

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

The role of information in decision making. Marketing research and marketing management. The marketing research process. Research problem formulation, selection of research designs. Measurement and scaling in marketing research. Research designs in marketing. Secondary and primary sources of data. Sampling procedures in marketing research. Data analysis, interpretation, and reporting of research results.

BBA 846: Global Marketing

Global marketing challenges, market opportunities and constraints. Potential markets. Global business environment. Marketing research. Competitive advantage and strategy. Positioning and market entry strategy. Global marketing mix strategy. Contemporary issues in 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

Nature of Product. Product ideas generation and screening. New product ideas evaluation. Market testing and Commercialization. Related marketing mix decisions for new product. New product pricing and distribution. New product promotion. Managing the product lifecycle

15.2 MSc. Human Resource Management

BBA 822: Human Resource Management

Nature and scope of management of human resource. Human Resource Management Functions, Themes in Human Resources Management, Jobs and Careers in Human Resources management. Behavioural Basis of HRM; Personality Dynamics, Organizations. Evolution of Human Resource Management. HRM system and its function. Management of Human

BBA 824: Organizational Behavior

Basic concepts of organization behavior. Review of organizational behavior at individual, group and formal organization levels. Systematic understanding of how total organization and its components parts function. Review of inter- personal and inter- group relationship in an organization. Need for understanding change and problems of change at individual, group and organization levels. Performance evaluation and organizational effectiveness. Motivation and theories of motivation. Communication process in an organization.

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

Job Evaluation; Features and Techniques Measurement Techniques and Problems. Job Evaluation Schemes. Performance Appraisal Systems; Organizational Strategy/Values and Job Behavior, Functions of Performance Appraisal, Criteria for a good system, Types of Performance, Methods of Appraising performance, Employee Performance Raters, Appraisal Feedback. Compensation Systems Development; Employee Satisfaction and Motivation, Equities Establishment, Legal Regulations of Compensation Systems, Compensation Systems Administration. Incentive Compensation and Benefits; Pay-Performance Linkage, Individual and Group Incentives, Pay-For-Performance Barriers, Types of Benefit, Indirect Compensation. Separation: Dismissal, Layoffs, Outplacement, Retirement, and Retrenchment

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

Historical Perspective. Organization Environment and industrial relations. Collective Bargaining and Conflict Resolution; Forming and organizing Trade unions; Private and Public Sector. Approaches to Bargaining. Negotiation Techniques. Dispute and Conflict Resolution. Labour and Employment Law as it relates to among others contracts, dismissal, redundancy, data protection, health and safety

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.