

## **401 STRATEGIC MANAGEMENT**

- ❖ Illustrate the strategy implementation process.
- ❖ Evaluate the situation for strategic change
- ❖ Examine various strategic implementation policies.
- ❖ Identify appropriate growth strategy and explore effective strategy implementation
- ❖ Design, formulate and implement strategy in an organization

## **FM-02 SECURITY ANALYSIS & INVESTMENT MANAGEMENT**

- ❖ Understand the Indian Securities Markets
- ❖ Evaluate securities by way of fundamental and technical analysis.
- ❖ Apply the concept of portfolio management for better investment decisions.
- ❖ Develop various income portfolio strategies based on the needs and risk profile of the investor.

## **FM-10 PROJECTS PLANNING, ANALYSIS AND MANAGEMENT**

- ❖ Identify the elements of the Project Management life cycle.
- ❖ Apply tools and techniques of project management.
- ❖ Comprehend the feasibility analysis in Project Management and network analysis tools for cost & time estimation.
- ❖ Evaluate projects based on technical and financial analysis.

## **MM 02 ADVERTISING MANAGEMENT**

- ❖ Understand the concept and practices of advertising
- ❖ Apply the advertising concepts in creating advertising campaigns
- ❖ Compare & contrast the advertising strategies of different competing firms.
- ❖ Design the advertising strategies catering to the requirement of society in consonance with social, legal and ethical needs.

## **MM – 04: RURAL MARKETING**

- ❖ Analyze the potential of rural markets in India and examine the socio-cultural, economic & other environmental factors affecting rural marketing

- ❖ Assess the scope of agricultural marketing in India with special reference to agricultural inputs/instruments and identify the problems related to it
- ❖ Evaluate the commodity markets and examine the role of co-operative marketing in India.
- ❖ Formulate plans and strategies related to product, price, place and promotion for rural markets in India

## **HRM-02 ADVANCED INDUSTRIAL PSYCHOLOGY**

- ❖ Understand the concept of Industrial Organizational Psychology.
- ❖ Apply Industrial Psychology to select, develop, and manage employees
- ❖ Comprehend how the theory and research are applied to work settings
- ❖ Create a stress-free environment at the workplace.

## **HRM-05 STRATEGIC HUMAN RESOURCE DEVELOPMENT**

- ❖ Identify concepts and practices of Strategic Human Resource Management.
- ❖ Apply Human Resource Development as a strategic tool for gaining competitive advantage.
- ❖ Understand and apply the aspects of counseling, mentoring, coaching, and emotional intelligence.
- ❖ Create HRD Culture & Climate at the workplace.
- ❖ Devise HRD strategies in accordance with business changes