



SACRED HEART COLLEGE (AUTONOMOUS)

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Every Good Work

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

Name of the Course	Course Code	Name of the Program	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development	Year of introduction
Organizational Behaviour	MBA142T	MBA	Entrepreneurship: Contents: Focus and Purpose Individual Behaviour, Group Behaviour, Leadership and Power, Dynamics of Organizational Behaviour Activities: Mock Interview, Role play, Situation - Reaction Test and Case	2020-21
Managerial Communication	MBA146T	MBA	Entrepreneurship: Contents: Personal Communication, Business Correspondence, Work Place Communication, Presentation and Employability Skills, Writing For Media and Creative Writing. Activities: Individual seminar, Essay Writing, Reading Practice, Video play, Dialogue	2020-21

Marketing Management	MBA240T	MBA	<p>Entrepreneurship: Contents: Basics to Marketing Environment, Marketing Strategy, Marketing Mix Decisions Buyer Behaviour, Recent Trends in Marketing. Activities: Seminar, Group Discussions, SELL BEE, Mega Mela, Best Manager Contest and New Product Creation</p>	2020-21
Human Resource Management	MBA241T	MBA	<p>Entrepreneurship: Contents: Perceptive in HRM, The Concept of Best Fit Employee, Learning and Executive Development, Sustaining Employee Interest Performance Management. Activities: Debate, Competency Matrix Creation, Swot Analysis and Role play</p>	2020-21

Financial Management	MBA243T	MBA	Entrepreneurship: Contents: Foundation of Finance Investment Decisions, Financial and Dividend Decision, Working Capital Management, Long Term Sources of Finance. Activities: Real Time Company Financial Statement Analysis, Current Affair, Assignment and Budget Analysis	2020-21
Legal Aspects of Business	MBA244T	MBA	Entrepreneurship: Contents: Commercial Law, Company Act 1956, Industrial Law, Goods and Service Tax, Consumer Protection Act 1986, Competition Act 2002 and Cyber Law. Activities: Assignment, Current Affiar discussion, Seminar, Case study Analysis	2020-21

Strategic Management	MBA341T	MBA	Entrepreneurship: Contents: 100% Activities: Mock Interview, Case Analysis, Assignment, Seminar, Group Discussion and Turncoat	2020-21
International Business Management	MBA342T	MBA	Entrepreneurship: Contents: 100% Activities: Online Assignment, Seminar, Case Analysis and Group Discussion	2020-21
Digital Marketing	MBA344A	MBA	Entrepreneurship: Contents: 100% Activities: Project, Group Discussions, Turn coat and Business Model Preparation	2020-21
Micro Finance	MBA344B	MBA	Entrepreneurship: Contents: 100% Assignment, Group seminar, NGO Updation, Real time case analysis and Current Affair	2020-21

Enterprise Resource Planning	MBA344C	MBA	Entrepreneurship: Contents: 100% Assignment, Business Plan Presentation, Group seminar, Case Study and Recent updates	2020-21
Brand and Product Management	MBA345A	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Product launch, Mega Mela, Role Play and Group activities	2020-21
Corporate Finance	MBA345B	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Company Financial Statement Analysis, Role Play, Group Assignment	2020-21

Export and Import Management	MBA440T	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Seminar, Corporate Talk, Role Play and Group activities	2020-21
Customer Relationship Management	MBA441A	MBA	Entrepreneurship: : Contents: 100% Activities: Assignment, Marketing cum SalesMega Mela, Role Play, Group activities	2020-21
International Trade Finance	MBA441B	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Seminar, Webinar, Current affair discussion and Case study	2020-21
Retail Management	MBA442A	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Rural market survey, SELL BEE Role Play and Group activities	2020-21

Project Management	MBA442C	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Project analysis, In-plant training and Group activities	2020-21
Advertising & Sales Promotion	MBA443A	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, SELL BEE, Mega Mela, Role Play and Group activities	2020-21
Talent Management	MBA443D	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Residential training programme, Self assessment and Group activities	2020-21
Rural marketing	MBA444A	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Survey, Rural area visit, Role Play and Group activities	2020-21
Information Technology in Supply Chain Management	MBA444C	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Recent trend analysis, Current technology updation, Webinar and Group activities	2020-21

Mergers and Acquisitions	MBA445B	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Current affair discussion, Account statement analysis and Group activities	2020-21
Consumer Behavior	MBA446A	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Feed back survey, Group assignment, Role play and Group activities	2020-21
Training for Effective Performance	MBA446D	MBA	Entrepreneurship: Contents: 100% Activities: Assignment, Residential trining programme, Role Play and Group activities	2020-21