COURSE DESCRIPTIONS FOR MASTERS OF SCIENCE (MSc)

15.1 MSc. MARKETING

BBA 840: Marketing Management
Nature, scope and importance of marketing. Marketing concepts, management functions of marketing; marketing organizations; marketing opportunity analysis. Marketing environment; consumer behavior. Marketing measurement and forecasting; marketing strategy. International marketing.

BBA 842: Theory and Process of Consumer Behaviour
Consumer behaviour psychological and sociological concepts; essential framework, models and concepts; fundamental process of motivation, perception and learning in individual behaviour; nature and influence of individual character; personal character, attitude formation and change; social influence of culture, reference groups and family; consumer decision process; innovation diffusion.

BBA 843: Marketing Research

BBA 846: Global Marketing

BBA 848: Marketing Management Seminar
To apply the knowledge on marketing in analyzing selected issues in marketing management

BBA 849: Retail Enterprises Management
Retail organizations; management, application of technology and retail strategic and financial planning. Issues, problems and practices in retail operations management. Role of retailing in distribution, its structure and dynamics. Retail merchandise planning, buying and control. Retail store location, layout, presentation and management. Retail business strategies; current theories and techniques in formulation and implementation. Retail sales promotion.

**BBA 850: Advertising Media Policy and Strategies**

Media planning and evaluation; selecting media options; media concepts; audience accumulation and segmentation; Quantitative/qualitative media factors; inter-media adjustments; inter-media adjustments; media research and source of audience information; Media trends, and development; media technology.

**BBA 857: New Product Development**


**15.2 MSc. Human Resource Management**

**BBA 822: Human Resource Management**


**BBA 824: Organizational Behavior**

BBA 826: Human Resources Employment and Development
Recruitment; Theory; Job Application, Evaluation and benchmarking recruitment. HR needs Assessment; Training Phase, Evaluation Phase, Training Needs Identification, Learning Theory. Design and provision of needs related Training. Training Objectives, Methods, and Locations. Training Ethical and Intercultural Issues. Competitiveness and Human Resources Approaches; Specific Interventions, HRM in the workplace

BBA 827: Employee Reward and Compensation

BBA 823: Strategic Management
Introduction to strategic management. Elements of strategic management and nature of strategic decisions. Strategic management process. Environmental, industrial and internal analysis: evaluation and selection of strategy; formulation of functional strategies, strategy implementation and control.

BBA 830: Industrial Relations and Law

BBA 888: Human Resource Management Seminar
The seminar provides a broad coverage of various Human Resource Management issues; Global issues in HRM, Diversity Management, Ethical issues, Emerging issues in HRM, presentations will be done on topical issues, review and critique of scholarly journals and materials in Human Resource Management.

BBA 833: Industrial Health, Safety, and Welfare
Employee healthcare programmes; employee assistance, workplace substance abuse, and disease in the work place. Job stress. Occupational injuries and illnesses, occupational safety and health administration: Regulations, Mental Health and Workplace, Employee Assistance Programmes, Employee Fitness and Wellness Programmes, Job Safety, Confidentiality.