

13.1 EXECUTIVE MASTERS IN BUSINESS ADMINISTRATION (EMBA)

BBE 880: Dynamics of Management and Leadership

Introduction and historical perspective of management; The organizational environment; Manager as a decision maker, Manager as a planner and strategist; Managing organization structure; Developing effective behaviour for management and leadership; organizational staffing and control; Management of groups and teams; organizational conflicts; Politics and change; Communication, culture, motivation and leadership; Management information systems and technologies; Managing globally; Emerging issues in management.

BBE 881: Economics for Managerial Decisions.

Nature and scope of Managerial economics. Optimization Techniques; Demand Theory; Theory of Production; Theory of Costs; Industrial Structure, Conduct and Performance; Market Structures and Pricing Practices; Decision Theory; Risk Analysis.

BBE 882: Human Resource Management

Evolution of HRM, Principles & functions of Human Resource Management, Human Resource policies, organizational structure & effectiveness, job design and manpower planning, training & development, performance management, rewards & compensation, labour laws and separation international management of Human Capital and emerging issues.

BBE 883: Strategic Marketing Management

Evolution of marketing, marketing mix strategies, customer relationship measurement, marketing communication, branding electronic and mobile commerce consumer behavior, industrial marketing, marketing planning and strategies, marketing research, global marketing, marketing segmentation & targeting, emerging issues in marketing management.

BBE 884: Strategic Management & Organization Change

History and nature of strategic management, strategic thinking and behaviour, strategic planning, strategy formulation and implementation, models tools in strategic management, environmental influence in strategic choice, corporate business and functional strategies, strategic control and performance indicators, managing competition and collaborations, change models, types and level of change, management of strategic change, organization development, growth and learning organization and knowledge Management.

BBE 885: Global Business

Introduction to global business management, doing business abroad, globalization and internationalization of business, theories of international trade, export behaviour theories, environment of global business, models of entry into foreign markets, global strategies , managing global collaborative initiatives and regional groupings, marketing and production for global business, organizing international operations, managing technology and knowledge, managing people, controlling international strategies and operations, international standards and quality, negotiation making, emerging issues in global business.