

(025-C&M-03-03) MBA BEHAVIOURAL SCIENCE

Significance of the Programme:

A leader's ability to comprehend, influence, and lead others effectively is greatly enhanced by behavioural science, which is essential in the intricate and ever-changing world of organisational leadership. In such scenario, an MBA in Behavioural Science Management programme equips the students with the necessary knowledge and abilities to successfully manage challenging organisational issues and succeed in key leadership positions. The program imparts competencies to build and sustain learning organisations.

Career options:

- Human Resource Manager
- Occupational Physiologists.
- Organisational Development Consultant/Specialist.
- Leadership Development Coach/Trainer
- Behavioural Finance Specialist and Market Research Analyst
- Policy advisors at a senior level management position.

Programme objectives:

- To gain a comprehensive understanding of key concepts of behavioural science and group dynamics at work place.
- To develop managerial and leadership skills through behavioural science insights.
- It enhances communication strategies based on principles of behavioural science.
- To develop the ability to make effective decisions by applying behavioural science knowledge in the challenging business environment.

Outcomes of the Program:

- The programme enables the students to understand the importance of behavioural science applications in management.
- It prepares the students to navigate complex organizational challenges in the present time
- It allows the students to gain deeper insights of management to thrive as better leaders.

- It equips the students with the awareness and information and skills needed to nurture a successful management career.

Major Course Outline:

- Foundation of Behavioural Science
- Organisational Behaviour
- Decision -Making
- Employee Engagement
- Organisational Culture and Change Management
- Negotiation and Conflict Resolution
- Emotional Intelligence