



Ready for
Every Good Work

SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

Resi : (04179) 220103

College : (04179) 220553

Fax : (04179) 226423

A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Programme: MBA

S No	Title of the Paper	Course Code	Course Objectives	Course Outcomes	Relevance
1.	Export and Import Management	MBA331T	<ul style="list-style-type: none">To familiarize students with policy, procedures and documentation relating to foreign trade operations.To enable the students to gain the knowledge and apply it in the respective business which can be helpful to them at future.	<ul style="list-style-type: none">Helps in learning the Cross-cultural export and import management for successful operations.Students learn to handle the export-import business.	Global
2.	Digital Marketing	MBA332A	<ul style="list-style-type: none">To learn the essentials of digital marketing in exploring content and connecting with customers.The course aims to acquaint students with the process of marketing through Internet, Social Media and Mobile Marketing	<ul style="list-style-type: none">The student will be able to evaluate the risks involved in digital marketing.The strategies discussed will help students to attract and retain the online customers.	Global
3.	Counseling Skills for Managers	MBA332D	<ul style="list-style-type: none">To develop basic skills among students to independently handle a wide range of employee counseling and performance counseling.	<ul style="list-style-type: none">Updating the current systems and practices of managing work force.	Global

			<ul style="list-style-type: none"> To make them understand the uses counseling employees. 	<ul style="list-style-type: none"> Provides knowledge for the dealing with the issues relating to management of workforce 	
4.	Strategic Investment and Finance Decisions	MBA334B	<ul style="list-style-type: none"> To train students on how to assess the employee decision making necessary at higher levels of Investment and financial Management. To develop the analytical skill for the students and influence it in their job field. 	<ul style="list-style-type: none"> Helps to induce the student's knowledge in application oriented. The course manipulates the concepts in practical way. 	Global
5.	Logistics Management	MBA334C	<ul style="list-style-type: none"> To introduce process and functions of logistics system and to understand the major building blocks, functions, business process, performance metrics and decision making in supply chain network. To provide an insight into the role of Internet Technologies in Logistics Management and to learn the need and importance of logistics in product flow 	<ul style="list-style-type: none"> To enable an efficient method of moving products with optimization of time and cost. Enables the students to gain knowledge of risks associated in Logistics management. 	Global
6.	International Trade Finance	MBA335B	<ul style="list-style-type: none"> To understand the international markets for payments and credit. To understand the evaluation of international investments. 	<ul style="list-style-type: none"> Enable the students to gain the knowledge and apply where it is to be influenced. Helps to know the practices of international trade finance. 	Global
7.	Strategic Management	MBA430T	<ul style="list-style-type: none"> To impart to the students the basic concepts of Strategic Management process. To focus on how firms formulate, implement and evaluate corporate business strategies and to learn to use various tools. 	<ul style="list-style-type: none"> Students will be able to know basic concept of strategic management process, the way corporate business strategies are formulated, implemented and evaluated. Students come to know the various strategic tools included in the process 	Global

8.	International Business Management	MBA431T	<ul style="list-style-type: none"> To introduce students to the world of global business and to expose them to the realities of doing business internationally. To familiarize students with the competitiveness of global industry and the various theoretical frameworks available. 	<ul style="list-style-type: none"> Students will come to know about the world of global business, the competitions that they ought to face and the various theoretical frame works that are available. Develops an appreciation of business issues and their influence on International business decision making. 	Global
9.	Logistics for Health Care Services	MBA432E	<ul style="list-style-type: none"> To understand the processes and details related to Inventory Control and Purchase Management (ICPM) in Healthcare Industry. To examine the strategic function of logistics Management in the Modern Corporation. 	<ul style="list-style-type: none"> Provides learning the supply chain management in hospitals. Creates awareness among the students with basic concepts of logistics for health care services. 	Global
10.	Information Technology in Supply Chain Management	MBA433C	<ul style="list-style-type: none"> To appreciate the role of IT in supply chain. To understand data mining in supply chain and to analyze IT practices in supply chain. 	<ul style="list-style-type: none"> Create capability to analyze, design and improve the supply chain in an organization. It provides an opportunity for managers to plan, analyze and design information system solutions for various functionalities of the organization 	Global
11.	Risk and Disaster Management	MBA433E	<ul style="list-style-type: none"> To familiarize the students and to identify the areas of safety and risk and managing of the same. To acquaint the students with the basic concepts of risk in hospitals towards service assurance. 	<ul style="list-style-type: none"> Enhance students in learning the hospital administrators in the area of disaster and safety management. The course provides students with an understanding of quality and patient safety 	Global
12.	Consumer Behavior	MBA434A	<ul style="list-style-type: none"> To understand the importance of consumer behavior in Marketing, its models and types. To equip the students with various intrapersonal and interpersonal determinants of consumer behavior. 	<ul style="list-style-type: none"> The student will understand the influences on customer choice and the process of human decision making in a marketing context. To understand the consumer behaviour in making marketing 	Global

				plans.	
13.	Security Analysis and Portfolio Management	MBA434B	<ul style="list-style-type: none"> To understand the techniques of diversifying the risk in financial investments. To have a reasonable knowledge of Indian capital market operations and investment opportunities. 	<ul style="list-style-type: none"> Helps to gain the knowledge and apply it in practically in the organization. Students get exposure and use it in business at future. 	Global
14.	Management of Hospital Services	MBA434E	<ul style="list-style-type: none"> To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of both clinical and non-clinical services in a hospital To introduce the management concepts and principles of hospital services 	<ul style="list-style-type: none"> Students are expected to develop the ability to understand and manage hospital services. Evaluation of various decisions of the hospital services. 	Global
15.	Services Marketing	MBA435A	<ul style="list-style-type: none"> To make the students understand the uniqueness of services marketing To identify and analyze the various components of the services mix. 	<ul style="list-style-type: none"> Students are expected to develop the ability to understand and manage hospital services. Evaluation of various decisions of the hospital services. 	Global

16.	MERGERS AND ACQUISITIONS	MBA435B	<ul style="list-style-type: none"> To enable student to understand regulatory framework for mergers and acquisitions. To know and observe the process involved in mergers and acquisitions and the available takeover defenses. 	<ul style="list-style-type: none"> Student will be equipped with the nuances involved in mergers and acquisition process and the techniques required handling post-merger. It will be enable them to obtain the knowledge and apply wherever it is required. 	Global developmental needs
17.	Total Productivity Management	MBA435C	<ul style="list-style-type: none"> To make the students conversant with the tools of TPM which would be useful in coordinating the activities of productivity system by proper models and improvement techniques. 	<ul style="list-style-type: none"> To know the concept of productivity and its models To analyze organizational performance 	Global
18.	Training for Effective Performance	MBA435D	<ul style="list-style-type: none"> To make the students understand the concept of training, its need and importance. To enable the students to cope up with the learning process and the training need assessment. 	<ul style="list-style-type: none"> Development of managerial outlook on the subject. Brings out the importance of training and development in organization. 	Global
19.	HOSPITAL WASTE MANAGEMENT	MBA435E	<ul style="list-style-type: none"> To familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste. To identify key sources, typical quantities generated, composition, and properties of solid and hazardous wastes. 	<ul style="list-style-type: none"> Students' learn to manage biomedical waste and to prevent a general exposure to harmful effects. To familiarize the students with basic concepts of Hospital waste management 	Global developmental needs