

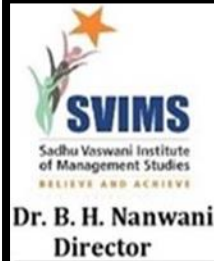
PROGRAMME SPECIFIC OBJECTIVES

MBA - Marketing specialization

1. Employ necessary marketing tools and techniques relevant for a business entity.
2. Conduct market research and implement suitable strategies for a given market.
3. Develop and implement marketing plans, CRM strategies, sales and distribution functions and digital marketing plans for an organization.

MBA - Finance specialization

1. Comprehend a financial business situation and apply various qualitative and quantitative tools and techniques to provide viable solutions.
2. Interpret and apply the taxation laws in India for any business organization.
3. Analyze and participate either for self or for an investor in the capital and money market in India.



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

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Dr. B. H. Nanwani
Director

Certified by ISO 9001:2015, SPPU Code: IMMP016030 D.T.E. Institute Code: 6614

MBA - Human Resources specialization

1. Identify and analyze the trends in Human Resource Management (HRM), Industrial Relations and Strategic Human Resource Management and its implications.
2. Identify and integrate the skills and competencies required to become a successful HR manager.
3. Apply the theoretical and practical aspects of human resource management in real time business situations.
4. Recognize, analyze, and develop plans and strategies related to HRM.