



Master of Business Administration

Program Outcome

The MBA Program aims at training the high caliber professional, who devote themselves to effective management of an organization by achieving excellence with values. The main goal of MBA Program is to provide a learning environment for students to become Leaders and Entrepreneurs in a competitive business environment. The MBA Program enriches the learning curve of the students through practical exposure viz. Short term projects with the association of various organizations. Students are also exposed to the corporate world through industry – academia interface, special guest lectures, and summer – internship.

The MBA Program provides options to the students to have exposure in specialized domain viz. Financial Management, Marketing Management and Human Resource Management.

Financial Management

- To employ financial models and tools through data based decision making for managing organizational growth.
- To apply accounting skills for wealth creation and maximization.

Marketing Management

- To employ business strategies and marketing theories through create idea implementation for gaining competitive advantage to the organization.
- Understand current trends and market scenario by applying marketing knowledge.

Human Resource Management

- In order to achieve best Human Resources practices understand the various Human Resource theories as well as employ interpersonal skills.
- Human Resource laws and welfare practices impact in transforming Human Resource into Human Capital.



Course Outcome

Sr. No.	Course Code	Course Name	Learning Outcomes
SEMESTER-I			
1.	MB-101	Principles & Practice of management	<p>Course Objective</p> <p>This course intended to develop the basic awareness of management functions and various dimensions of organizational life. It also attempts to provide exposure of the ethical dilemma in management practices.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the meaning of the management; define the process and functions of the business management.</p> <p>CO2. Know the meaning, nature and significance of principle of management.</p> <p>CO3. Understand the concept, advantages, disadvantages and process of various types of decision making.</p> <p>CO4. Understand that how planning is crucial in functioning of organization.</p> <p>CO5. Understand the concept & process of communication.</p> <p>CO6. Delineate the concept & process of communication.</p> <p>CO7. Understand the concept and meaning of the controlling.</p>
2.	MB-102	Managerial Economics	<p>Course Objective</p> <p>The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the firm level and to equip them with the tools and techniques of economic analysis for improving their decision making skills.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the meaning, nature and scope of Managerial Economics and its relevance in business decisions.</p> <p>CO2. Comprehend the aspects of demand analysis and demand forecasting.</p>



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			<p>CO3. Explain the concept and properties of indifference curves as well as describe income, substitution and price effects.</p> <p>CO4. Understand the aspects of cost analysis, profit analysis and profit forecasting.</p> <p>CO5. Aware of the various recent economic issues and development.</p>
3.	MB-103	Statistical Methods For Decision Making	<p><u>Course Objective</u></p> <p>The objective of the course is to make the students familiar with basic statistical techniques and their applications in management decision-making.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the meaning of Statistics, its nature and importance as well as basic statistical techniques for managerial decision making.</p> <p>CO2. Familiar with fundamental of probability and theoretical distributions.</p> <p>CO3. Apply measure of central tendency-Mean, Median and Mode as well as calculations of quartiles, deciles and percentiles.</p> <p>CO4. Measure dispersion (variation) coefficient of variance, Skewness Moments and kurtosis, and Measures of Skewness.</p> <p>CO5. Familiar with Test of Significance and its Designing as well as Test of Variables and Proportions.</p>
4.	MB-104	Accounting and Financial Analysis	<p><u>Course Objective</u></p> <p>The main objective of this course is to acquaint the students with fundamental concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts of a firm. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis which are useful in the interpretation of financial statements. These tools and techniques form an important part of management planning and control systems. Thus, the course does not intent to make the students expert accountant.</p>



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			<p>After completion of this course the students will be able to :</p> <p>CO1. Acquaint with the fundamental concept, nature and scope of Financial Accounting as well as an overview of accounting principle, conventions, and Indian Accounting Standards.</p> <p>CO2. Understand the processes of accounting-recording of transactions into the Journals, Posting them into Ledgers, Preparation of Trial Balance, and Annual Accounts.</p> <p>CO3. Familiarize with tools and techniques of financial analysis useful in the interpretation of financial statements.</p> <p>CO4. Understand the aspects related to valuation of shares, goodwill and inventories.</p> <p>CO5. Aware of current issues in accounting like- Forensic Accounting, Money Laundering, Financial intelligence.</p>
5.	MB-105	Marketing Management	<p><u>Course Objective</u></p> <p>This course intends to provide an experienced based approach to Marketing theory and its practical applications. The course is designed to enable the students to learn the basic of Marketing. Topics of the syllabus shall be addressed and discussed from an application oriented perspective.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Learn the Conceptual Framework of Marketing.</p> <p>CO2. Understand the various Concepts of Marketing.</p> <p>CO3. Learn the Environmental impact on Marketing, Bases for Market segmentation, Buyer's Behaviour Analysis, MIS etc.</p> <p>CO4. Understand Marketing Mix specially 4P's and 7P's concepts.</p> <p>CO5. Learn the emerging concepts of Marketing.</p>
6.	MB-106	Human Resource Management	<p><u>Course Objective</u></p> <p>The present course aims at familiarizing the participants with various aspects of HRM. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of HRM in a comprehensive way.</p>



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			<p>After the completion of the course the students will be able to</p> <p>CO1. Understand the fundamental of Human Resource Management.</p> <p>CO2. Aware of aspects related to Human Resource Planning and Job Analysis along with Job Design.</p> <p>CO3. Comprehend the process of Human Resource Acquisition viz. Recruitment, Selection and Placement.</p> <p>CO4. Acquaint with the related aspects of Training and Development.</p> <p>CO5. Aware of Nature, Importance and relevance of HRM Ethics and HR Audit.</p>
SEMESTER-II			
7.	MB-201	Organizational Behaviour	<p><u>Course Objective</u></p> <p>The present course aims to develop the interpersonal abilities in the students. It aims to develop an intimate understanding of the individual and group behavior.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the concept of organizational behavior</p> <p>CO2. Understand the concept of individual behavior</p> <p>CO3. Understand the development stages of group</p> <p>CO4. Understand the concept of stress & causes of stress among Understand the concept and meaning of organizing.</p> <p>CO5. Understand the research & the theoretical framework underlying the various theories of Leadership.</p>
8.	MB-202	Business Research Method	<p><u>Course Objective:</u></p> <p>This course gives a comprehensive introduction to the subject of business research methods. The objective of this course is to develop the research skills of the students in investing the business problems with a view to arrive at objective findings, interpretation of data conclusions of their investigation in the form of systematic reports. Further, acquainting students with all modern and universally applied research concepts, tools and techniques and encouraging them to apply their acquired</p>



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			<p>theoretical knowledge to real situations are paramount course objectives.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the introductory aspects of Business Research.</p> <p>CO2. Learn about Research Problem, Formulation of Research Hypothesis, Types of Research Designs etc.</p> <p>CO3. Understand the concepts of Sampling and its types, Scaling techniques etc.</p> <p>CO4. Learn about data collection tools and the tools for data analysis.</p> <p>CO5. Understand the approach by which final Business Report drafting takes place.</p>
9.	MB-203	Operations Research	<p>Course Objective</p> <p>This paper intends to acquaint the student with the management of different operational aspects of organizations especially with respect to the manufacturing, assembling and serving processes with numerical and quantitative technical value addition.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Acquaint with the fundamental introductory aspects of Operations Research and its application in different operational aspects of organizations,</p> <p>CO2. Develop the skill of formulation and solution of Linear Programming Problems using simplex method and Graphical Method,</p> <p>CO3. Build competence on solving Transportation Problems,</p> <p>CO4. Know how to construct a Network Diagram and apply CPM and PERT Models in Project Management.</p> <p>CO5. Acquaint with the Fundamentals of Game Theory and its application in managerial decision making.</p>



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10.	MB-204	Management Accounting and Control	<p>Course Objective</p> <p>The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. Having been introduced to these techniques and having acquired the ability to understand accounting language, the students should be in a position to make effective use of accounting information in resolving the problems. Which they may face as managers, Applied side of the subject will be given more emphasis and attention as compared to its conceptual aspect, consequently, case-method of teaching will be used besides class lectures.</p> <p>After completion of this course the students will be able to :</p> <p>CO1. Understand the meaning, objective , nature and scope of management accounting and its distinction form financial accounting.</p> <p>CO2. Acquaint with the knowledge of the concept and calculation of Break Even Point and Use of Break-even analysis in managerial decision making.</p> <p>CO3. Know the concept and computation of marginal costs and managerial uses of marginal costing.</p> <p>CO4. Develop the skill of Budgeting and be able to prepare different budgets for an organization,</p> <p>CO5. Acquire the conceptual knowledge of standard costing and variance analysis and its applications.</p>
11.	MB-205	Financial Management	<p>Course Objective</p> <p>The present course aims at familiarizing the participants with the skills related to basic principles, tools and techniques of financial management.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Acquaint with the concept, nature and scope of Financial Management,</p> <p>CO2. Explain the concept and principles of Capital Structure of a corporate entity,</p> <p>CO3. Know about the different forms of dividend payment and highlight the factors which influences the determination of dividend policy,</p>



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Sr. No.	Course Code	Course Name	Learning Outcomes
			<p>CO4. Understand the concept of time value of money and various aspects of Capital Budgeting,</p> <p>CO5. Familiarize with the concepts, components and need for working capital as well as determinants of working capital and its measurement.</p>
12.	MB-206	Project Management	<p><u>Course Objective</u></p> <p>The objective of this course is to enable the students to gain basic knowledge about the concept of project, project management, project life-cycle, project appraisal; to acquaint the students about various issues of project management.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the basics of project management,</p> <p>CO2. Highlights the coverage and conductance of market feasibility,</p> <p>CO3. Highlights the coverage and conductance of technical feasibility,</p> <p>CO4. Develop the skills required for financial analysis in the context</p> <p>CO5. Acquaint with the aspects related to project implementation, project planning, and project control and project review.</p>
SEMESTER-III			
13.	MB-301	Strategic Management	<p><u>Course Objective</u></p> <p>The present course aims at familiarizing the participants with the important role that strategic management plays in a business's success and enables them to develop analytical and conceptual skills. The centre of attention is the total enterprise- the industry and competitive environment in which it operates its long-term direction and strategy, its resources and competitive capabilities, and its prospects of success. Class participation and case discussion will be fundamental to the development of these skills.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Learn introductory part of Strategic Management and understand the difference between Planning and Strategy.</p>



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			<p>CO2. Understand Strategic Intent and Organizational Values.</p> <p>CO3. Study the impact of environment on business.</p> <p>CO4. Understand the concept of Value Chain Analysis.</p> <p>CO5. Learn the various level of strategy viz. Functional level, Business level and Corporate level.</p>
14.	MB-302	Legal Aspects of Business	<p><u>Course Objective</u></p> <p>The present course aims at familiarizing the participants with various legal aspects of business. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Law in comprehensive way.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the various provisions of the Indian Contract Act, 1872 Understand Strategic Intent and Organizational Values,</p> <p>CO2. Aware of various provisions of The Sale of Goods Act, 1930,</p> <p>CO3. Understand the various provisions of The Indian Companies Act, 2013,</p> <p>CO4. Comprehend the various provision of The Negotiable Instrument Act, 1881,</p> <p>CO5. Aware of different relate Acts governing business in India.</p>
15.	MB- 303	Project Study	<p><u>Course Objective</u></p> <p>The objective of the project study is to help the student develop ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems.</p>
16.	MB-304	Summer Internship	<p><u>Course Objective</u></p> <p>The objective of the summer internship programme is to impart internship to the management students in business units. During the period of internship a student undergoes rigorous internship in acquiring skills for managing business in the light of the theoretical concepts, tools and techniques. Which they acquire in the class-room teaching.</p>



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17.	MB FC 01	Security Analysis and Portfolio Management	<p><u>Course Objective</u></p> <p>The Objective of this course is to expose the students to the concept, tool and technique in the field of security analysis and portfolio management.</p> <p>After completion of this course the student will b</p> <p>CO1. Acquaint with the fundamentals Acquaint with the fundamentals of Investment Management and gain the knowledge of the investment decisions,</p> <p>CO2. Comprehend the aspects of Risk Analysis in the context of Investment Management.</p> <p>CO3. Understand the dynamics of Efficient Market Theory,</p> <p>CO4. Know the basic of portfolio analysis,</p> <p>CO5. Familiarize with the dynamics of Capital Market Theory.</p>
18.	MB FC 02	Corporate Tax Planning and Management	<p><u>Course Objective</u></p> <p>The course aims to provide understanding of corporate Tax including Rules pertaining there to and application to different business situation & to understand principles and procedures underlying the Goods and Services Tax (GST).</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Acquaint with the fundamental related to assessment of various entities,</p> <p>CO2. Understand tax procedures and assessment of corporate tax,</p> <p>CO3. Comprehend the concepts of tax evasion, tax planning and tax management,</p> <p>CO4. Acquaint with the dynamics of levy and collection of GST,</p> <p>CO5. Develop the skills of Assessment and filling of GST.</p>
19.	MB HC 01	Labour and Employment Laws in India	<p><u>Course Objective</u></p> <p>The course intends to educate and create awareness among the students about several of Labour and Employment Law and thus equip them to handle this delicate this delicate subject with maturity, objectivity and understandings.</p>



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			<p>After completion of this course the students will be able to:</p> <p>CO1. Aware of Labour and Employment Laws in India.</p> <p>CO2. Understand the provisions related to The Workmen's Compensation Act, 1923 and The Employees State Insurance Act, 1948.</p> <p>CO3. Comprehend the various provisions related to the Employee's Provident Fund and Miscellaneous Provision Act, 1952.</p> <p>CO4. Aware if main provisions related to the Minimum Wages Act, 1948 and The Industrial Employment (Standing Orders) Act, 1946.</p> <p>CO5. Aware of main provisions of The Payment of Bonus Act, 1966 and The Apprentices Act, 1969.</p>
20.	MB HC-02	Industrial Relations	<p><u>Course Objective</u></p> <p>In this course, the students are to be acquainted with the Industrial relations framework in our country, the importance of the maintenance of Industrial peace and efforts to reduce the incidence of Strikes and Lockout and Industrial Strike are to be emphasized. Further, the students are to be acquainted with social security frame-work prevailing in our country. It is necessary to know the concept of social security, its importance and also constitutional basis for the same in India.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the various concept of Industrial Relation.</p> <p>CO2. Understand the objectives, characteristics, causes & types of Industrial Conflicts.</p> <p>CO3. Understand the meaning of grievance, causes of grievance.</p> <p>CO4. Know the concept, functions & Types of Trade Union.</p> <p>CO5. Understand the three Tier Disputes settlement Machinery under Industrial Dispute Act, 1947.</p>
21.	MB-MC-01	Consumer Behavior	<p><u>Course Objective</u></p> <p>Objective of this course on Consumer Behavior is to present comprehensive coverage of the subject with examples from the Indian Scenario. This course also challenges students to understand the complexities of consumer needs and</p>



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			<p>perceptions and translate them into effective Marketing Strategies. The course will be based on real life case-studies from Indian environment.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Learn the Conceptual Framework of Consumer Behavior.</p> <p>CO2. Understand the Consumer Decision Making Process.</p> <p>CO3. Learn the various theories of Consumer Motivation.</p> <p>CO4. Study the various influences of culture on Consumer Behavior.</p> <p>CO5. Learn the changing Indian Consumer Behavior.</p>
22.	MB-MC-02	Services Marketing	<p><u>Course Objective</u></p> <p>The objective of this course is to develop insight into emerging trends in the service sector in a developing economy like India. Further, the course in Services Marketing is intended to broaden student view of marketing to give an understanding of how marketing is practiced in service organization and how it will be managed in the future.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the fundamentals of services marketing.</p> <p>CO2. Aware of the concept of service marketing mix.</p> <p>CO3. Understand the process of effective service delivery.</p> <p>CO4. Acquaint with the various aspects related to implementing service marketing.</p> <p>CO5. Aware of Contemporary Issue in Services Marketing.</p>
SEMESTER-IV			
23.	MB-401	Corporate Governance and Business	<p><u>Course Objective</u></p> <p>This course exposes the students to the various concepts of corporate governance and business ethics and provides an in-depth study of various issues there under.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the fundamentals of Corporate Governance.</p>



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			<p>CO2. Trace the Historical perspective of corporate governance.</p> <p>CO3. Aware of issues related with Corporate Governance & Role of Board of Director.</p> <p>CO4. Comprehend the various Aspects related to Corporate Governance & Role of Audit committees.</p> <p>CO5. Familiar with the aspects related to Corporate Governance & Business Ethics.</p>
24.	MB-402	Computer Application and Management Information System	<p><u>Course Objective</u></p> <p>This course exposes the students to the basic fundamentals and practical aspects related to Computer Application and Management Information System required for managerial decision making.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the Introductory Aspects of a Computer, Networking and Internet.</p> <p>CO2. Aware of needs, basics and types of Operating System.</p> <p>CO3. Acquaint with the fundamentals of Word Processing, Electronic Spreadsheet and Power Point Presentation.</p> <p>CO4. Comprehend the Fundamental of Database Management System.</p> <p>CO5. Aware of Concept, Role and Approach of Management Information System and other related aspects.</p>
25.	MB-403	Comprehensive Viva-Voce	<p><u>Course Objective</u></p> <p>Comprehensive Viva-voce carrying 100 marks shall be conducted by a dully constituted examination board. The comprehensive Viva-voce shall encompass the entire course of study.</p>
26.	MB-404	Business Communication	<p><u>Course Objective</u></p> <p>This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.</p> <p>After completion of this course the students will be able to:</p>



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Sr. No.	Course Code	Course Name	Learning Outcomes
			<p>CO1. Understand the meaning, importance, process and models of communication in business.</p> <p>CO2. Aware of the various channels of communication, their effectiveness and limitations.</p> <p>CO3. Acquaint with the aspects related with group communication through committees.</p> <p>CO4. Comprehend the essentials of Effective Business Communication, structure of Business Correspondence including enquiries, replies, complains and orders.</p> <p>CO5. Aware of strategies to improve reading skills and finally become a good speaker as well as listener.</p>
27.	MB FC-01	Banking and Financial Services	<p><u>Course Objective</u></p> <p>The present course aims to familiarize the students about banking and financial services and strengthen their analytical understanding about Indian financial environment.</p> <p>After the completion of this course the students will be able to:</p> <p>CO1. Aware of changing role of Banking in India and objectives and functions of Reserve Bank of India.</p> <p>CO2. Understand the Objectives, functions of commercial banks and recent developments and challenges of commercial banks in India,</p> <p>CO3. Comprehend the relevance of marketing approach to deposit mobilization in a bank along with formulating marketing strategies for deposits mobilization by a bank in India.</p> <p>CO4. Aware of Principle and Practices of Credit Management of Commercial Banks in India.</p> <p>CO5. Acquaint with the status of venture capital and credit rating in India.</p>
28.	MB FC-02	Financial Derivatives	<p><u>Course Objective</u></p> <p>The objective of this course is to expose the students to the concept, tool and technique applicable in the field of Derivatives as a tool of investment and Derivative analysis.</p> <p>After the completion of this course the students will be able to:</p>



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Sr. No.	Course Code	Course Name	Learning Outcomes
			<p>CO1. Acquaint with fundamentals of Derivatives, Derivative Market and effects of derivative markets on the financial system,</p> <p>CO2. Gain knowledge about the Future market,</p> <p>CO3. Understand the Swaps and Options trading,</p> <p>CO4. Learn about the Derivative Pricing methodologies,</p> <p>CO5. Know about the present status of Derivatives in India.</p>
29.	MB HC-01	Management of Change	<p><u>Course Objective</u></p> <p>The course intends to develop an orientation towards the change. It shall coach the students to be proactive towards a planned change. It details the relevant aspects of change that help the students understand the importance of managing change.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the meaning & significance of change,</p> <p>CO2. Understand the concept & significance of organizational change.</p> <p>CO3. Know the utility of Recruitment & Selection process for planned & unplanned change.</p> <p>CO4. Understand the concept of strategic reward management.</p> <p>CO5. Understand about the concept of Evaluating & promoting change.</p> <p>CO6. Describe the different Approaches to evaluate change.</p>
30.	MB HC-02	Group Dynamics	<p><u>Course Objective</u></p> <p>To familiarize the students with the meaning, scope and significance of group and group dynamics, to examine the factors and issues that influence group performance and group effectiveness, to identify causes of intra group and inter group conflict and ways and means of resolving the conflict and to cultivate skills for group decision-making and teambuilding.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the Introductory Aspects of groups and Group Dynamics.</p>



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Sr. No.	Course Code	Course Name	Learning Outcomes
			<p>CO2. Aware of anatomy and methods of Group Decision-making.</p> <p>CO3. Acquaint with the fundamentals of Conflict in Groups and the ways to resolve conflicts between groups.</p> <p>CO4. Comprehend the theoretical viewpoints of Crowds and Collective Behavior.</p> <p>CO5. Aware of the sources of change in groups and understanding the group as an agent of change.</p>
31.	MB MC-01	Sales and Distribution Management	<p><u>Course Objective</u></p> <p>It aims to help management students understand the fundamentals of Sales management and Distribution management so as to recognize the need of Business and to have the effective Sales and Distribution strategies for the satisfaction of channel partners.</p> <p>After completion of this course the students will be able to:</p> <p>CO1. Understand the emergence of Sales Management.</p> <p>CO2. Learn Sales Training Program Techniques and its importance.</p> <p>CO3. Understand the concepts of Sales Organization and its various types.</p> <p>CO4. Learn the introductory aspects of Channel of Distribution and its types.</p> <p>CO5. Understand in detail about designing Channel System.</p>
32.	MB MC-02	Strategic Marketing	<p><u>Course Objective</u></p> <p>The objective of the present course is to develop analytical skills for the formulation and implementation of market driven strategies. It also aims at recognizing, embracing, and managing change by focusing on higher-level strategic issues and decision making to deliver superior value to customers in global market and competitive situations. Class participation through case discussion will be fundamental to the development of these skills.</p>