



**PILLAI HOC INSTITUTE OF
MANAGEMENT STUDIES & RESEARCH**

Pillai

**COURSE OUTCOMES
FOR
SUBJECTS IN
MASTER OF MANAGEMENT STUDIES**



**PILLAI HOC INSTITUTE OF
MANAGEMENT STUDIES & RESEARCH**

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UNIVERSITY OF MUMBAI



**Restructured & Revised Syllabus under
Credit based Semester and Grading System**

for

**Master of Management Studies (MMS)
Semester I & II**

**2 Years full-time Masters Degree Course
in Management**

(Effective from the academic year 2016 – 2017)

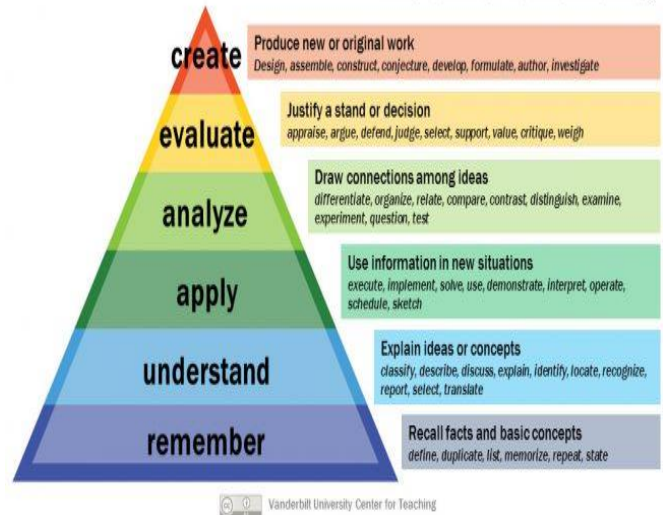


Bloom's Taxonomy, created in 1956, categorizes learning objectives by complexity. It focuses on the "thinking skills" involved in learning (cognitive domain). Imagine a pyramid: the base represents remembering facts (e.g., listing colours), while the peak represents evaluating them (e.g., critiquing a social program).

Originally with six levels, it progressed from remembering details to applying knowledge and finally creating new ideas. A 2001 revision renamed some levels (e.g., "Understanding" became "Interpreting") and emphasized active learning with verbs like "analyze" and "generate."

The revised Bloom's Taxonomy uses action verbs like "analyze" and "generate" to emphasize active learning. This framework helps educators leverage Bloom's Taxonomy to design lessons that spark critical thinking and problem-solving, not just memorization. They can also create assessments that measure different depths of students learning and understanding. This aligns perfectly with the skills employers crave. Students, meanwhile, transform from passive learners to strategic thinkers, building knowledge step-by-step and conquering the ever-changing business world.

Bloom's Taxonomy





MMS Program Outcomes:

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster analytical and critical thinking abilities for data-based decision making.

PO3: Develop value-based leadership ability.

PO4: Understand, analyze, and communicate global economic, legal, and ethical aspects of business.

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

SEMESTER I

UNIVERSITY OF MUMBAI, MUMBAI
Masters in Management Studies - Semester I (CBGS)
with effect from Academic Year 2016-17

CORE								
Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	Perspective Management	27	2	40 IA	60 IA	100	3hr	4
2	Financial Accounting	27	2	40 IA	60 IA	100	3hr	4
3	Business Statistics	27	2	40 IA	60 IA	100	3hr	4
4	Operations Management	27	2	40 IA	60 IA	100	3hr	4
5	Managerial Economics	27	2	40 IA	60 IA	100	3hr	4

3 ELECTIVES OUT OF 10								
1	Effective and Management Communication	27	2	40 IA	60 IA	100	3hr	4
2	Business Ethics	27	2	40 IA	60 IA	100	3hr	4
3	Ecommerce	27	2	40 IA	60 IA	100	3hr	4
4	Organizational Behaviour	27	2	40 IA	60 IA	100	3hr	4
5	Introduction to Creativity and Innovation Management	27	2	40 IA	60 IA	100	3hr	4
6	Foreign Language (Other than English)	27	2	40 IA	60 IA	100	3hr	4
7	Negotiation and Selling Skills	27	2	40 IA	60 IA	100	3hr	4
8	IT Skills for Management and Technology Platform	27	2	40 IA	60 IA	100	3hr	4
9	Information Technology for Management	27	2	40 IA	60 IA	100	3hr	4
10	Personal Grooming / Personal Effectiveness	27	2	40 IA	60 IA	100	3hr	4
Total No of Credits								32

UA: University Assessment

IA: Internal Assessment



Semester 1 Course Outcomes:

1. Perspective Management

CO1:- Gain foundational knowledge of management and its functions.

CO2:- Understand various management theories and their relevance.

CO3:- Develop skills to apply management concepts in real-world scenarios.

CO4:- Analyse the impact of management practices on organizational success.

2. Financial Accounting

CO1:- Understand and remember basic concepts of accounting and financial statement

CO2:- Applying accounting concepts and principles to prepare financial statements

CO3:- Analyse various financial statements prepared by the corporate or business

CO4:- Evaluate the financial position and performance of an entity with the help of various techniques in accounting

CO5:- Create various financial statements using accounting techniques

3. Business Statistics

CO1:- Understand and apply basic statistical concepts and techniques.

CO2:- Analyse data using descriptive statistics.

CO3:- Apply probability theory to business problems.

CO4:- Perform hypothesis testing for business research.

CO5:- Use regression analysis to predict business trends.

4. Operations Management

CO 1:- To identify the principles of operations management required by a student of management studies.

CO 2:- To discuss the various operating principles applicable to both manufacturing as well as service industry.

CO 3:- To delineate the various analytical techniques of Operations management which can be applied in a range of industries.

CO 4:- To evaluate and reflect on the quality aspect of production and distribution and maintenance of global standard.

CO5:- To generate comprehensive view on supply chain management

5. Managerial Economics

CO1:- Understand key economic concepts and their relevance to managerial decisions.

CO2:- Apply economic theories to real-world business situations.

CO3:- Analyse market structures and their impact on business strategies.

CO4:- Evaluate the role of government in the economy and its effect on business.



CO5:- Develop critical thinking and problem-solving skills through economic analysis.

6. Ecommerce

CO1:- Gain foundational knowledge of E-commerce and its components.

CO2:- Understand various E-commerce models and their applications.

CO3:- Develop skills to create and manage E-commerce platforms.

CO4:- Analyse the legal and ethical issues related to E-commerce.

7. Organizational Behaviour

CO 1:- Developing understanding of managerial practices and their perspectives.

CO2:- Understanding and applying the concepts of organizational behaviour.

CO 3:- Applying the concepts of management and analyse organizational behaviours in real world situations.

CO 4:- Comprehend and practice contemporary issues in management.

CO 5:- Applying managerial and leadership skills among students.

8. Negotiation and Selling Skills

CO1:- To sensitize the students to the concepts and importance of Negotiations & Selling for all functions of Management.

CO2:- To introduce the students to the basic elements of the selling.

CO3:- To provide the students a broad understanding regarding different models used for effective selling and negotiations.

CO4:- To create awareness among the students about the basic qualities, traits, and skills that they need to imbibe to be an effective management professional.

ADD-ON

Personal Grooming and Self Development

CO1:- Students will understand key economic concepts such as demand, supply, elasticity, and market equilibrium. They will be able to explain how these concepts influence managerial decisions.

CO2:- Students will apply economic theories and models to real-world business scenarios. They will analyze market conditions, predict outcomes, and make informed business decisions.

CO3:- Students will differentiate between various market structures such as perfect competition, monopoly, oligopoly, and monopolistic competition. They will evaluate the implications of these structures on pricing and output decisions.

CO4:- Students will utilize concepts from game theory and strategic behaviour to understand competitive strategies and predict competitors' actions.



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CO5:- Students will comprehend macroeconomic indicators such as GDP, inflation, and monetary policy. They will analyse how these indicators impact business environments and decision-making processes.

CO6:- Students will evaluate the role of government in the economy, including regulation, antitrust laws, and government intervention. They will understand how these factors influence business operations and strategies.

Excel



SEMESTER II

UNIVERSITY OF MUMBAI, MUMBAI
Masters in Management Studies - Semester II (CBGS)
with effect from Academic Year 2016-17

CORE								
Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	Marketing Management	27	2	40 IA	60 IA	100	3hr	4
2	Financial Management	27	2	40 IA	60 IA	100	3hr	4
3	Operations Research	27	2	40 IA	60 IA	100	3hr	4
4	Business Research Methods	27	2	40 IA	60 IA	100	3hr	4
5	Human Resource Management	27	2	40 IA	60 IA	100	3hr	4
3 ELECTIVES OUT OF 10								
1	Legal & Tax Aspects of Business	27	2	40 IA	60 IA	100	3hr	4
2	Cost & Management Accounting	27	2	40 IA	60 IA	100	3hr	4
3	Business Environment	27	2	40 IA	60 IA	100	3hr	4
4	Ethos in Indian Management	27	2	40 IA	60 IA	100	3hr	4
5	Corporate Social Responsibility	27	2	40 IA	60 IA	100	3hr	4
6	Analysis of Financial Management	27	2	40 IA	60 IA	100	3hr	4
7	Entrepreneurship Management	27	2	40 IA	60 IA	100	3hr	4
8	Management Information Systems	27	2	40 IA	60 IA	100	3hr	4
9	Developing teams & Effective leadership	27	2	40 IA	60 IA	100	3hr	4
10	Intellectual Capital and Patenting	27	2	40 IA	60 IA	100	3hr	4
Total No of Credits								32

UA: University Assessment

IA: Internal Assessment

Semester II Course Outcomes

1. Marketing Management

CO1: The basic elements of the marketing management terms, implementation and related process

CO2: The marketing concepts that will enable them to acquaint with contemporary marketing practices.

CO3: This module is to learn the art and science of choosing target markets.

CO4: Keeping and growing customers through creating, delivering, and communicating superior customer value

CO5: Broad understanding of what marketing is all about and the vital role it plays in organization.

2. Financial Management

CO1:- To describe the financial environment within which organizations must operate



CO2:- To critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders

CO3:- To discuss the function of capital markets

3. Operations Research

CO1:- To understand the techniques used in project management.

CO2:- To describe the application of Operation Research in business.

CO3:- To apply LPP model in appropriate real-life scenarios.

CO4:- To analyse special case of LPP and apply inappropriate business situation.

CO5 :- To evaluate the project management techniques by creating queue mode

4. Business Research Methods

CO1:- Develop a comprehensive understanding of research methodologies.

CO2:- Apply quantitative and qualitative research methods to business problems.

CO3:- Analyse data using statistical tools.

CO4:- Interpret research findings to make informed business decisions.

CO5:- Present research findings effectively.

5. Human Resource Management

CO 1:- To develop the understanding of the concept of HRM and its relevance in organizations.

CO 2:- To develop necessary skill sets for application of various HR issues such as procurement, performance appraisal, training and development etc.

CO 3:- To analyse the strategic issues and strategies required for selecting and developing manpower resources.

CO 4:- To integrate the knowledge of HR concepts to make correct business decisions.

6. Cost & Management Accounting

CO 1:- To understand the basic cost concepts

CO 2:- To understand techniques of analysing cost to have better management control and decision making

CO 3:- To apply techniques in Industry

CO 4:- To understand cost optimization for a business.

7. Business Environment

CO1:- Understand the components of the business environment.

CO2:- Evaluate opportunities and challenges due to changes in the environment.

CO3:- Understand the policies and their impact.

CO4:- Discuss the role of different organizations impacting business.

CO5:- Analyse the consequences of changes in the environment.

8. Intellectual Capital and Patenting



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CO1:- To Understand the innovation and its concepts

CO1:- To Analyse the importance of IPR and its significance in the current domestic and international scenario

CO1:- To Identify criteria's own intellectual work in particular.

CO1:- To Apply statutory provisions to protect particular form of IPRs



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UNIVERSITY OF MUMBAI



**Restructured & Revised Syllabus under
Credit based Semester and Grading System
for**

**Master of Management Studies (MMS)
Semester III & IV**

**2 Years full-time
Masters Degree Course in Management**

(Effective from the academic year 2016 – 2017)



SEMESTER III

Proposed Revision for MMS Syllabus wef AY 2016-17 (Batch 2016-18)

Semester III

Sr. No.	Common subjects
1	International Business
2	Strategic Management (UA)

Common Subjects

1. International Business

CO1:- Understand the dynamics of the global business environment.

CO2:- Analyse international trade theories and policies.

CO3:- Develop strategies for entering and competing in international markets.

CO4:- Manage cross-cultural teams and operations.

2. Strategic Management (UA)

CO1:- Conduct strategic analysis using various tools and frameworks.

CO2:- Formulate effective business strategies.

CO3:- Implement strategies across different functional areas.

CO4:- Evaluate and control strategic initiatives.

Summer Internship



FINANCE SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Financial Markets and Institutions	1	Banking and Financial Services Institutions
2	Corporate Valuation and Mergers & Acquisitions	2	Investment Banking
3	Security Analysis and Portfolio Management	3	Wealth Management
4	Financial Regulations	4	Infra and Project Finance
5	Derivatives and Risk Management	5	Strategic Cost Management
	Summer Internship	6	Commodities Markets
		7	Mutual Fund
		8	Financial Modeling
		9	International Finance

1. Financial Markets and Institutions

CO 1:-To understand the various components of the Indian Financial System and explain their functions.

CO 2:-To analyse the various products issued through different financial institutions in the primary and secondary markets and differentiate between them.

CO 3:-To evaluate the fixed income market by identifying and assessing different instruments and related concepts.

2. Corporate Valuation and Mergers & Acquisitions

CO 1:-Remember the guidelines to be followed in writing the reports of valuation.

CO 2:-Understand the concept of valuation to apply to the process and procedures used to estimate the value of the business

CO 3:-Analyse various styles of business restructuring in the regulatory framework and methods of financing, payments and taxation

CO 4:-Evaluate the different alternative methods used in valuation

CO 5:-Comprehending alternative business restructuring methods for creation of shareholders wealth.

3. Security Analysis and Portfolio Management

CO 1:- Understand the structure and functions of financial markets and explain their role in the economy.



CO 2:- Analyse the factors affecting asset prices, evaluate their impact, and construct an optimal portfolio considering various risk conditions.

CO 3:- Evaluate the performance of investment portfolios using various techniques and revise them as needed to achieve investment objectives.

CO 4:- Apply technical analysis methods to predict price movements using indicators and forecasting techniques

4. Financial Regulations

CO 1:-To explain the financial regulations and its framework in India

CO 2:-To discuss the implications of the financial regulations on the different financial institutions and bodies

CO 3:- To discuss the relevance of these financial regulations in safeguarding and maintaining financial stability

CO 4:- To understand SEBI Regulations pertaining to capital market

5. Derivatives and Risk Management

CO1:- Understand the development and growth of derivative markets, types and uses of derivatives.

CO2:- Examine the fundamental linkages between spot and derivatives market and role of derivative market.

CO3:- Ability to gain knowledge in different types of commodity futures and options.

CO4:- Recognize and apply pay-off of each strategy.

CO5:- Analyse the concept, structure and principles of option pricing and know the differences between the options market and future market.

6. Mutual Fund

CO1:- Understand the basics of mutual funds, explain their role and structure, identify different kinds of mutual fund schemes, and describe their features.

CO2:- Analyse the various channels for mutual funds distribution and evaluate their effectiveness.

CO3:- Evaluate the legalities, accounting principles, valuation methods, and taxation aspects underlying mutual funds and assess their impact on distribution.

CO4:- Apply financial planning strategies to investing in mutual funds and develop approaches for mutual fund distributors to build long-term relationships with their clients



HRM SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Training & Development	1	Personal Growth Laboratory
2	Compensation and Benefits	2	Global HRM
3	Competency Based HRM and Performance Management	3	Employee Branding and Employer Value Proposition
4	Labour Laws and Implications on Industrial Relations	4	HR Analytics
5	HR Planning and Application of Technology in HR	5	O.S.T.D.
	Summer Internship	6	HR Audit
		7	Employee Relations , Labour Laws and Alternate Dispute Resolution

1. Training & Development

CO 1:- Gain foundational knowledge of training and development.

CO 2:- Understand the process and techniques involved in training.

CO 3:- Develop skills to design and implement training programs.

CO 4:- Evaluate and improve training programs based on feedback and performance metrics.

2. Compensation and Benefits

CO 1:- Understand the role and functions of compensation systems in an organization.

CO 2:- Evaluate the various aspects of salary components and compensation packages in organizations.

CO 3:- Apply the effective pay plans in compliance with legal standards to increase organizational effectiveness.

CO 4:- Design and calculate salary break-ups for given CTC's and taxation.

3. Competency Based HRM and Performance Management

CO 1:- Evaluate context and relevance of competency level in modern organization.

CO 2:- Compare application Areas of 360 Degree feedback in employee development.

CO 3:- Evaluate the role of the appraiser in conducting staff appraisal.

CO 4:- Analyse the concepts of validating the competency models

CO 5:- Illustrate the role of HRM building ethical performance management practices.



CO 6:- Describe cases of multinational corporations' pitfalls and limitations.

4. Labour Laws and Implications on Industrial Relations

CO 1: To explain the concept of Industrial Relations and the Legislations Governing Industrial Relations in India

CO 2: To discuss the current amendments in Labour laws

CO 3: To elaborate and highlight Labour laws with IR implications

CO 4: To study the Alternate Dispute Settlement Mechanism for settlement of Industrial Disputes and resolution of IR issues

5. HR Planning and Application of Technology in HR

CO 1:- Understand the concepts of HR functions in planning and staffing organizational manpower requirements.

CO 2:- Compare the fundamental HR principles, techniques and judgment in supply demand forecasting techniques.

CO 3:- Apply the aspects of workforce diversity and integrate it to the strategic initiatives taken for HR planning.

CO 4:- Evaluate and reflect on the use of application of technology in HR.

CO5:- Collaborate the concepts of business analytics and HR analytics in HR planning metrics.

6. Global HRM

CO 1:- To the concept of International HRM and the differences between domestic and international HRM

CO 2:- To Understand Employment Relations in an international context, concept of Expatriation and Repatriation

CO 3:- To Apply International Compensation and Benefits, global practices and challenges and evaluate employment law in international context

CO 4:- To Analyse components of International Learning and Development in organizations, Global Unions, Regional Integration and Framework Agreements and its impact on the organizations.

CO 5:- To create an appropriate compensation plan and frame work for employees with the help of national and international standards.

OPERATIONS SPECIALIZATION

Sr. No.	Core	Sr. No.	Electives (Any 1)
1	Supply Chain Management	1	World Class Manufacturing



1. Supply Chain Management

CO1:- Understand the fundamental concepts of supply chain management.

CO2:- Analyse and design effective supply chain strategies.

CO3:- Develop skills in logistics and procurement management.

CO4:- Implement and evaluate inventory management practices.

CO5:- Utilize technology for improving supply chain efficiency.

2. Operations Analytics

CO1:- Remember forecasting and predictions methods with use of various techniques.

CO2:- Understand service analytics in the waiting line, single & multi-server, use of simulation and customer service efficiency, cost optimization for applying the best methods.

CO3 - Analyze service efficiency analysis in retail, for stocking policy to identify supply chain related measures.

CO4 - Evaluate appropriateness of the projective techniques.

CO5 - Create a report of risk and performance of the supply chain with analytics and performance metrics.



3. Service Operations Management

CO 1:- Understand the unique characteristics and challenges of service operations.

CO 2:- Analyze and design effective service processes and systems.

CO 3:- Implement quality management and improvement strategies in service operations.

CO 4:- Manage capacity and demand in service environments.

CO 5:- Utilize technology to enhance service delivery and customer satisfaction.

4. Manufacturing Resource Planning & Control

CO 1:- To understand importance of manufacturing resources planning and control

CO 2:- To analyse the different manufacturing models and understand their significance

CO 3:- To evaluate different parameters of MRP, ERP and Capacity planning and their applications with respect to industry

CO 4:- To devise a strategy to utilize different manufacturing models and their applications

5. Materials Management

CO1: Understand the role and importance of materials management in an organization.

CO2: Develop strategies for effective procurement and supplier management.

CO3: Implement effective inventory management practices.

CO4: Understand and apply materials planning techniques.

CO5: Manage logistics and distribution for optimal efficiency.

6. TQM

CO 1:- To define Total Quality management.

CO 2:- To discuss the concept of quality circles and total employee involvement in quality improvement.

CO 3:- To apply for quality control and management in real life situations.



UNIVERSITY OF MUMBAI, MUMBAI
Masters in Management Studies - SEMESTER IV (CBGS)
With effect from Academic year 2016-17

MRKETING

CORE								
Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper (In hours)	No of Credits
1	Project Management (UA)	27	2	40 IA	60 UA	100	3	4
2	Final Project - 3 nos	-	-	-	-	100	-	-
	General Management	-	-	-	-	100	-	4
	Functional Specialisation	-	-	-	-	100	-	4
	Social Relevance	-	-	-	-	100	-	4

1 ELECTIVES OUT OF 3								
1	Integrated Marketing Communications	27	2	40 IA	60 IA	100	3	4
2	Business to Business Marketing	27	2	40 IA	60 IA	100	3	4
3	International Marketing	27	2	40 IA	60 IA	100	3	4
4	Trends in Marketing	27	2	40 IA	60 IA	100	3	4
Total No of Credits								20

1. Sales Management

CO1:- Remember the basics of sales techniques such as sales approach, demonstration and closure, AIDA model of process.

CO2:- Understand sales management functions in regular B2B, B2C organizations

CO3:- Analyse the importance of motivation and compensation of sales teams and apply knowledge for best performance and retention of team.

CO4:- Evaluate the significance of territory, time management, route planning, scheduling, customer visits and manpower planning for creating adequate sales target settings.

CO5:- Create sales strategies to match the present and future plans of the organization.

2. Marketing Strategy

CO1:- To explain the concept and principles related to marketing strategy



CO2:- To explain the process of new product development

CO3:- To discuss pricing and channel policies

CO4:- To develop a marketing plan for an organization.

3. Consumer Behaviour

CO1:- To explain pre and post purchase consumer behaviour.

CO2:- To discuss the conceptual insights into key aspects such as social, psychological, and other factors that influence consumer behaviour

CO3:- To discuss the impact of digital revolution on consumer behavior.

CO4:- To describe the numerous models related to consumer attitudes and their impact on behaviour

4. Services Marketing

CO1:- Understand the characteristics of services and the challenges in marketing them.

CO2:- Analyze service quality and develop strategies to manage customer expectations.

CO3:- Create and implement effective service marketing strategies.

CO4:- Evaluate service performance and customer satisfaction metrics.

5. Product & Brand Management

CO1:- Apply knowledge of management theories and practices to solve business problems.

2. Foster analytical and critical thinking abilities for data-based decision making.

3. Develop value-based leadership ability.

4. Understand, analyze, and communicate global economic, legal, and ethical aspects of business.

5. Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

6. Digital Marketing

CO1- Students will be able to describe trends in the digital marketing world and how impactful it will be to customers.

CO2-Students will be able to discuss how to strategically plan for the digital marketing tools needed to meet organizational goals and objectives.



CO3- Students will be able to define the process of google analysis and discuss its importance as a foundation of an organizational practice.

CO4- Students will be able to explain how digital marketing strategies impact and benefit customers.

CO5- Students will be able to compare and contrast methods used to achieve various goals of digital marketing.

CO6-Students will be able to describe the steps required to develop and evaluate digital campaigns.

Semester IV

Sr. No.	Common subjects
1	Project Management (UA)

1. Project Management

CO1:- Understand project management fundamentals and methodologies.

CO2:- Develop project plans including scope, schedule, and budget.

CO3:- Utilize project management tools and software.

CO4:- Monitor and control project progress.

CO5:- Execute project closure and evaluate performance.



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FINANCE

CORE								
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1	Project Management (UA)	27	2	40 IA	60 UA	100	3	4
2	Final Project - 3 nos	-	-	-	-	-	-	-
	General Management	-	-	-	-	100	-	4
	Functional Specialisation	-	-	-	-	100	-	4
	Social Relevance	-	-	-	-	100	-	4

1 ELECTIVES OUT OF 3								
1	Commercial Banking	27	2	40 IA	60 IA	100	3	4
2	Business Analytics	27	2	40 IA	60 IA	100	3	4
3	Venture Capital and Private Equity	27	2	40 IA	60 IA	100	3	4
Total No of Credits								20

UA: University Assessment

IA: Internal Assessment

1. Commercial Banking

CO1:- To remember and understand the concepts, structures and evolution of banking sector

CO2:- To apply the financial tools to banks and assess its performances

CO3:- To Evaluate the workings of banks in all the areas

CO4:- To analyse the banking performance through risk and returns

CO5:- To create various reports of banks adhering to norms and regulations



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HRM

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2	Final Project - 3 nos	-	-	-	-	100	-	-
	General Management	-	-	-	-	100	-	4
	Functional Specialisation	-	-	-	-	100	-	4
	Social Relevance	-	-	-	-	100	-	4

1 ELECTIVES OUT OF 3								
1	OD and Change Management	27	2	40 IA	60 IA	100	3	4
2	Strategic HRM	27	2	40 IA	60 IA	100	3	4
3	Management of Corporate Social Responsibility in organizations	27	2	40 IA	60 IA	100	3	4
Total No of Credits								20

1. OD and Change Management

CO1:- Understand the foundational theories and models of organizational development and change management.

CO2:- Analyse various OD interventions and their impact on organizations.

CO3:- Develop skills to plan and implement change management strategies.

CO4:- Evaluate the effectiveness of change management initiatives within organizations.



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OPERATIONS

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	Functional Specialisation	-	-	-	-	100	-	4
	Social Relevance	-	-	-	-	100	-	4

1 ELECTIVES OUT OF 3								
1	Operations Applications and Cases	27	2	40 IA	60 IA	100	3	4
2	Strategic Sourcing in Supply Management	27	2	40 IA	60 IA	100	3	4
3	Operations Outsourcing & Offshoring	27	2	40 IA	60 IA	100	3	4
Total No of Credits								20

1. Operations Outsourcing and Offshoring:

CO1:- To Understand the outsourcing and offshoring and its concept.

CO2:- To analyse the importance of outsourcing and offshoring and issues and ethics related to it.

CO3:- To Identify criteria's to outsourcing and offshoring of operations.



CO4:- To Apply the decision making techniques and arrive at a particular decision whether to outsource or offshore to the foreign or domestic destinations.

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MRKETING

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	General Management	-	-	-	-	100	-	4
	Functional Specialisation	-	-	-	-	100	-	4
	Social Relevance	-	-	-	-	100	-	4

1 ELECTIVES OUT OF 3								
1	Integrated Marketing Communications	27	2	40 IA	60 IA	100	3	4
2	Business to Business Marketing	27	2	40 IA	60 IA	100	3	4
3	International Marketing	27	2	40 IA	60 IA	100	3	4
4	Trends in Marketing	27	2	40 IA	60 IA	100	3	4
Total No of Credits								20

1. International Marketing

CO1:- To understand the dynamics of international marketing

CO2:- To develop marketing mix and devise STP strategy for international markets



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CO3:- To analyse the scope and opportunities in international markets

CO4:- To strategize for competing in international markets)

CO5:- To develop the marketing plan based on PESTLE variables of international markets

CO6:- To relate the changes in business environment and its impact on international marketing decisions