



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

AICTE Approved | Permanently Affiliated to SPPU, Pune|

NBA Accredited | NAAC Accredited

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Supporting Document

List and Description of **Courses** integrating crosscutting issues relevant to **Gender Equity**.

Sr. No.	Course No.	Course Name	Description
2	102	Organizational Behaviour	<ul style="list-style-type: none">Students get a clear understanding about Diversity at workplace and hence they learn to be sensitive towards cross cultural professional ethics.An understanding of various personalities and emotional intelligence of male and female is achieved.Helps to understand and recognize human as individual with different attitude, personality and hence different human values.
5	105	Basics of Marketing	<ul style="list-style-type: none">Students are going to learn marketing environment, sustainability, gender and professional ethics before developing new product in the market.They can segment the market on the basis of gender and other demographic factors of segmentation. * Students can develop their professional ethics after completion of this course and apply in corporate life.
6	106	Digital Business	<ul style="list-style-type: none">Explains conceptual framework of e-com, mobile commerce and social commerce and its impact on society.Details of impact of information, mobile, social, digital, IOT and related technologies on society, markets & Gender.
9	109	Entrepreneurship Development	<ul style="list-style-type: none">Students able to create business plan before starting business considering environment, sustainability, gender and professional ethicsAble to judge the support to startup enterprises

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			for men and women entrepreneurs .
10	113	Verbal Communication Lab	<ul style="list-style-type: none"> Students learn to communicate well, study the basics of communication, inculcate respect for all genders, understand diversity at workplace and learn to be more sensitive towards cross cultural issues. Students can understand communicating effectively with different personalities, imbibe human values and adopt professional ethics in their personality.
12	201	Marketing Management	<ul style="list-style-type: none"> Describe the key terms associated with the 4 Ps of marketing, various approaches to pricing, various channel options, various communication mix elements and marketing plan for a real world marketing offering. Consideration of Ethics, Gender and Overall Environmental impact are given while understanding Marketing Concepts.
14	203	Human Resources Management	<ul style="list-style-type: none"> Elaborates the professional ethics through policy designing for organizations. All functions of the Human Resource should be designed with fairness and transparency.
17	209	Start Up and New Venture Management	<ul style="list-style-type: none"> Students can design innovative and sustainable business plan. Special benefits have been designed for the women entrepreneurs. Professionally managed team can successfully run any kind of organization.
18	211	Business, Government & Society	<ul style="list-style-type: none"> Students will be able to understand Blending of People Technology and Ethical Behaviour, Achieving Business Success through Social Responsibilities, Changing Workplace - Influence of demography, influence of technology, gender issues, social justice and affirmative action, Industrial Relations.

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19	205 MKT	Marketing Research	<ul style="list-style-type: none"> Explores the Professional approach of conducting research, while maintaining the research ethics, Prompts, Students will also explore the demographics of the research in study which encompasses the gender as a variable for consumer behavior study.
21	206 FIN	Personal Financial Planning	<ul style="list-style-type: none"> Ethics related to Transferring assets during life time, Power of Attorney, and Transferring assets post death i.e. Nominations, Will, and Creating Trusts.
23	206 HR	Employee Relations & Labour Legislation	<ul style="list-style-type: none"> Labor laws deals with values, transparency, ethics and compliance to these laws will create a sustainable work place.
24	301	Strategic Management	<ul style="list-style-type: none"> Learns professional ethics in shaping strategic decisions and analyze ethical implications of various strategic choices. Able to explore gender dynamics in the workplace and their impact on strategic decision-making and analyze strategies for promoting gender-inclusive practices in organizations. Examine the role of human values in shaping organizational culture. * Covers concept of sustainability & understand the integration of environmental considerations into business strategies.
27	307	International Business Environment	<ul style="list-style-type: none"> Helps students understand the International business environment, the importance of MNC, FPI and FDI with regard to developing economies, about cross cultural issues and ethics. Create and present cases pertaining to different WTO agreements, the current global economic climate and environment & sustainability.
30	305 MKT	Sales and Distribution Management	<ul style="list-style-type: none"> Understand professional skills required for sales manager. Develop and implement sustainable distribution channel

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32	305 HR	Human Resource Operations	<ul style="list-style-type: none"> • Lab our laws deals with values, transparency, ethics and compliance to these laws will create a sustainable work place.
34	408	Corporate Social Responsibility & Sustainability	<ul style="list-style-type: none"> • Students will understand the concept of CSR & sustainability through reports and cases. Climate change, ecological balance, Carbon foot print, green development, Professional ethics, human values and environment issues will be addressed too.
35	404 HR	Current Trends & Cases in Human Resource Management	<ul style="list-style-type: none"> • Current Trends in HR takes care of all the contemporary trends which are Ethical, Unbiased, and Sustainable.

Dr. Kirti Dharwadkar
Director