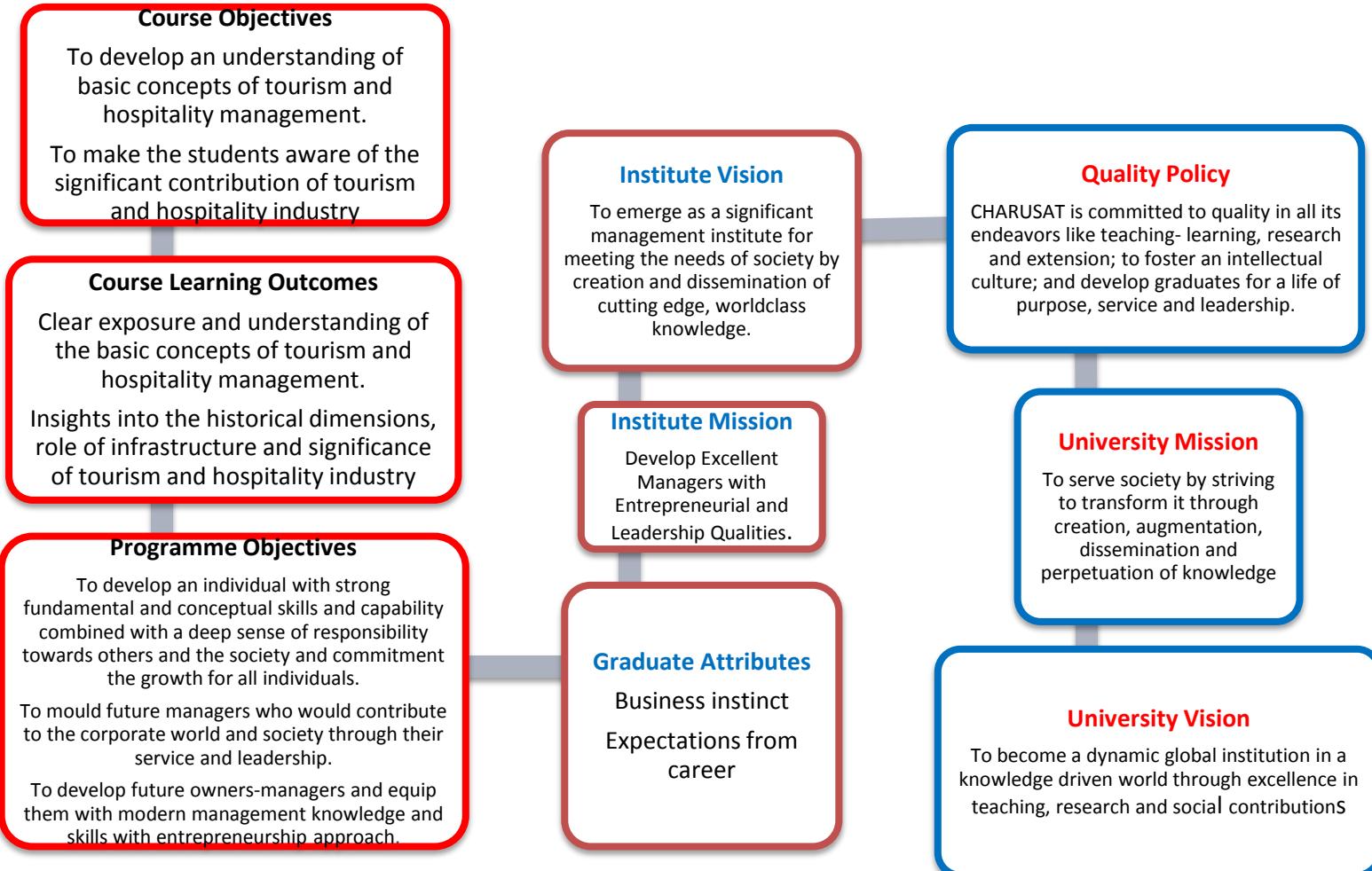
To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB930.4	Principles and Concepts of Tourism and Hospitality Management





Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB931.4	Tourism Policy, Destination Planning and Development

Course Objectives

To develop an understanding of basic concepts of Tourism Policy, Planning and Development.

To make the students aware about the different types of tourism planning

Course Learning Outcomes

The ability to understand of tourism policies, short term and long term tourism planning and the constraints and challenges associated with it.

Programme Objectives

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Institute Mission

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Quality Policy

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University Mission

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Graduate Attributes

Business instinct
Expectations from career

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB932.4	Indian Tourism and Hospitality Management

Course Objectives

To familiarize students with the important tourism destinations in India.

To understand the relevance and importance of famous tourism destinations in India

Course Learning Outcomes

Clear understanding and exposure to the details of Indian Tourism industry and its significance.

The ability to think strategically in expanding the tourism business in India by capitalizing the natural and cultural diversity of India

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB933.4	Legal Aspects of Tourism and Hospitality Management

Course Objectives

To enables students to know the government rules and regulations to set up a business in tourism and hospitality industry

Course Learning Outcomes

The understanding and insights to the tourism and hospitality business related legislative framework with more emphasis on the role played by Ministry of Indian Tourism and State governments to promote the tourism activities in India

Programme Objectives

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University Mission

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Graduate Attributes

Ability to understand, assimilate, general awareness

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB934.4	Front Office Management

Course Objectives

To help students to know the basic functions of front office management.

To help students to understand the emergencies and critical issues to be handled in Tourism and Hospitality business

Course Learning Outcomes

A clear understanding of the basic functions of front office management like reservation, registration and account keeping.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Presentation and Communication Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB940.4	Event and Resources Management

Course Objectives

To help students to develop decision making ability and understand the event stakeholders and develop an enquiring minds for understanding one's own audience and maintaining healthy media and public relations.

Course Learning Outcomes

A decision making ability and understanding of the event stakeholders.
An enquiring minds for understanding one's own audience and maintaining healthy media and public relations.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

People Management
Understanding the roles, responsibilities and purpose of business

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB851.4	Project Planning Execution and Control

Course Objectives

To expose the students to the basics of project preparation;
To acquaint the students with different tools & techniques available to formulate, initiate, monitor and control the project; the same should be effectively used in execution of the project

Course Learning Outcomes

The ability to understand the tools and techniques in initiating and planning a project such as estimating the project budget and cost, developing a project plan, developing a project schedule, management of risks, preparing project proposals, mobilizing the project resources, and evaluating which project to select

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB941.4	Legal Aspects and Event Risk Management

Course Objectives

To develop understanding of legal concepts, acts, laws applicable to event management industry and to help them to learn the requirement of licensing and permissions in setting up an event management business.

To inculcate the understanding of managerial ethics, responsibilities and accountability involved in managing any event.

Course Learning Outcomes

An understanding of legal concepts, acts, laws applicable to event management industry and to help them to learn the requirement of licensing and permissions in setting up an event management business.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB942.4	Management of Events - I

Course Objectives

- To help students to acquire skills for successfully organizing major mega events.
- To enable students to contribute effectively to the process of identification of role players, bidding, sponsorship and management
- To expose the students to various types of mega events and make them capable to understand the technicalities involved in it.

Course Learning Outcomes

- Skills required for successfully organizing major mega events.
- Capability to contribute effectively to the process of identification of role players, bidding, sponsorship and management.
- Understanding of various types of mega events and capability to reflect on the technicalities involved in it.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

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Institute Mission

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB943.4	Starting Event Management Business

Course Objectives

To help students to prepare a competitive business plan by understanding the technicalities and basic aspects of event management business for starting their own business entity.

To help students to develop an ability to identify the market niche, acquire knowledge of prerequisites, timelines, work lists and other related practicalities in starting the event management business.

Course Learning Outcomes

Ability to prepare a competitive business plan by understanding the technicalities and basic aspects of event management business for starting their own business entity.

An ability to identify the market niche, acquire knowledge of prerequisites, timelines, work lists and other related practicalities in starting the event management business.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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University Vision

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB950.4	Health Economics and Social Policy

Course Objectives

To develop an understanding of the relevance of economic concepts to the health care sector.

To describe the system of health care financing and delivery arrangements in the health care sector.

Course Learning Outcomes

An appreciation of the relevance and principles of economics for effective health care delivery.

A keen desire for reading news of economic and financial changes / developments on a regular basis

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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Graduate Attributes

Traditional Knowledge/Skill Domains

Quality Policy

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB951.4	Hospital Planning and Management

Course Objectives

To develop an understanding of the general health care planning and administration sector.

To describe the system of health care administration and delivery arrangements in the hospitals

Course Learning Outcomes

An appreciation of the relevance and principles of healthcare planning and administration

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

Quality Policy

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB952.4	Environmental Health Management & Safety Planning

Course Objectives

To understand and identify significant gaps in the current knowledge base concerning the health effects of environmental agents

Course Learning Outcomes

An integrated understanding of strategic operations and its applicability to health care and environmental policies

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge/Skill Domains

Ability to understand, assimilate, general awareness

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB953.4	Health Care Communication and Marketing

Course Objectives

- To provide foundational knowledge of the principles of marketing and their particular application in health.
- To develop an understanding of the marketing activities in a healthcare sector.

Course Learning Outcomes

An appreciation of the relevance and principles of marketing concepts to healthcare system

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Acting Creativity and Innovatively

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB954.4	Financial Management of Health Institutions

Course Objectives

To provide students with the ability to application of quantitative financial analysis to investment, financing, and operating decisions in the health care sector.

Course Learning Outcomes

An appreciation of the relevance and principles of financial management concepts to healthcare system

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge/Skill Domains

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB960.4	Project Formulation and Execution

Course Objectives

To expose the students to the basics of project preparation;
To acquaint the students with different tools & techniques available to formulate, initiate, monitor and control the project

Course Learning Outcomes

The ability to understand the importance of Project monitoring are evaluation students are expected to monitor & evaluate the project through various tools and methods

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Consulting Skills
Implementation Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB961.4	Social Projects and Infrastructure

Course Objectives

- To understand government policies and problems of Social Infrastructure in India.
- To help students to get acquainted with the knowledge of labour forces and the legislative framework related to them.

Course Learning Outcomes

The basic understanding of Social Infrastructure projects, and government policy and regulations about Social Infrastructure projects.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Exposure to Practice
Consulting Skills
Implementation Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB962.4	Infrastructural Projects

Course Objectives

To provide an overview of the importance of infrastructure management as necessitated by the economic development – Indian and International context

Course Learning Outcomes

An understanding of the basic concepts related to Infrastructure and Financial Management of Projects.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
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- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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Quality Policy

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice
Consulting Skills
Implementation Skills

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB963.4	Introduction to Infrastructure Policy for Development

Course Objectives

To understand the various policies designed related to infrastructure and development and measure the impact of the policy design

Course Learning Outcomes

An understanding of economic aspects of infrastructure
An understanding of various government infrastructural policies

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB964.4	Learning Project Management Through Software

Course Objectives

- To learn Windows-based project management software package
- To learn preparing project plan and tracking it to its completion.

Course Learning Outcomes

Proficiency in software based projects.

Programme Objectives

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- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Need for a hands-on approach

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB970.4	Agricultural Inputs

Course Objectives

To apprise students regarding agricultural inputs (seed, water, fertilizer, pesticides), implements and machinery as well as research and education system in India

To engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

Course Learning Outcomes

Understanding of agricultural inputs (seed, water, fertilizer, pesticides), implements and machinery as well as research and education system in India

Ability to develop critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

Programme Objectives

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

Ability to understand, assimilate, general awareness

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB971.4	Agri-Business Management: Environment and Policy

Course Objectives

To give students tools to use to analyse government policy interventions

To enable students to appreciate the range of possible agribusiness sector interventions

To enable students to understand Agribusiness internal environment – business organization, management and structural changes; Agribusiness external environment – political / government

Course Learning Outcomes

The ability to learn to demonstrate knowledge of the legal and ethical environment impacting agriculture organizations and exhibit an understanding and appreciation of the ethical implications of decisions.

Ability to demonstrate how to locate, interpret, evaluate and use professional literature to make ethical evidence-based practical decisions in Agri Busienss.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB862.4	Optimization Analytics

Course Objectives

To provide students with the knowledge of formulating mathematical models for quantitative analysis of managerial problems

To impart skills in the use of various mathematical models with Operations Research approach in solving real problems.

Course Learning Outcomes

The skills and gained ability to perform well in multi-dimensions such as cost, quality, delivery, dependability, speed, innovation and flexibility to adapt him/her to variations in demand.

The skills to convert real world problems in to mathematical model and then to optimize it.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

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Institute Mission

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB972.4	Dairy Cattle Management

Course Objectives

To impart knowledge about management of livestock products, product development, quality control, preservation and marketing strategies for livestock products.

To give an idea to the students of the different functions performed by managers, the roles they have to play for those functions in the field of Dairy Cattle Management

Course Learning Outcomes

The ability to understand the opportunities to create business value from Dairy Cattle.

A practical understanding of the way business value is created from Dairy Cattle, and the potential barriers.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB973.4	Agricultural Entrepreneurship

Course Objectives

To provide overall picture of planning and development of enterprises for extending sustainable livelihoods in field of Agriculture /for rural people.

To support the students to gain knowledge and skills in different concepts and techniques of management in extension organizations

Course Learning Outcomes

Capability to start-up and grow their own new firms.

An 'entrepreneurial attitude' that will encourage innovation combining knowledge, ideas and skills to develop solutions to economic issues in the food and fiber system. .

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester –I MB700.4 Managerial Economics <-> Semester – II – MB740.4 Macro-Economics and Business Environment
<-> Semester – III and IV Agri-Business Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB980.4	Development Communication

Course Objectives

To have an understanding of approaches to development communication

To understand development issues, particularly in Indian perspective

Course Learning Outcomes

The ability to apply the concepts of development communication and understand its role in society

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

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Quality Policy

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University Mission

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Graduate Attributes

Presentation and Communication Skills

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB981.4	Introduction to Mass Communication and Journalism

Course Objectives

- To understand the relationship between communication and society.
- To study different modes, structures and forms of communication

Course Learning Outcomes

- An ability to apply the concepts of Mass Communication, Journalism and latest trend in it

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

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University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Business instinct
Expectations from career

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB982.4	Media Law and Ethics

Course Objectives

- To look into the relevance of media laws and analyze ethical issue.
- To assess need for regulation and control on contents in media

Course Learning Outcomes

- The ability to apply the concepts of Media Laws and Ethics.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB983.4	Media Economics and Analysis

Course Objectives

- To explains the fundamental concepts relevant to the study of media economics.
- To Study economic theory to business practice

Course Learning Outcomes

- The ability to apply the concepts of Media Economics and Analysis.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB984.4	Media Analytics

Course Objectives

To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision-making.

To become familiar with the processes needed to develop, report, and analyze business data.

Course Learning Outcomes

The ability to apply the tools of business analytics.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB805.4	Comprehensive Project (Practical)

Course Objectives

To enable the students to investigate in detail a topic relating to one of their areas / streams of specialisation, and in the process, develop a comprehensive understanding of the area/stream.

Course Learning Outcomes

At the end of the course, the students should have developed a comprehensive understanding of the chosen area of specialisation and the major issues in the area.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Result orientation
Need for a hands-on approach

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB806.4	Logistics and Supply Chain Management

Course Objectives

- To develop an appreciation of importance of an effective supply for competitive advantage.
- To introduce students to the supply chain network and enable them to gain the knowledge of planning and managing the supply chain processes.

Course Learning Outcomes

- The ability to understand and critically evaluate the principles of supply chain management.
- The ability to understand how a supply network should be organized and effectively managed

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB807.4	Managerial Effectiveness(Practical)

Course Objectives

To prepare students to internalise managerial personality traits so that they can perform their roles in their chosen careers with effectiveness;
To develop the students' negotiating and salesmanship skills

Course Learning Outcomes

At the end of the course, the participant should have developed skills and self-confidence necessary for managerial performance and build in to meet the organizational challenges.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness
People Management

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB815.4	Product and Brand Management System

Course Objectives

To develop an understanding of basic branding principles and their exposure to classic and contemporary branding application through real-life examples and cases;

To make the students aware about the role of brands, the concept of brand equity, and the advantages of creating branding applications.

Course Learning Outcomes

Clear understanding of fundamentals, concerns of new product development and branding, brand elements and the process of creating / developing customer based brand equity.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB816.4	Services and Retail Management

Course Objectives

To study "breakthrough" services in order to understand the operations of successful service firms that can be benchmarks for future management practice.

To understand various challenges faced by the marketers of service organization and strategy development

Course Learning Outcomes

Design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.

Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB817.4	Digital and Social Media Marketing

Course Objectives

To provide an overview of Digital Marketing and emerging perspectives of Digital Marketing.

To provide some of the challenges and opportunities of Digital Marketing.

Course Learning Outcomes

The ability to frame effective strategies in the area of digital and social media marketing and becomes able to contribute in the growth of business.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Networking

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB818.4	Marketing Analytics

Course Objectives

To introduce students to various tools for generating marketing insights from empirical data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis..

Course Learning Outcomes

Insights from empirical data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice
Consulting Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB819.4	International Marketing

Course Objectives

To expose the students to the concept of international marketing, enabling them to acquire an appreciation of the complexities of marketing on an international basis.

To understand the ever expanding scope of international marketing & acquaint them with cross cultural implications on international marketing decisions.

Course Learning Outcomes

The ability to understand the nature and behaviour of international market and frame strategies accordingly to support the service or business he is in.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB825.4	Derivatives and Risk Management

Course Objectives

To acquaint students with various derivative instruments, functioning of derivative markets and their working mechanism.

To help students understand different derivative strategies and its application.

Course Learning Outcomes

To understand the mechanics, valuation and trading strategies of derivative market.

To frame their own trading strategies in different market conditions

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Functional/Foundational Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB826.4	Corporate Restructuring

Course Objectives

To let students appreciate the process of how investors, managers, and legal frameworks pursue restructurings in Indian and global economy. We will do this through a series of case studies.

Course Learning Outcomes

The students would be able to develop an understanding of Mergers and Acquisitions as significant economic activity.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Result orientation

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB827.4	International Finance

Course Objectives

To familiarize the students to the arena of international finance.
To introduce students to foreign exchange markets and foreign exchange arithmetic will be introduced.

Course Learning Outcomes

The nuances of foreign exchange transactions.
The ability to know the factors that drive exchange rates particularly interest rates and inflation dynamics

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB828.4	Financial Analytics

Course Objectives

To understand and apply quantitative methods of financial analysis to smooth functioning of Business and to enhance business performance.

To efficiently analyze the data, forecast, managing and improve investment decisions.

Course Learning Outcomes

Concepts and apply sound techniques for analysis of financial data to investment proposals.

The skills to understand and apply quantitative methods of financial analysis to smooth functioning of Business and to enhance business performance.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Functional/Foundational Skills

Quality Policy

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB829.4	Financial Reporting, Analysis And Corporate Governance

Course Objectives

To understand the financial reports. Compute ratios and analysis of the annual report.

To analyse and interpret the financial reports to evaluate the financial position of the company, and take proper decision.

Course Learning Outcomes

The ability to understand and interpret financial statements for various forms of businesses.

The ability to analyse and interpret the data contained in these statements for improved decision-making.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB835.4	Organisational and Change Development

Course Objectives

To enable the students to understand the significance of systems, process and culture of the organization in organizational development.

Course Learning Outcomes

The ability to demonstrate group facilitation skills that foster a wide range of ideas and perspectives; create an inclusive culture for diverse human beings; keep a group focused on its purpose and tasks.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Learning and adaptability
People Management
Networking
Interpersonal & Team building skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB836.4	Compensation Management

Course Objectives

To enable the students to understand the principles underlying the compensation structure.

Course Learning Outcomes

An appreciation of the principles of designing the Pay structure in Compensation Management

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Process-sensitivity
Receptivity to learning
Showing conviction

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB837.4	Human Resource Information System

Course Objectives

To enable students to gain knowledge of human resource information systems and its significance in functional application within the organization.

Course Learning Outcomes

An appreciation of the principles of designing the Pay structure in Compensation Management and

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge/Skill Domains

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB838.4	Human Resource Analytics

Course Objectives

To lead an HR Analytics team and develop organizational analytics function.

To help students to acquire the knowledge of various applications of analytics for organizational business case development.

Course Learning Outcomes

The ability to lead an HR Analytics team and develop organizational analytics function.

The ability to acquire relevant knowledge for effective stakeholder communication and co-ordination.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Quality Policy

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Process-sensitivity
Showing conviction
Consulting Skills
Implementation Skills

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB839.4	International Human Resource Management

Course Objectives

To introduce the diversity of HRM in an international context and the key HR/ER challenges facing organizations working internationally

Course Learning Outcomes

The ability to diagnose and explain the factors that influence the success or otherwise of an international expatriate assignment.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

People Management
Networking

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB845.4	Data Warehousing and Data Mining

Course Objectives

To introduce the concept of data mining with in detail coverage of basic tasks, metrics, issues, and implication.

Course Learning Outcomes

The ability to identify the key processes of data mining, data warehousing and knowledge discovery process.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB846.4	Web Application Development and Management

Course Objectives

- To make student familiar with fundamentals of web development.
- To make student capable of designing dynamic websites using PHP.

Course Learning Outcomes

- Clear exposure to the ASP.net for development of Web Applications.
- Ability to design and host live websites and applications.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB847.4	Mobile Application Development and Management

Course Objectives

To make student familiar with fundamentals of Mobile Apps Development.

To make student capable of designing dynamic applications for Android Platform.

Course Learning Outcomes

Clear exposure to the Android Studio for development of Mobile Applications.

Ability to design and host live mobile applications to Google Play Store.

Programme Objectives

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB848.4	Information Security and Cyber Law

Course Objectives

To provide a thorough understanding of the issues associated with the design, provision and management of security services for modern communication and information systems.

Course Learning Outcomes

The ability to use various software tools to analyze network and host vulnerabilities and to design systems that comply with commonly accepted security standards.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB849.4	Information Systems Audit

Course Objectives

To gain application ability of necessary controls, laws and standards in computerized Information system.

To gain an appreciation for the difficulties in assessing systems effectiveness and efficiency

Course Learning Outcomes

A conceptual framework of internal controls in a computer environment and understanding of knowledge of conducting a risk assessment of an IT system.

The ability to describe the various phases of systems development from the perspective of the auditor and review the evaluation and testing procedures for General and Business Process Application Controls

Programme Objectives

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Graduate Attributes

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB855.4	Project Tools and Techniques

Course Objectives

- To learn Windows-based project management software package
- Preparing project plan and tracking
- To learn Microsoft project calendar controls, allocation of resources, production of PERT, GANTT charts. Resource charts, calendar charts

Course Learning Outcomes

Proficiency in software based projects.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB856.4	Project Quality Six Sigma Management

Course Objectives

To give an exposure to Quality Management in Project Management.

Course Learning Outcomes

- The ability to understand Quality Management in Project Management
- Identify Quality requirements in Project Management
- Perform Quality Assurance
- Testing and Auditing Quality Management in Project

Programme Objectives

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Graduate Attributes

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- Exposure to Practice

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB857.4	Project Financing and Risk Management

Course Objectives

To give an exposure to the world of project finance on the areas of Project structuring, understand the complexities of accurately constructing and evaluating cash flows, Risk assessment and management in infrastructure projects, Financing and valuation of projects.

Course Learning Outcomes

The ability to evaluate cash flows, Risk assessment and management of projects

Programme Objectives

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester – I – MB704.4 Financial Accounting <-> Semester – II- MB744.4 Costing and Control Systems, MB745.4 Financial Management, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Operations Management | Project and Infrastructure Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB858.4	International Project Management

Course Objectives

To explore the impact on project management of culture, language variations, religious, regulatory and legal practices, technology penetration, temporal orientation, gender issues, corruption, ethics, personal liberty and political contexts.

Course Learning Outcomes

Capability to manage global teams including building trust and collaboration across various cultures, time zones and technological settings

Designing communication channels and project structures effectively in a global project environment

Programme Objectives

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University Mission

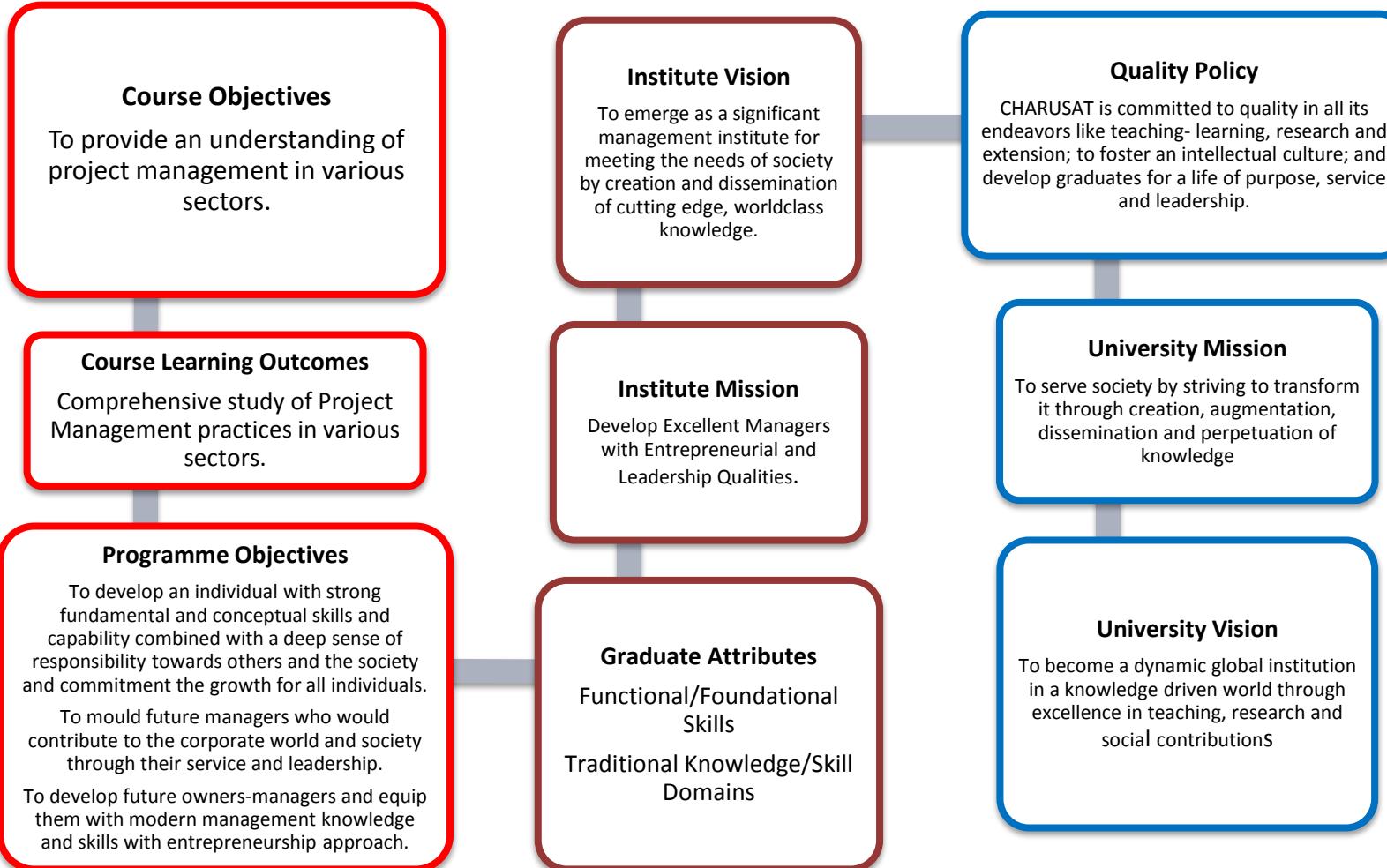
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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB859.4	Sector Specific Project Management-2



Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB700.4 Managerial Economics <-> Semester – II – MB740.4 Macro- Economics and Business Environment, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Operations Management | Project and Infrastructure Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB865.4	Big Data Analytics

Course Objectives

To teach students to identify the importance of data governance for managing Big Data Outline the components needed in a Big Data Platform

To make students compare and contrast the roles of: data-at-rest processing, data-in-motion

Course Learning Outcomes

Comprehensive understandings at how to organize, manage, and mine textual data for extracting insightful information from large collections of documents and using such information for improving business operations and performance..

Programme Objectives

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Graduate Attributes

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 , MB706.4 Introduction to Computers and Information Technology <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB651 Software Based Statistical Analysis <-> Semester – III- MB803.4 Management Information System <-> Semester – III and IV Business Analytics | Operations Research | Operations Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB866.4	Data Mining And Business Intelligence

Course Objectives

To introduce the concept of data mining with special emphasis on architecture and design.

To introduce the concept of data mining with in detail coverage of business intelligence

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Quality Policy

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Course Learning Outcomes

The ability to apply data mining techniques to solve problems in other disciplines in a mathematical way.

The ability to apply data mining methodologies with information systems and generate results which can be immediately used for decision making in well-defined business problems.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB867.4	Data Visualization For Analytics

Course Objectives

- To teach students to understand the use of interactive content for decision making
- To make students ready to apply and implement various tools for Data Visualizing and analysis

Course Learning Outcomes

- A clear understanding of various techniques that can be used for analyzing data.
- An ability to identify the correct visualizing technique for different categories of data.
- An ability to visualize data for better / improved decision making.

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB868.4	Machine Learning

Course Objectives

To introduce students to the basic concepts and techniques of Machine Learning.

To develop skills of using recent machine learning software for solving practical problems

Course Learning Outcomes

Basic understanding of concepts and techniques of Machine Learning.

Developed skills of using recent machine learning techniques and software for solving practical problems.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

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Graduate Attributes

Functional/Foundational Skills

Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 , MB706.4 Introduction to Computers and Information Technology <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB651 Software Based Statistical Analysis <-> Semester – III- MB803.4 Management Information System <-> Semester – III and IV Business Analytics | Operations Research | Operations Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB869.4	Actuarial Science

Course Objectives

- To teach students how to assess the cost of multiple and diverse cost objects pertinent for external and internal reports.
- To teach students to frame alternative cost decision contexts and develop data appropriate for each context.

Institute Vision

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Quality Policy

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Course Learning Outcomes

- Solid foundation in mathematics by their ability to solve a variety of basic and advanced mathematical problems.
- Ability to correctly solve a wide variety of actuarial science problems using mathematical techniques.

Institute Mission

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Programme Objectives

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Graduate Attributes

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 , MB706.4 Introduction to Computers and Information Technology <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB651 Software Based Statistical Analysis <-> Semester – III- MB803.4 Management Information System <-> Semester – III and IV Business Analytics | Operations Research | Operations Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB875.4	Simulation Modelling and Decision Science

Course Objectives

To introduce the give an up-to-date treatment of all the important aspects of a simulation study, including modelling, simulation languages/ Software, validation, and output data analysis.

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Course Learning Outcomes

Skills to identify a problem, develop a mathematical representation and transforms it to a computational model.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB876.4	Operations Research Software and Applications

Course Objectives

To provide hands –on training to the students on range of Software of Operations Research which optimize the processes and address management science challenges with enhanced operations research methods

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Quality Policy

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Course Learning Outcomes

Skills related to use of operations research related software
Inputs for reviewing articles / research papers especially related to use of Operations Research applications / techniques and analysis based on software

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB877.4	Logistical and Transportation Planning Methods

Course Objectives

To provides an in-depth overview of the key aspects of transportation analysis, with an emphasis on modelling real transportation systems and executing the models.

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Course Learning Outcomes

Skills to apply operational research applications: transportation, communication, network design and distribution, production and inventory planning, facility/plant location, scheduling and air traffic control.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB868.4	Machine Learning

Course Objectives

To introduce students to the basic concepts and techniques of Machine Learning.

To develop skills of using recent machine learning software for solving practical problems

Course Learning Outcomes

Basic understanding of concepts and techniques of Machine Learning.

Developed skills of using recent machine learning techniques and software for solving practical problems.

Programme Objectives

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB869.4	Actuarial Science

Course Objectives

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Course Learning Outcomes

- Solid foundation in mathematics by their ability to solve a variety of basic and advanced mathematical problems.
- Ability to correctly solve a wide variety of actuarial science problems using mathematical techniques.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB896.4	Warehousing and Facility Design

Course Objectives

To familiarize the students / participants with Warehousing, its importance, valuation, inventory stores management to provide adequate knowledge to minimize the cost and improve the overall efficiency of the operation.
To apply the principles of scientific warehouse management to control the cost of overall supply chain of organisation.

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Course Learning Outcomes

Understand the various functions of Warehouse and also about its various types and their advantages.
To measure the metrics of warehouse operations and identifying different materials and classifying them in a logical manner

Institute Mission

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University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester – I – MB701.4 Quantitative Analysis for Management -1 <> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB747.4 Project and Operations Management <> Semester – III and IV Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB885.4	Total Quality Management

Course Objectives

To introduce the main principles of business and social excellence, to generate knowledge and skills of students to use models and quality management methodology for the implementation of total quality management in any sphere of business and public sector.

Course Learning Outcomes

Provide a deeper knowledge of various principles and core concepts of Total Quality Management.

Know the principles of total quality management and peculiarities of their implementation

Understand the part Total Quality Management play in management

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

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Programme Objectives

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Graduate Attributes

Functional/Foundational Skills

Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II <-> Semester – III and IV Finance Management | Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB875.4	Simulation Modelling and Decision Science

Course Objectives

To introduce the give an up-to-date treatment of all the important aspects of a simulation study, including modelling, simulation languages/ Software, validation, and output data analysis.

Institute Vision

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Quality Policy

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Course Learning Outcomes

Skills to identify a problem, develop a mathematical representation and transforms it to a computational model.

Institute Mission

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University Mission

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Programme Objectives

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 , MB706.4 Introduction to Computers and Information Technology <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB651 Software Based Statistical Analysis <-> Semester – III- MB803.4 Management Information System <-> Semester – III and IV Business Analytics | Operations Research | Operations Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB886.4	Global Operations

Course Objectives

To provide with an understanding of the strategic importance of effective operations management practices in the global supply chain environment,
To familiarize with the key concepts, principles, and techniques involved in the design and management of high performance operations systems

Institute Vision

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Quality Policy

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Course Learning Outcomes

Understanding of key operational performance criteria for each area of operation activities and pinpoint the critical issues for international operation for performance improvement.
Critical thinking to evaluate the crucial components of international operation's strategic vision and the factors that influence the decision required by the Operation manager

Institute Mission

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University Mission

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Programme Objectives

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II <-> Semester – III and IV Finance Management | Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB887.4	Revenue Analytics

Course Objectives

To provide an introduction to revenue management and pricing.
To provide students / participants the interrelationship between demand, supply, pricing, differential pricing, capacity and capacity constraints on total revenue of an organisation.

Course Learning Outcomes

Knowledge to list and relate demand drivers to demands in specific industries,
Analytical skills to obtain price-demand relationship, optimal prices and revenues,
Understanding regarding revenue management practices.

Programme Objectives

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Institute Vision

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Institute Mission

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Quality Policy

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University Mission

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University Vision

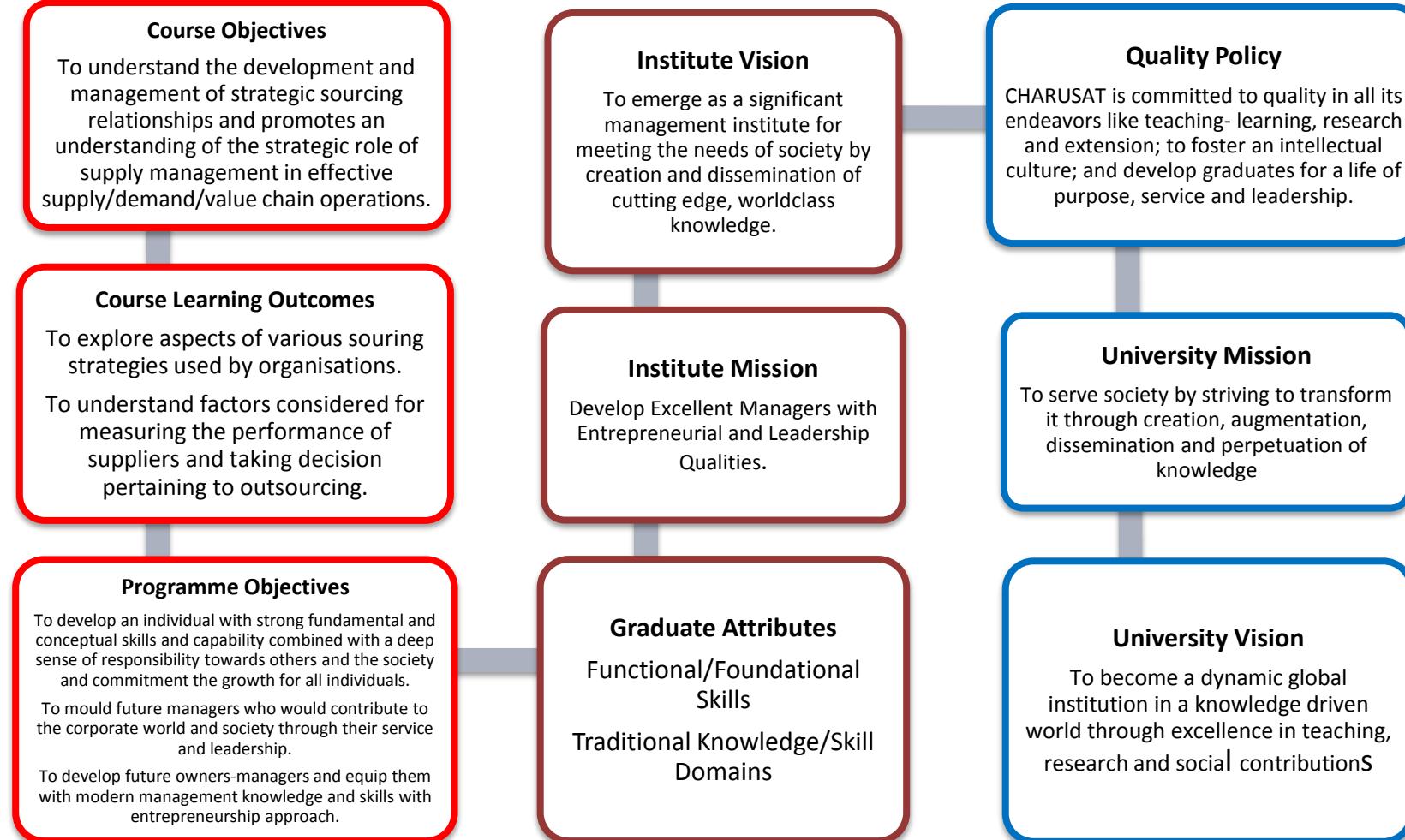
To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II <-> Semester – III and IV Finance Management | Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB895.4	Strategic Sourcing in Logistics and Supply Chain Management



Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB896.4	Warehousing and Facility Design

Course Objectives

To familiarize with Warehousing, its importance, valuation, inventory stores management to provide adequate knowledge to minimize the cost and improve the overall efficiency of the operation.
To apply the principles of scientific warehouse management to control the cost of overall supply chain of organisation.

Institute Vision

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Quality Policy

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Course Learning Outcomes

Understand the various functions of Warehouse and also about its various types and their advantages.
To measure the metrics of warehouse operations and identifying different materials and classifying them in a logical manner

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

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Programme Objectives

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB897.4	World Class Supply Chain Management

Course Objectives

To familiarize with real time world class supply chain systems. It will also help the participants to understand the need of becoming world class supply chain player to gain competitive advantage.

To differentiate between various best practices carried out by world class supply chain players

Institute Vision

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Quality Policy

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Course Learning Outcomes

To differentiate between various enablers of world class supply chain management. Various technological forces shaping the fate of traditional supply chain

Institute Mission

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University Mission

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Programme Objectives

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Graduate Attributes

Functional/Foundational Skills

Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages| Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB898.4	Supply Chain Management Design, Strategy and Analysis

Course Objectives

- To understand the process of supply chain design shifts, cost benefit of various supply chain alternatives.
- To aware about the latest supply chain design being used by top fortune 500 organisations.
- To develop state of art supply chains that deliver rapid, quantifiable, and sustainable competitive advantage.

Course Learning Outcomes

Basic understanding of supply chain design and various factors shaping supply chain modifications. It will also enable students / participants to evaluate various supply chain designs on the basis of performance criteria's agreed upon by stakeholders of supply chain

Programme Objectives

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Institute Vision

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Institute Mission

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Quality Policy

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University Mission

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Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB899.4	Logistics and Transportation Operations Methods and Systems

Course Objectives

To provide an overview of the key elements of a successful logistics organization starting with a strategic decision on logistics design and concluding with day-to-day operation of a logistics system that meets both customer and company objectives.

Institute Vision

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Quality Policy

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Course Learning Outcomes

Knowledge of the dimensions of a logistics system that allows to broaden their contributions to the supply chain.

Understanding of roles of various stakeholders of logistic ecosystem.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

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Programme Objectives

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Graduate Attributes

Functional/Foundational Skills

Traditional Knowledge/Skill Domains

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester – I – MB701.4 Quantitative Analysis for Management -1 <-> Semester – II – MB742.4 Quantitative Analysis for Management – II, MB747.4 Project and Operations Management <-> Semester – III and IV Project Management | Business Analytics | Operations Research | Operations Management | Logistics and Supply Chain Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB915.4	Succession Planning and Management

Course Objectives

To develop a basic understanding of the theory, practice, principles, concepts and language of succession planning and management

Course Learning Outcomes

An ability to appreciate family business and apply the theory, practice, principles, and concepts of succession planning and management

Programme Objectives

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Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding of vision
Strategic thinking skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB916.4	Entrepreneurship Marketing and Analytics

Course Objectives

- To introduce students to different choices and challenges of entrepreneurial marketing.
- To understand the Business Analytics and Intelligence Methodologies.

Course Learning Outcomes

- A thorough understanding about entrepreneurial marketing.
- An ability to transform large amounts of data into better decisions

Programme Objectives

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Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Entrepreneurial behavior
Ability to understand, assimilate, general awareness
Analytical Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB917.4	Application of Strategic Frameworks for SMEs

Course Objectives

To introduce the student to the unique management issues facing the family/privately owned business in today's economy

Course Learning Outcomes

The ability to select appropriate strategy by identifying strengths and weaknesses in the strategic management of the family business, SME

Programme Objectives

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Understanding the roles, responsibilities and purpose of business

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB918.4	Professionalization of Family Business

Course Objectives

To discuss in depth about the need and various aspects of professionalization starting from what is considered as a professionally run business

Course Learning Outcomes

The skills to be able to manage differing views between the older generation and the newer generation.

Programme Objectives

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Understanding the roles, responsibilities and purpose of business

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB919.4	Competitive Strategy and Management of Family Business Portfolio

Course Objectives

To focus on the competitive strategy of the firm.

To examine issues central to its long and short term competitive position

Course Learning Outcomes

Be able to play the role of key decision makers and answer the questions related to the creation or reinforcement of competitive advantage

Programme Objectives

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Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Understanding the roles, responsibilities and purpose of business

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB925.4	International Trade Practices, Procedures and Documentation

Course Objectives

To introduce the students with the theoretical foundations of international trade policies, payment terms, export promotions etc.

To acquaint the students with the trade practices, procedures and documentation of international trade in order to prepare for employment opportunities.

Course Learning Outcomes

A clear understanding and exposure to the norms and guidelines of international trade and enabling them to learn the pattern, structure and policy framework of International foreign trade.

A practical knowledge of trade practices, procedures and documentation of international trade in order to apply the same in industry.

Programme Objectives

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Quality Policy

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Institute Mission

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University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB926.4	International Business Law and Insurance

Course Objectives

The main objective of this course is to provide the students with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders.

To help the students develop insights into the provisions of some important international laws affecting the cross border business

Course Learning Outcomes

A clear understanding of international laws, legal system affecting the international business and decision making.

An ability to interpret the provisions of various laws and understand their applications in practical contexts in foreign trade and international business.

Programme Objectives

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Institute Vision

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Quality Policy

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Institute Mission

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University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB827.4	International Finance

Course Objectives

- To familiarize the students to the arena of international finance.
To introduce students to foreign exchange markets and foreign exchange arithmetic will be introduced.

Course Learning Outcomes

- The nuances of foreign exchange transactions.
The ability to know the factors that drive exchange rates particularly interest rates and inflation dynamics

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
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Institute Vision

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Quality Policy

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB927.4	International Project - 2

Course Objectives

- To impart the knowledge of international business among management students.
- To understand the cross-cultural diversity in implementing sound business policies and creating the knowledge economy

Course Learning Outcomes

- Clear understanding of cross-cultural diversity in implementing sound business policies and knowledge of international business
- Skills to deal with the international business issues and should be able to have a comprehensive understanding of the international business.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
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- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB928.4	Foreign Language For Business – 2

Course Objectives

To develop the language skills in listening, speaking, reading & writing in Foreign language

To equip the students with foreign language skills at least to that extent that is required for conducting international business.

Introducing the learners to the lifestyle in Foreign & the Foreign Culture

Course Learning Outcomes

Can make him/herself understood in simple, routine business communication dealing with a simple and direct exchange of information on familiar and common topics. Can describe / present the product in international trade in simple way.

Programme Objectives

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains
Presentation and Communication Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB935.4	International Tourism and Hospitality Management

Course Objectives

To introduce students to the international organizations involved in tourism and hospitality management

Course Learning Outcomes

A clear understanding and exposure to the norms and guidelines and critical issues associated with the international tourism and hospitality management

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Networking

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching, learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB936.4	Quality Management in Tourism and Hospitality Business

Course Objectives

To develop an understanding of quality management concept and the issues related to it in tourism and hospitality management among students.

Course Learning Outcomes

A clear understanding of the role and importance of quality management in Tourism and Hospitality Industry.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Process-sensitivity
Learning and adaptability

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB937.4	Facility and Event Management

Course Objectives

To develop students' knowledge and competencies to plan, manage and implement special events successfully.

Course Learning Outcomes

The ability to arrange facilities for guests, clients and employees for smooth running of an organization and to co-ordinate special events.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge/Skill Domains
Understanding of vision
Learning and adaptability

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB938.4	Cost and Operations in Tourism and Hospitality Business

Course Objectives

To equip students with the operating knowledge and skills required to work in tourism and hospitality business.

Course Learning Outcomes

A clear understanding and exposure of the fundamentals, concerns of costing and operations in tourism and hospitality industry with a ability to demonstrate those learning.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB939.4	Crises Management in Tourism and Hospitality Business

Course Objectives

To develop an understanding of basic concepts of crisis management applied to tourism and hospitality industry.

Course Learning Outcomes

The skills to clearly understand the mechanism of crisis management in tourism and hospitality industry.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Thinking Critically

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB855.4	Project Tools and Techniques

Course Objectives

- To learn Windows-based project management software package
- Preparing project plan and tracking
- To learn Microsoft project calendar controls, allocation of resources, production of PERT, GANTT charts. Resource charts, calendar charts

Course Learning Outcomes

Proficiency in software based projects.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Quality Policy

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB945.4	Functional Aspects of Event Management

Course Objectives

- To impart the students the required skills and knowledge about various significant functional areas in managing an event.
- To help the students to develop proficiency in functional areas' of decision making and problem solving.

Course Learning Outcomes

- To impart the students the required skills and knowledge about various significant functional areas in managing an event.
- To help the students to develop proficiency in functional areas' of decision making and problem solving.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	III	MB946.4	Virtual Event Management

Course Objectives

To enable students to plan, organize, design, hold and manage successful virtual events.

To develop an enquiring mind for understanding the major virtual events and essentials associated with them.

Course Learning Outcomes

An ability to plan, organize, design, hold and manage successful virtual events.

An enquiring mind for understanding the major virtual events and essentials associated with them.

Capabilities to use the ICT enabled tools/equipment for virtual event project preparation.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB947.4	Management of Events - II

Course Objectives

- To help students to acquire skills for successfully organizing micro events.
- To enable students to plan, implement and evaluate various types of micro events.
- To expose the students to various types of micro events and make them capable to understand the technicalities involved in it.

Course Learning Outcomes

- Ability to acquire skills for successfully organizing micro events.
- Ability to plan, implement and evaluate various types of micro events.
- An understanding of various types of micro events and capability to reflect on the technicalities involved in it.

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB948.4	International Event Management

Course Objectives

- To enable students to acquire skills and knowledge required for successfully managing an international event.
- To enable students to understand the legal aspects involved in managing and international event.
- To enable students to develop the firefighting attitude towards the risk associated with international event management.

Course Learning Outcomes

- An ability to acquire skills and knowledge required for successfully managing an international event.
- An understanding of the legal aspects involved in managing and international event.
- The firefighting attitude towards the risk associated with international event management

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills
Traditional Knowledge/Skill Domains

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB955.4	Hospital Operations Management

Course Objectives

To model, analyze, solve, and interpret solutions to business decision problems on spreadsheets.

To develop, implement and utilize business models for managerial decision making.

Course Learning Outcomes

An extensive knowledge and skills to apply electronic spreadsheets in business decision-making and problem-solving.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB956.4	Hospital Management Information System

Course Objectives

To gain an integrated understanding of strategic operations and its applicability to health care industry

Course Learning Outcomes

The ability to analyse health care services management objectives and translate them into output requirements, while integrating clinical and business information

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB957.4	Medical Audit and Quality Management

Course Objectives

To provide students with the ability to define operational and strategic objectives for health services management information systems and to guide the design of systems to meet those objectives.

Course Learning Outcomes

An integrated understanding of strategic operations and its applicability to health care industry.

Programme Objectives

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To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Process-sensitivity

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB958.4	Operations Research in Health Care

Course Objectives

To provide an in-depth knowledge about the possibilities which exist for improving the operational, tactical and strategic decision-making of health care systems through the use of operations research approaches.

Course Learning Outcomes

A keen interest in observing health issues, scientific understanding of causes, and possible future approaches to control of the major environmental health problems.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Process-sensitivity

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB959.4	Legal Aspects of Health Care

Course Objectives

To engage in critical thinking (analyze and evaluate), creative thinking (imagine and create), and practical thinking (solve problems and make decisions) with regard to developing and evaluating public health communications campaigns.

Course Learning Outcomes

Keen interest to develop advertisement and campaigns related to health care system.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Process-sensitivity
Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB965.4	Project and Infrastructure Marketing and Pricing

Course Objectives

To understand Infrastructure Marketing and pricing practices in India.

Course Learning Outcomes

An understanding about Infrastructure Marketing and pricing.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB966.4	Project and Infrastructure Financing

Course Objectives

To provide an understanding of financing technique that is widely used to finance infrastructure projects

Course Learning Outcomes

The ability to evaluate cash flows, Risk assessment and management in infrastructure projects

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB967.4	Cost Benefit Analysis of Project

Course Objectives

To provide students the tools to evaluate projects for businesses, non-profit organizations, and governments, as cost benefit analysis has to consider a proposal's economic costs and benefits from a larger perspective

Course Learning Outcomes

An ability to apply economic principles towards an improved understanding of how to assess all relevant costs and benefits of a particular project, action, policy or program.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB968.4	Environmental and Social Impact Assessment

Course Objectives

To know the different principles and concepts of ecology and sustainable development.

To understand the basic concepts and principles of environmental impact assessment

Course Learning Outcomes

The skills to propose development project plans for possible environmental effects and prepare appropriate initial studies

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB969.4	Theory of Constraints

Course Objectives

To create an awareness of the Theory of Constraints as a new management philosophy, based on physical sciences

Course Learning Outcomes

An understanding of TOC and its potential in current business environment.

An understanding of mechanics, valuation and trading strategies of derivative market.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills

Exposure to Practice

Quality Policy

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University Mission

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University Vision

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB975.4	Agricultural Product Commodity Trading

Course Objectives

To apprise students regarding various aspects of Agriculture based Commodities and Commodity Derivatives

Demonstrate knowledge of the history of agricultural cooperatives

Demonstrate knowledge of antitrust legislation as it relates to agricultural cooperatives

Course Learning Outcomes

The understanding of the roles and responsibilities of members, managers and directors in agricultural cooperatives

Knowhow of the agricultural cooperative business model differs from other business models

Analysis and evaluate operational, financial and managerial challenges experienced by a Integricultural cooperative

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

Ability to understand, assimilate, general awareness

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester –I MB700.4 Managerial Economics <-> Semester – II – MB740.4 Macro-Economics and Business Environment

<-> Semester – III and IV Finance Management | Agri-Business Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB976.4	Management of Agribusiness Cooperatives

Course Objectives

- To acquaint the students with agricultural cooperatives in India.
To increase the competitiveness of cooperatives around the world in the current international context; especially by strengthening their position in the agri-food chain.

Course Learning Outcomes

- To acquaint the students with agricultural cooperatives in India.
To increase the competitiveness of cooperatives around the world in the current international context; especially by strengthening their position in the agri-food chain

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

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Quality Policy

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Ability to understand, assimilate, general awareness

University Vision

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Choice Based Credit System | Course Category - Nomenclature: Elective Course

Course – Programme Linkages | Semester –I MB700.4 Managerial Economics <-> Semester – II – MB740.4 Macro-Economics and Business Environment
<-> Semester – III and IV Finance Management | Agri-Business Management Specialization Electives



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB977.4	Food Processing Management

Course Objectives

Provide adequate education, training and research & development services in the Dairy & Food sector.
Identify and provide the skills required by the Dairy & Food Industry.

Course Learning Outcomes

Integrate basic sciences to develop skills in agri food processing for value addition in foods, agricultural resource utilization and environmental conservation.
Expertise for working in government institutions, consulting firms and international organizations around the country and the world addressing challenging issues.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
To mould future managers who would contribute to the corporate world and society through their service and leadership.
To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB978.4	Organic Agriculture

Course Objectives

- To develop a sustainable agriculture system for guaranteed adequate food production in the foreseeable future.
- To develop self-sufficient agriculture system which would rely as much as possible upon resources from within its own resources.

Course Learning Outcomes

- The ability to understand the unique considerations of the organic farming and their role in sustainable crop production
- An awareness of the need for Nutrient management in organic farming
- The ability to apply professional attitudes and techniques to manage sustainable Agriculture

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
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Ability to understand, assimilate, general awareness

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB979.4	Farm Management and Contract Farming

Course Objectives

To expose the students to the concepts, significance and uses of production economics in an agricultural context.

To expose the students to the concepts of supplying planting material, Guiding production of crop, Facilitate bank loan, Assured buy back agreement.

Course Learning Outcomes

Provide visibility into what initiatives are taking place and how they apply to rural setup of India

Social and commercial objectives that compose a successful contract farming model

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

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To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB985.4	Print Media Communications

Course Objectives

To provide students with an in-depth understanding of the Nature of News and the Process of Reporting.

Course Learning Outcomes

The abilities to deal with print media and develop skills that are required for effective media and broadcasting Journalism.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Communicating Effectively
Presentation and Communication Skills

Quality Policy

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB986.4	Electronic Media Communications

Course Objectives

- To evaluate the relationship between television or Film and society.
- To understand the way that content, form, and contexts work together to create meaning in film.

Course Learning Outcomes

The ability to deal with electronic media and develop skills that are required for effective media and broadcasting Journalism

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Communicating Effectively
Presentation and Communication Skills

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB987.4	Public Relation and Corporate Film Creation

Course Objectives

- To Evaluate the relationship between television/Film and society
- To understand the way that content, form, and contexts work together to create meaning in film

Course Learning Outcomes

The ability to deal with theory and practice of Public Relations and Corporate Communication that is imperative and crucial for building up of an image of any corporate entity

Programme Objectives

- To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.
- To mould future managers who would contribute to the corporate world and society through their service and leadership.
- To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Acting Creativity and Innovatively
People Management

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB988.4	Cyber Journalism: Convergence and New Media

Course Objectives

To introduce the students to Online or Cyber Journalism.
To understand the use of social media and live streaming for real-time reporting.

Course Learning Outcomes

The familiarity with online journalism around the world and will demonstrate a clear understanding and articulation of the field of online journalism through scholarly writing and presentations relative to the course contents.

Programme Objectives

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Institute Vision

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Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Networking
Strategic thinking skills
Business instinct

Quality Policy

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Programme	Semester	Course Code	Course ⁱ
Master of Business Administration (MBA)	IV	MB989.4	Media Management and Ad Campaign Strategies

Course Objectives

To provide students with detailed insight into the structures, management, processes, economics of and controversies in surrounding the media industries.

Course Learning Outcomes

An insight into the structures, management, processes, economics of and controversies in surrounding the media industries.

Programme Objectives

To develop an individual with strong fundamental and conceptual skills and capability combined with a deep sense of responsibility towards others and the society and commitment the growth for all individuals.

To mould future managers who would contribute to the corporate world and society through their service and leadership.

To develop future owners-managers and equip them with modern management knowledge and skills with entrepreneurship approach.

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Institute Mission

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Graduate Attributes

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