

SNDT Women's University

Jankidevi Bajaj Institute of Management Studies

Name of Program: Master of Business Administration - Marketing Management (MBA - Marketing Management)

Program Outcomes

- Management graduates should be able to comprehend, organize and solve complex business problems using the resources available at their discretion.
- Management graduates should be able to analyse the environmental, social, political, technological, environmental, health, safety, sustainability and legal context of business.
- Management graduates should be able to apply the perspective of Marketing Management to develop fully-reasoned opinions on contemporary issues and complex problems facing the business.
- Management graduates should be able to apply ethical principles and commit to professional ethics and responsibilities and norms of the management practice.
- Management graduates should be able to identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.
- Management graduates should be able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment.

Program Specific Outcomes

- The MBA (Marketing Management) Program will prepare its graduates to:
- imbibe the basic principles of Management along with adequate theoretical knowledge on various core disciplines of management and specialized knowledge of Marketing Management.
 - consolidate the acquired knowledge into practical skills; develop a thorough knowledge of the basic concepts and techniques for understanding customer behaviour and devising effective marketing strategies.
 - develop analytical, decision-making and managerial skills required for the industry and be ready to contribute and manage the various marketing functions ranging from product management, advertising, sales to retailing, e-business, distribution management, marketing research, services marketing and strategic marketing planning in the current hypercompetitive markets.

Course Outcomes		
Course Code	Course Name	Course Outcomes
Semester-I		
1001	Managerial Economics	<ul style="list-style-type: none"> • understand the concepts and principles of microeconomics, impacting the household, firms and the markets • analyse cost, revenue and profit implications across various types of markets • evaluate the demand, determinants of demand and demand forecasting techniques
1002	Business Communication	<ul style="list-style-type: none"> • understand the basics of communication • improve their communication skills • make effective presentations
1003	Financial Reporting, Statements and Analysis	<ul style="list-style-type: none"> • understand the accounting mechanics and process involved in preparing the financial statements • analyse the accounting statements of companies and prepare comparative study of the financial strength of different firms • distinguish and appreciate the importance of internal and external audit
1004	Marketing Management	<ul style="list-style-type: none"> • understand the marketing concepts and practices in consumer and business markets • evaluate marketing mix adopted by organizations • develop analytical skills, and acumen for designing marketing plans. • design marketing strategies for organizations
1005	Computer Applications for Business	<ul style="list-style-type: none"> • understand the concepts of information technology applied in the areas of management • appreciate the use of Information Technology in an organization • learn to apply IT solutions for faster business decision-making • use office productivity improvement tools such as word processing, spreadsheets, business presentations and databases
1006	Managerial Skills for Effectiveness	<ul style="list-style-type: none"> • understand the basic principles of a management and evolution of management philosophy, and management thought • appreciate the management processes such as planning, organizing, motivating and controlling • acquire the ability to apply general management principles in practical situations • develop the skills for managing work and organization

1007	Organizational Behavior	<ul style="list-style-type: none"> • understand the main theories of Organizational Behavior • analyze how these theories can help understand contemporary organizational issues • apply theories to practical problems in organizations in a critical manner • evaluate organizational practices and their impact on work behaviors, attitudes and performance
1008	Business Statistics and Analytics for Decision Making	<ul style="list-style-type: none"> • understand the importance and scope of mathematics and statistics from the point of view of application to business • apply mathematical and statistical techniques in business decision making
Semester-II		
2001	Indian Economy and Policy	<ul style="list-style-type: none"> • understand the role of economy specific to India • analyse the impact of economic policies on the business
2002	Legal and Business Environment	<ul style="list-style-type: none"> • understand legal matters that they will be exposed in their business and professional life • understand legal aspects of companies
2003	Corporate Finance	<ul style="list-style-type: none"> • apply the concept of time value of money in valuation of Stocks and Bonds • analyze capital investments • relate capital structure decisions of the firms on the value of the firm • appreciate the role of cost of capital in capital investment decisions • assess working capital requirements of a firm
2004	Business Research Methodology	<ul style="list-style-type: none"> • understand and develop insights about different methods of research, research methodology, and design aimed at solving business problems • design and execute Research Projects
2005	Operations Management	<ul style="list-style-type: none"> • understand the types of manufacturing systems • appreciate the role of production and operations management functions in an organization • compare production and operations management practices across various types of manufacturing systems evaluate the current operations management practices in organizations

2006	Project Management	<ul style="list-style-type: none"> • understand concepts of project management • execute various projects, starting from project identification till project termination • apply IT tools in project management.
2007	Human Resource Management	<ul style="list-style-type: none"> • understand the role of human resource management, concepts and theories • appreciates how HRM contributes to organizational strategy and planning • develop the skills to analyze a firm's HRM system and evaluate its strengths and weaknesses and propose changes to improve.
2008	Quantitative Techniques	<ul style="list-style-type: none"> • understand the concept of Operations Research • gain knowledge on the application of various OR techniques in decision making in management of all aspects of an organization
Semester-III		
3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	<ul style="list-style-type: none"> • understand the value and significance of doing business ethically, ethical issues and dilemmas and their influence on decision making in business activities • appreciate the significance of corporate governance from local and global perspective, doing business ethically, ethical issues and dilemmas and their influence on corporate decision making • identify the need and importance for an organization to be a corporate citizen and the impact of CSR, and sustainability on corporate sector • gain insight into the present day leadership imperatives and leadership challenges in the global scenario, and the role of women leaders
3002	Entrepreneurship and Sectoral Specialisation	<ul style="list-style-type: none"> • understand the requirements to start a new business • capture and evaluate the business opportunity and convert the viable idea in to a business proposition • cultivate an entrepreneurial mind set • exhibit effective decision-making skills, employing analytical and critical thinking ability to establish their own start up enterprise
3003	Summer Internship	<ul style="list-style-type: none"> • The summer project is expected to provide the student with a firsthand experience of working in an organization and understand the various business functions practically by observation and participation wherever feasible

3004	Integrated Marketing Communication	<ul style="list-style-type: none"> • obtain an overview of the range of tools available for Marketing Communications • understand the basic principles of planning and execution in Marketing Communications • get acquainted with the concepts and techniques for developing and designing an effective IMC campaign • get sensitized to the various facets of advertising, public relation and promotion management; develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.
3005	Product and Brand Management	<ul style="list-style-type: none"> • develop a theoretical foundation of Product Management and New Product Development • learn conceptual framework for managing brands strategically • develop insights into how to create profitable brand strategies by building, measuring and managing brand equity.
3006	Services Marketing	<ul style="list-style-type: none"> • understand the significance of services marketing in the global economy • understand the deeper aspects of services marketing and the expanded services marketing mix • design services marketing mix for services.
3007	Retail Management	<ul style="list-style-type: none"> • develop insights into the essential principles of retailing and all functional areas of retailing • develop a perspective of the Indian retailing scenario • design a retail strategy in Indian context.
3008	Digital and Social Media Marketing	<ul style="list-style-type: none"> • contextualize marketing concepts in digital and social media marketing context • gain insights into various aspects of digital marketing; marketing analytics from the perspective of creating customer engagement • develop a digital marketing plan
Semester-IV		
4001	Corporate Strategy	<ul style="list-style-type: none"> • understand basic concepts and theories in strategic management in corporate sector • analyse strategic management techniques, strategy formulation and compare the alternatives in the context of rapidly changing technology • apply appropriate strategic management tools to diagnose internal and external factors affecting organizations • Evaluate strategies adopted for various purpose

4302	Sales and Distribution Management	<ul style="list-style-type: none"> • understand the various facets of the job of a sales manager • develop understanding of the decision-making aspects and implementation of decisions in sales and distribution management.
4003	Consumer Behaviour & Advanced Marketing Research	<ul style="list-style-type: none"> • develop understanding of consumer behavior in global and Indian context • analyse the environmental and individual influences on consumers • apply advanced marketing research tools in Marketing decision making
4004	B2B Marketing	<ul style="list-style-type: none"> • understand the industrial marketing functions of firms • design marketing mix for Business-to-Business Marketing
4005	International Marketing	<ul style="list-style-type: none"> • understand the peculiarities of international marketing • devise marketing mix for international marketing
4006	Marketing to base of Pyramid consumers	<ul style="list-style-type: none"> • understand the structure, importance and potential of Base of Pyramid consumers • design marketing strategies targeted to BOP Markets especially in the Indian context.
4007	Research Project (Year Long Project) # Research Project can be of Interdisciplinary nature also.	<ul style="list-style-type: none"> • critically review literature related to the topic of research • demonstrate the capability of conducting research • apply relevant tools to analyze data and interpret the results • document the research work following well accepted norms for presenting research