

# SNDT Women's University

## Jankidevi Bajaj Institute of management studies

### Name of Program: Master of Management Studies (MMS)

<b>Program Outcomes</b>		
<ul style="list-style-type: none"><li>• The objective of the programme is to provide the student with opportunities to pursue a career in industry or entrepreneurship, acquiring knowledge, skills and attitudes that give a strong foundation for holding competent and responsible executive positions.</li><li>• The curriculum has been designed to enable the student to develop a thorough knowledge of the basic concepts and techniques of modern management.</li><li>• It aims to enable the student to develop analytical, decision-making and managerial skills and also offers facility for specializing in a chosen area of interest to the student.</li><li>• The core curriculum is designed to give students an in-depth mastery of the academic disciplines and applied functional areas necessary to every business leader's success.</li><li>• It emphasizes the need for the students to understand the importance of Indian Ethos and value system, exposure to social sector and current local as well as global needs of business by way of incorporating related courses in its programme.</li></ul>		
<b>Program Specific Outcomes</b>		
<p>The Master of Management Studies (MMS) Programme will prepare its graduates to achieve:</p> <ul style="list-style-type: none"><li>• competence in performing managerial functions in corporate sector</li><li>• understanding of the basic concepts and techniques of modern management</li><li>• an in-depth mastery of the academic disciplines and applied functional areas necessary to every business leader's success</li></ul>		
<b>Course Outcomes</b>		
<b>MMS Semester-I</b>		
<b>Course Code</b>	<b>Course Name</b>	<b>Course Outcomes</b>
1001	Managerial Economics	<ul style="list-style-type: none"><li>• understand the concepts and principles of microeconomics, impacting the household, firms and the markets</li><li>• analyse cost, revenue and profit implications across various types of markets</li><li>• evaluate the demand, determinants of demand and demand forecasting techniques</li></ul>

1002	Business Communication	<ul style="list-style-type: none"> <li>• understand the basics of communication</li> <li>• improve their communication skills</li> <li>• make effective presentations</li> </ul>
1003	Financial Reporting, Statements and Analysis	<ul style="list-style-type: none"> <li>• understand the accounting mechanics and process involved in preparing the financial statements</li> <li>• analyse the accounting statements of companies and prepare comparative study of the financial strength of different firms</li> <li>• distinguish and appreciate the importance of internal and external audit</li> </ul>
1004	Marketing Management	<ul style="list-style-type: none"> <li>• understand the marketing concepts and practices in consumer and business markets</li> <li>• evaluate marketing mix adopted by organizations</li> <li>• develop analytical skills, and acumen for designing marketing plans.</li> <li>• design marketing strategies for organizations</li> </ul>
1005	Computer Applications for Business	<ul style="list-style-type: none"> <li>• understand the concepts of information technology applied in the areas of management</li> <li>• appreciate the use of Information Technology in an organization</li> <li>• learn to apply IT solutions for faster business decision-making</li> <li>• use office productivity improvement tools such as word processing, spreadsheets, business presentations and databases</li> </ul>
1006	Managerial Skills for Effectiveness	<ul style="list-style-type: none"> <li>• understand the basic principles of a management and evolution of management philosophy, and management thought</li> <li>• appreciate the management processes such as planning, organizing, motivating and controlling</li> <li>• acquire the ability to apply general management principles in practical situations</li> <li>• develop the skills for managing work and organization</li> </ul>
1007	Organizational Behaviour	<ul style="list-style-type: none"> <li>• understand the main theories of Organizational Behavior</li> <li>• analyze how these theories can help understand contemporary organizational issues</li> <li>• apply theories to practical problems in organizations in a critical manner</li> <li>• evaluate organizational practices and their impact on work behaviors, attitudes and performance</li> </ul>
1008	Business Statistics and Analytics for Decision Making	<ul style="list-style-type: none"> <li>• understand the importance and scope of mathematics and statistics from the point of view of application to business</li> <li>• apply mathematical and statistical techniques in business decision making</li> </ul>

### Semester-II

2001	Indian Economy and Policy	<ul style="list-style-type: none"> <li>• understand the role of economy specific to India</li> <li>• analyze the impact of economic policies on the business</li> <li>•</li> </ul>
2002	Legal and Business Environment	<ul style="list-style-type: none"> <li>• understand legal matters that they will be exposed in their business and professional life</li> <li>• understand legal aspects of companies</li> <li>•</li> </ul>
2003	Corporate Finance	<ul style="list-style-type: none"> <li>• apply the concept of time value of money in valuation of Stocks and Bonds</li> <li>• analyze capital investments</li> <li>• relate capital structure decisions of the firms on the value of the firm</li> <li>• appreciate the role of cost of capital in capital investment decisions</li> <li>• assess working capital requirements of a firm</li> </ul>
2004	Business Research	<ul style="list-style-type: none"> <li>• understand and develop insights about different methods of research, research methodology, and design aimed at solving business problems</li> </ul>

	Methodology	<ul style="list-style-type: none"> <li>design and execute Research Projects</li> <li></li> </ul>
2005	Operations Management	<ul style="list-style-type: none"> <li>understand the types of manufacturing systems</li> <li>appreciate the role of production and operations management functions in an organization</li> <li>compare production and operations management practices across various types of manufacturing systems</li> <li>evaluate the current operations management practices in organizations</li> </ul>
2006	Project Management	<ul style="list-style-type: none"> <li>understand concepts of project management</li> <li>execute various projects, starting from project identification till project termination</li> <li>apply IT tools in project management.</li> </ul>
2007	Human Resource Management	<ul style="list-style-type: none"> <li>understand the role of human resource management, concepts and theories</li> <li>appreciates how HRM contributes to organizational strategy and planning</li> <li>develop the skills to analyze a firm's HRM system and evaluate its strengths and weaknesses and propose changes to improve.</li> </ul>
2008	Quantitative Techniques	<ul style="list-style-type: none"> <li>understand the concept of Operations Research</li> <li>gain knowledge on the application of various OR techniques in decision making in management of all aspects of an organization.</li> </ul>

### Semester-III Core Papers

3001	Indian Ethos, Business Ethics and Corporate Social Responsibility and Sustainability	<ul style="list-style-type: none"> <li>understand the value and significance of doing business ethically, ethical issues and dilemmas and their influence on decision making in business activities</li> <li>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</li> <li>identify the need and importance for an organization to be a corporate citizen and the impact of CSR, and sustainability on corporate sector</li> <li>gain insight into the present day leadership imperatives and leadership challenges in the global scenario, and the role of women leaders</li> </ul>
3002	Entrepreneurship and Sectoral Specialisation	<ul style="list-style-type: none"> <li>understand the value and significance of doing business ethically, ethical issues and dilemmas and their influence on decision making in business activities</li> <li>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</li> <li>identify the need and importance for an organization to be a corporate citizen and the impact of CSR, and sustainability on corporate sector</li> <li>gain insight into the present day leadership imperatives and leadership challenges in the global scenario, and the role of women leaders</li> </ul>
3003	Summer Internship	<ul style="list-style-type: none"> <li>provide the student with a firsthand experience of working in an organization</li> <li>understand the various business functions practically by observation and participation wherever feasible.</li> </ul>

### Semester-III Specialization Papers

#### (A) Finance

3104	Cost and Management Accounting	<ul style="list-style-type: none"> <li>classify cost and prepare cost sheet</li> <li>understand various methods of costing</li> <li>apply various techniques available for planning and controlling of costs in decision making</li> </ul>
3105	Financial Markets	<ul style="list-style-type: none"> <li>understand the organization of the Indian financial system</li> </ul>

	and Services	<ul style="list-style-type: none"> <li>differentiate various financial markets and their role in the development of the economy</li> <li>analyze risk and returns in bond and equity markets</li> <li>appreciate the role of different intermediaries available and the financial services offered</li> </ul>
3106	Managing Banks and Financial Institutions	<ul style="list-style-type: none"> <li>understand the structure and operations of the banking sector in India</li> <li>analyze different banking services available</li> <li>compare different insurance products offered by insurance companies</li> <li>appreciate the role of banking, insurance and other financial institutions in contributing to the development of the Indian economy</li> </ul>
3107	Project Appraisal and Finance	<ul style="list-style-type: none"> <li>understand project life cycle</li> <li>value different projects</li> <li>analyze financing alternatives for projects</li> </ul>
3108	Investment Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>understand the areas of security analysis and portfolio management</li> <li>apply advanced tools and techniques for making investment decisions.</li> </ul>
<b>(B) HR</b>		
3204	Organization Design	<ul style="list-style-type: none"> <li>understand components of structure and its determinants like strategy, size, technology, environment, power and politics for designing organizations for effective functioning</li> <li>learn how organizations can adapt to or control external elements and stakeholders</li> <li>design the strategic and structural changes needed to attain effectiveness</li> <li>appreciate the impact of power and politics in organizations and learn to handle internal conflict and coordination between work units</li> <li>analyze the existing corporate culture and how managers shape the culture</li> </ul>
3205	Human Resource Development	<ul style="list-style-type: none"> <li>understand and apply learning styles</li> <li>understand training need analysis</li> <li>use job analysis technique for understanding organizations training needs</li> <li>develop, implement and evaluate training programmes</li> <li>apply various quantitative techniques for personnel assessment</li> </ul>
3206	Employee Relations	<ul style="list-style-type: none"> <li>understand the interaction pattern among labour, management and the State</li> <li>appreciate the importance of certain important and critical issues in Indian Industrial Relations System</li> <li>evaluate the role of trade unions in industrial disputes and labour welfare</li> <li>apply various methods of resolving industrial disputes</li> </ul>
3207	Human Resource Metrics and Analytics	<ul style="list-style-type: none"> <li>appreciate the use of technology in the administration of human resources</li> <li>understand how new technologies can contribute significantly to the efficiencies in the management of a company's human capital</li> <li>apply HR audits skills</li> <li>accomplish a variety of objectives for the firm ensuring legal compliances</li> <li>establish efficient documentation and technology practices</li> </ul>
3208	Compensation and Benefits Management and Performance Management	<ul style="list-style-type: none"> <li>understand the concepts and theories of compensation</li> <li>gain knowledge of various aspects of managerial compensation</li> <li>understand the concepts of performance management</li> <li>gain knowledge of various aspects of performance evaluation, methods, and applications</li> </ul>

	Systems	
<b>(C) Marketing</b>		
3304	Integrated Marketing Communication	<ul style="list-style-type: none"> <li>● understand the role of Advertising Agencies and other marketing organizations in designing an IMC campaign</li> <li>● appreciate the role of Integrated Marketing Communication (IMC) in the overall marketing program of a firm</li> <li>● analyse the various communication process models</li> <li>● develop a marketing communication mix</li> <li>● measure the effectiveness of an IMC program</li> </ul>
3305	Product and Brand Management	<ul style="list-style-type: none"> <li>● understand various issues involved in developing and managing products and brands</li> <li>● identify brand values for brand positioning, brand elements for building brand equity and elements for measuring brand performance</li> <li>● evaluate strategies adopted by marketers for growing and sustaining brands over time</li> <li>● design branding strategies for products and services.</li> </ul>
3306	Services Marketing	<ul style="list-style-type: none"> <li>● understand the relevance of services sector in Indian economy</li> <li>● differentiate between Services and Physical goods</li> <li>● analyse the marketing challenges posed by services in comparison to physical goods</li> <li>● evaluate the strategies adopted by service organisations in marketing services</li> <li>● design strategies for marketing services.</li> </ul>
3307	Retail Management	<ul style="list-style-type: none"> <li>● understand the concepts and principles of retailing</li> <li>● enhance her understanding about the changes in retail scenario of India and the world.</li> <li>● analyse the elements of retail strategy in light of changing retail scenario</li> <li>● develop a retail strategy especially in Indian context</li> </ul>
3308	Digital and Social Media Marketing	<ul style="list-style-type: none"> <li>● develop a digital marketing plan</li> <li>● develop marketing strategies in light of changing consumer media preferences.</li> <li>● understand social media mix and evaluating success of digital marketing campaigns</li> </ul>
<b>(D) Operations</b>		
3404	Supply Chain and Logistics Management	<ul style="list-style-type: none"> <li>● understand the basic concepts of Supply Chain and Logistic Management</li> <li>● develop a systematic approach to the solution of planning and control problems for a wide variety of supply chain issues</li> </ul>
3405	Quality Toolkit for Managers	<ul style="list-style-type: none"> <li>● familiarize the students with Quality Toolkit for Managers.</li> <li>● use Quality Management Assistance Tools</li> </ul>
3406	Pricing and Revenue Management	<ul style="list-style-type: none"> <li>● understand the basic concepts of Pricing and Revenue Management</li> <li>● develop a systematic approach to the solution of pricing strategies and plan cost effective manufacturing.</li> </ul>
3407	Operations Strategy	<ul style="list-style-type: none"> <li>● understand the basic concepts of Operations Strategy</li> <li>● develop a systematic approach to the solution of operations strategies of manufacturing and service organizations.</li> </ul>

3408	Sales and Operations Planning	<ul style="list-style-type: none"> <li>understand the basic concepts of Sales and Operations Planning</li> <li>develop a systematic approach to the solution of planning and control problems for a wide variety of manufacturing and service organizations with respect to sales and demand</li> </ul>
<b>(E) Systems</b>		
3504	Database Management System and Data warehouse	<ul style="list-style-type: none"> <li>understand the introduction, meaning and definition of databases, data models, various types of database management systems and their usage</li> <li>understand and learn about data warehouse</li> <li>evaluate the tools and usage of databases, data warehouse and tools</li> <li>apply the concepts in business context</li> </ul>
3505	Managing Software Project and Information System Security, Enterprise Risk and Cyber Laws	<ul style="list-style-type: none"> <li>understand the state of IT project management, process and methodologies for software development and project integration</li> <li>cultivate skills to manage budgets, estimations and evaluate tools</li> <li>build understanding for procurement and outsourcing management</li> <li>understand concepts for information security, audit and needs for an organization</li> <li>build knowledge around cyberspace law and enterprise IT risk</li> </ul>
3506	Enterprise Management Systems	<ul style="list-style-type: none"> <li>understand concepts and role of Enterprise Resource Planning (ERP)</li> <li>evaluate role of Enterprise Content Management</li> <li>develop knowledge on enterprise application areas in various industry verticals and business</li> <li>Cultivate skills to apply enterprise application for specialized business processes and enterprise applications like CRM, SCM, Knowledge Management</li> <li>Exhibit skills to make enterprise decision making</li> <li>Develop skills to handle challenges in Enterprise Application Integration</li> </ul>
3507	E-Commerce and Digital Markets	<ul style="list-style-type: none"> <li>understand the unique features of e-commerce, digital markets, and digital goods</li> <li>evaluate e-commerce business and revenue models</li> <li>cultivate know-how on payment infrastructure and security risks</li> <li>develop knowledge on regulatory framework, taxation and ethics for e-Commerce in India</li> </ul>
3508	Technology Forecasting	<ul style="list-style-type: none"> <li>learn about various methods used for technology forecasting</li> <li>cultivate and understanding of statistical tools and techniques</li> <li>develop know how of qualitative and quantitative techniques and their application</li> <li>develop needs analysis, product road-maps and impact assessments</li> </ul>
<b>SCHEME: Semester IV</b>		
<b>Core Papers</b>		
4001	Corporate Strategy	<ul style="list-style-type: none"> <li>understand basic concepts and theories in strategic management in corporate sector</li> <li>analyse strategic management techniques, strategy formulation and compare the alternatives in the context of rapidly changing technology</li> <li>apply appropriate strategic management tools to diagnose internal and external factors affecting organizations</li> <li>Evaluate strategies adopted for various purpose</li> </ul>

## Specialization Papers

### (A) Finance

4102	Mergers, Acquisitions, Corporate Restructuring and Valuation	<ul style="list-style-type: none"> <li>● understand the rationale and motivation of mergers</li> <li>● gain insight into the decision processes and execution of mergers</li> <li>● evaluate the consequences of corporate mergers and restructuring</li> <li>● understand different valuation methods</li> <li>● value different assets of the business including intangibles</li> <li>● minimize errors during valuation of assets</li> </ul>
4103	Financial Derivatives	<ul style="list-style-type: none"> <li>● understand the different risks involved in various financial products</li> <li>● use derivatives as a hedging tool to mitigate the risks involved</li> <li>● understand various types of contracts and their significance in the context of trading</li> <li>● apply trading and valuation strategies and some of the commonly used models</li> </ul>
4104	International Finance	<ul style="list-style-type: none"> <li>● understand the nuances of flow of funds in an international economy</li> <li>● determine exchange rate and understand the management of international funds</li> <li>● understand the working of some of the International Financial Institutions</li> </ul>
4105	Taxation	<ul style="list-style-type: none"> <li>● understand the basic concepts of taxation</li> <li>● compute income under different heads of income</li> <li>● apply statutory deductions from Gross total income</li> <li>● gain an overview of Indirect Taxation</li> </ul>
4106	Behavioral Finance	<ul style="list-style-type: none"> <li>● appreciate the limitations of ‘rational’ models of investment decision making</li> <li>● understand alternate framework for price discovery in the markets</li> <li>● identify persistent or systematic behavioral factors that influence investment behaviour</li> </ul>
4107	Research Project (Year Long Project)#	<ul style="list-style-type: none"> <li>● critically review literature related to the topic of research</li> <li>● demonstrate the capability of conducting research</li> <li>● apply relevant tools to analyze data and interpret the results</li> <li>● document the research work following well accepted norms for presenting research</li> </ul>

### (B) HR

4202	Organization Change and Development	<ul style="list-style-type: none"> <li>● develop effective organisations through proper understanding of organisational dynamics.</li> <li>● appreciate the theoretical underpinnings of Organisational Analysis, Diagnosis, Effectiveness and Change</li> <li>● get a “hands-on” experience of interventions for change and organizational development</li> <li>● deal more effectively with employers, employees and other stakeholders in OD process change for achieving organizational effectiveness.</li> </ul>
4203	Team Dynamics and Behavioral Dynamics	<ul style="list-style-type: none"> <li>● understand the basic principles of behavioural dynamics in workplace</li> <li>● develop effective organisations through proper understanding of organisational dynamics.</li> <li>● deal more effectively with employers, employees and people in work life.</li> </ul>
4204	Strategic HRM	<ul style="list-style-type: none"> <li>● Distinguish the strategic approach to human resources from the traditional functional approach</li> <li>● Develop the perspective of strategic human resource management.</li> </ul>

		<ul style="list-style-type: none"> <li>● Understand the relationship of HR strategy with overall corporate strategy</li> <li>● Appreciate SHRM in the context of changing forms of organisation</li> <li>● understand HR implications of organizational strategies</li> <li>● think strategically and integrate the activities of HR with the organizations goals.</li> </ul>
4205	International HRM	<ul style="list-style-type: none"> <li>● appreciate the globalization and its implications for businesses</li> <li>● understand the issues in global talent management, negotiation strategies and competencies of a global manager</li> <li>● evaluate various social security legislations from an international perspective</li> <li>● apply international HR practices in developing cross-cultural training for expatriates</li> <li>● develop skills to create and manage multicultural teams and HR systems for different countries and cultures.</li> </ul>
4206	Talent Management	<ul style="list-style-type: none"> <li>● learn techniques of training, coaching, mentoring and leadership</li> <li>● be equipped to apply relevant tools for managing talent in organizations</li> <li>● be able to identify new approaches for attracting, rewarding and retaining talent</li> <li>● be able to appreciate the role and integration of talent management with the culture and business practices of an organization</li> <li>● understand ways to align HR strategies with the business strategies of an organization</li> </ul>
4207	Research Project (Year Long Project) #	<ul style="list-style-type: none"> <li>● critically review literature related to the topic of research</li> <li>● demonstrate the capability of conducting research</li> <li>● apply relevant tools to analyze data and interpret the results</li> <li>● document the research work following well accepted norms for presenting research</li> </ul>
<b>(C) Marketing</b>		
4302	Sales and Distribution Management	<ul style="list-style-type: none"> <li>● understand the principles and functions of Sales and Distribution Management practiced by marketing organisations</li> <li>● analyse the sales force management functions viz. recruitment, selection, training, compensation and controlling the sales force</li> <li>● evaluate sales and distribution strategies adopted by organisations</li> <li>● design sales force training programs and sales force territories.</li> </ul>
4303	Consumer Behaviour & Advanced Marketing Research	<ul style="list-style-type: none"> <li>● understand the consumer and the influence of cultural, social, personal and psychological factors on consumer's behavior</li> <li>● analyse the consumer decision making process in context of the external and internal influences</li> <li>● evaluate the various statistical techniques viz., discriminant analysis, factor analysis, cluster analysis and multidimensional scaling used in marketing research</li> <li>● apply the various statistical techniques for analysing data of a market research study.</li> </ul>
4304	B2B Marketing	<ul style="list-style-type: none"> <li>● understand the dimensions of marketing and strategies adopted by industrial marketers and retailers</li> <li>● analyse the organized and unorganized retail scenario in India</li> <li>● design marketing strategies for industrial markets and the retail sector</li> </ul>
4305	International Marketing	<ul style="list-style-type: none"> <li>● understand the theoretical and conceptual principles of International marketing.</li> <li>● develop and manage a strategic international marketing initiative solid</li> </ul>

4306	Marketing to base of Pyramid consumers	<ul style="list-style-type: none"> <li>● understand the applications of marketing concepts and practices in various spheres</li> <li>● understand contemporary issues in marketing viz.,marketing planning process, markets at Bottom of pyramids, e-retailing, social media marketing and CRM</li> <li>● develop a marketing plan</li> <li>● develop marketing strategies in light of changing consumer media preferences.</li> </ul>
4307	Research Project (Year Long Project) #	<ul style="list-style-type: none"> <li>● critically review literature related to the topic of research</li> <li>● demonstrate the capability of conducting research</li> <li>● apply relevant tools to analyze data and interpret the results</li> <li>● document the research work following well accepted norms for presenting research</li> </ul>
<b>(D) Operations Management</b>		
4402	Behavioral Operations Management	<ul style="list-style-type: none"> <li>● understand the basic concepts of Behavioural Operations Management</li> <li>● develop a systematic approach to the solution of planning and control problems for a wide variety of behavior concepts in operations.</li> </ul>
4403	Operations Research Applications	<ul style="list-style-type: none"> <li>● understand the basic concepts of Operations Research Applications</li> <li>● use OR techniques in planning and control problems for a wide variety of manufacturing and service organizations.</li> </ul>
4404	Sourcing Management:	<ul style="list-style-type: none"> <li>● understand the basic concepts of Sourcing Management</li> <li>● develop a systematic approach to the solution of inventory and global procurement</li> </ul>
4405	Supply Chain Analytics	<ul style="list-style-type: none"> <li>● understand the basic concepts of Supply Chain Analytics</li> <li>● develop a scientific approach in analysis of supply chain</li> </ul>
4406	Management of Manufacturing Systems	<ul style="list-style-type: none"> <li>● understand the basic concepts of Management of Manufacturing Systems</li> <li>● develop a systematic approach to the solution of planning and control problems for a wide variety of manufacturing .</li> </ul>
4407	Research Project (Year Long Project) #	<ul style="list-style-type: none"> <li>● critically review literature related to the topic of research</li> <li>● demonstrate the capability of conducting research</li> <li>● apply relevant tools to analyze data and interpret the results</li> <li>● document the research work following well accepted norms for presenting research</li> </ul>
<b>(E) Systems</b>		
4502	Big Data and Data Mining	<ul style="list-style-type: none"> <li>● understand the key concepts for Big Data ( the V's )</li> <li>● cultivate an understanding of applications of Big Data for business</li> <li>● understand concepts for Data Mining and how it work</li> <li>● get insights into the framework of Classification on Data Mining system</li> <li>● understand techniques and be able to apply the various decision making concepts</li> </ul>
4503	IT Consulting	<ul style="list-style-type: none"> <li>● gain insight on various consulting services offered</li> <li>● understanding the consultants' role especially in context to IT consulting</li> <li>● IT value chain drivers and future growth consulting for individual consultant</li> </ul>
4504	Strategic Information Technology	<ul style="list-style-type: none"> <li>● understand the strategic use of Information Technology for competitive advantage</li> </ul>

	Management	<ul style="list-style-type: none"> <li>● knowledge of trends of information technology to devise organization /business strategy</li> <li>● cultivate skills for business process re-engineering</li> <li>● enable development of strategy for web, mobile and overall media</li> </ul>
4505	Artificial Intelligence for Business and Data Science using R	<ul style="list-style-type: none"> <li>● Understand the concepts of Artificial Intelligence, Machine Learning and Data Science</li> <li>● Cultivate knowledge of its applications to the business world</li> <li>● Develop basic skills to use R for a small data set for business application.</li> </ul>
4506	Managing Digital Platforms and IT Resource Management	<ul style="list-style-type: none"> <li>● understand various digital platforms</li> <li>● cultivate skills to build a digital business</li> <li>● be knowledgeable about infrastructure choices such as IAAS, SAAS, PAAS</li> <li>● gain insights into various collaboration tools and concepts of virtualization</li> </ul>
4507	Research Project (Year Long Project) #	<ul style="list-style-type: none"> <li>● critically review literature related to the topic of research</li> <li>● demonstrate the capability of conducting research</li> <li>● apply relevant tools to analyze data and interpret the results</li> <li>● document the research work following well accepted norms for presenting research</li> </ul>