



Zyglu Singh Charitable Trust's (Regd.)

**THAKUR INSTITUTE OF
MANAGEMENT STUDIES & RESEARCH**

(Approved by AICTE, Govt. of Maharashtra & Affiliated to University of Mumbai)

• ISO 9001 : 2015 Certified

• Accredited with A+ Grade by National Assessment and Accreditation Council (NAAC)

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MBA (Marketing Management) - Course Outcome

| Sr. | Program | Sem | Course | COURSE OUTCOMES |
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| 1 | MBA (MM) | I | Principles of Management | <ol style="list-style-type: none"> 1. Able to evaluate the global context (Opportunities and threats) for taking managerial actions of planning, organizing and controlling. 2. Understand the process of planning, organizing and controlling in global context. 3. Know the recent trends in management. |
| 2 | MBA (MM) | I | Financial Accounting | <ol style="list-style-type: none"> 1. Students apply the basic concepts and fundamentals used in financial accounting. 2. Students are able to prepare financial statements 3. Students analyse the annual reports |
| 3 | MBA (MM) | I | Organisation Behaviour | <ol style="list-style-type: none"> 1. Students list and define basic organizational structure, personality types, attitudes and behavior principles and analyze how these influence behavior in the workplace 2. Students identify various motivational theories and evaluate motivational strategies used in different organizational settings. 3. Students evaluate the effectiveness of various leadership styles and conflict management strategies applied in organizations. |
| 4 | MBA (MM) | I | Managerial Economics | <ol style="list-style-type: none"> 1. Students analyze and apply the theory and practice of Managerial Economics 2. Students analyse demand, cost, production, markets, competition and macroeconomic aspects and forecast their impact on business 3. Students are able to do capital budgeting based on demand, supply, cost and risk of capital |
| 5 | MBA (MM) | I | Business Communication | <ol style="list-style-type: none"> 1. Students identify the style of both verbal and written business and professional communication 2. Students differentiate the cultural identities and intercultural communication aspects 3. Students identify the barriers to communication |
| 6 | MBA (MM) | I | Quantitative Methods in Management | <ol style="list-style-type: none"> 1. Discuss OR Concepts, Genesis, Application Potential to Diverse Problems in Business & Industry, Scope and Limitations. 2. Discuss different Quantitative methods such as Assignment Problem, Transportation Problem, Inventory Models, Game Theory, Linear Programming and Network Analysis 3. Apply Quantitative Methods to digitally simulate the problem |

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| 7 | MBA (MM) | II | Production Management | <ol style="list-style-type: none"> 1. Discuss different business functions such as Marketing, Finance, HR, Procurement, Manufacturing 2. Discuss manufacturing processes, plant layouts, location management, inventory, scheduling and quality control 3. Apply Quantitative Methods to solve Production Management problems 4. Discuss on emerging technology trends in Production Management |
| 8 | MBA (MM) | II | Business Research Methods | <ol style="list-style-type: none"> 1. Students apply various research methods to investigate the problem 2. Students apply various techniques for data analysis and result interpretation |
| 9 | MBA (MM) | II | Marketing Management | <ol style="list-style-type: none"> 1. Students analyze markets and customers. 2. Students define and apply knowledge of key marketing concepts. 3. Students apply the concept of marketing mix to developing the marketing strategy. |
| 10 | MBA (MM) | II | Legal Aspects of Business | <ol style="list-style-type: none"> 1. Enabling the development of critical and analytical abilities in the area of Business Law 2. Provide much needed clarifications on business laws, rules and regulations. |
| 11 | MBA (MM) | II | Cost & Management Accounting | <ol style="list-style-type: none"> 1. Students differentiate between the Financial Accounting, Cost & Management Accounting 2. Students ascertain costs by using various methods of costing 3. Students are able to make decision for business situation and problems applying tools and techniques of costing and management accounting like standards, budgeting, responsibility accounting, transfer pricing and neo concepts |
| 12 | MBA (MM) | II | Human Resource Management | <ol style="list-style-type: none"> 1. The students comprehended the functions of Human Resource Management 2. Students discuss the HRD strategies |
| 13 | MBA (MM) | III | International Business | <ol style="list-style-type: none"> 1. Discuss International Business practices such as Globalization, Multinational Corporations, Global Supply Chain Management and International trade theories 2. Discuss the various International trade and regulatory organizations involved in International Business 3. Apply knowledge of International business to evaluate risks and take informed investment decisions |
| 14 | MBA (MM) | III | Management Information System | <ol style="list-style-type: none"> 1. Discuss the role of Management Information Systems in achieving strategic business objectives 2. Analyze the needs for information across different levels of Management in achieving competitive advantage 3. Discuss various Strategic Information Management Systems and their implementation in a business environment |

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| 15 | MBA (MM) | III | Financial Management | <ol style="list-style-type: none"> 1. Students appraise the financial performance using various techniques of analysis 2. Students outline cost and management of different sources of finance 3. In order to implement investment decision the students shall find themselves equipped with the process and methods of evaluation of various investments proposals |
| 16 | MBA (MM) | III | Taxation | <ol style="list-style-type: none"> 1. Students understand the framework of Indian Income Tax Act 2. Students are able to compute tax liability on case basis 3. Students understand the applicability of different Indirect Taxes |
| 17 | MBA (MM) | III | Creativity & Innovation Management | <ol style="list-style-type: none"> 1. Students discuss the role of Creativity and Innovation in the Organisation and the dynamics that underlie Creative Thinking 2. Students get creative insight and research and assess an idea with the help of various tools and techniques. |
| 18 | MBA (MM) | IV | Product & Brand Management | <ol style="list-style-type: none"> 1. Explain the role of Product Management in contemporary Marketing Environment 2. Analyze the process, opportunities, risks and challenges to manage product the product life cycle 3. Apply knowledge of Brand Management to articulate Brand Identify |
| 19 | MBA (MM) | IV | Sales Management & Sales Promotions | <ol style="list-style-type: none"> 1. Should be able to understand the role and responsibility of a sales manager 2. Should be able to understand the concepts of Sales Management & Sales Promotion 3. Should be able to connect the concepts and business situation |
| 20 | MBA (MM) | IV | Consumer and Industrial Buyer Behaviour | <ol style="list-style-type: none"> 1. Compare and contrast different perspective that characterizes the study of consumer behavior and organizational behavior 2. Students will gain a strategic understanding of the various theories of consumer and industrial behavior and will be able to apply this knowledge in for the formulation of an effective marketing strategy |
| 21 | MBA (MM) | IV | Financial Aspects of Marketing | <ol style="list-style-type: none"> 1. Students analyse the sales revenue and marketing costs 2. Students discuss the ways of management of accounts receivables and inventories 3. Students apply various techniques to take pricing decisions 4. Students discuss the various aspects of target pricing |
| 22 | MBA (MM) | IV | Distribution & Supply Chain Management | <ol style="list-style-type: none"> 1. Explain the aspects of Distribution 2. Discuss and analyze different Warehousing, Inventory Control and transportation elements and techniques 3. Discuss on integrated Supply Chain Management |
| 23 | MBA (MM) | V | Services Marketing | <ol style="list-style-type: none"> 1. Enable the students to understand the Marketing of Services (vis a vis Marketing of Products). 2. Enable the students to understand the importance of Employees and Customers as stakeholders in the Services perspective. 3. Enable the students to apply the concepts of Service Marketing to develop new Services |

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| 24 | MBA (MM) | V | Marketing Research & Analytics | <ol style="list-style-type: none"> 1. Explain the concepts of Market Research 2. Apply Marketing Analytics Models and Tools to analyze Market Research Data 3. Utilize Big Data Analytics to analyze Market Research Data |
| 25 | MBA (MM) | V | Customer Relationship Management | <ol style="list-style-type: none"> 1. Explain the key concepts of CRM - people, process, technology, CRM applied to Mass Markets, Distributors and Enterprise Clients 2. Discuss on the Customer Life Time Value and Customer Equity 3. Discuss on the Current Trends, Issues and Challenges in CRM |
| 26 | MBA (MM) | V | Retail Management | <ol style="list-style-type: none"> 1. Students discuss the trends, strategies and other management aspects of retailing 2. Students identify the role of personal selling in retailing and relationship of marketing and supply chain management 3. students discuss the various aspects of retail research and online retailing |
| 27 | MBA (MM) | V | Industry Oriented Dissertation Project | <ol style="list-style-type: none"> 1. Able to understand the linkage between the concept and business 2. Able to apply the concepts for the business challenges 3. Able to present the finding from dissertation work |
| 28 | MBA (MM) | VI | Strategic Management | <ol style="list-style-type: none"> 1. Apply Strategic Thinking in the VUCA business environment 2. Analyze strategic business opportunities, challenges and strategies using internal and external management tools and 3. Discuss on Strategic Business Growth Accelerators - People, Process, Technology, Society and Environment |
| 29 | MBA (MM) | VI | Strategic Marketing Management | <ol style="list-style-type: none"> 1. Enable the students to apply the Strategic Marketing Management Concepts in the VUCA business environment 2. Enable the students to make suitable Marketing Strategies using Strategic Marketing Analysis techniques and tools. 3. Enable the students to implement the Marketing Strategies, and evaluate the same. |
| 30 | MBA (MM) | VI | Integrated Marketing Communications & Digital Marketing | <ol style="list-style-type: none"> 1. Explain the key elements of IMC such as Advertising, PR, Sales Promotions and Digital Marketing 2. Explain the concepts of Digital Marketing such as SEO and SEM 3. Utilise Digital technology platforms such as Social Media, Internet, Mobile, Email and SMS for IMC |
| 31 | MBA (MM) | VI | Media Planning & Strategy | <ol style="list-style-type: none"> 1. Explain the concepts, role and importance of Media Planning 2. Create Media Plan by determining Media Mix, Quantitative and Qualitative inputs, Schedules and Costs 3. Discuss on the Opportunities and Challenges in India Media Industry . 4. Study of Media Models. |
| 32 | MBA (MM) | VI | Event Management | <ol style="list-style-type: none"> 1. Students discuss the various aspects of event planning, event management and event marketing 2. Students imbibe the verbal and written communication skills and leadership skills 3. Students overview the various aspects of event safety and security |