

PROGRAMME NAME: BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED)

PSO1: To provide learners with a solid foundation in organizational behaviour and deeper understanding of how organizations work, how they are managed, and how they interact with local, national and international environment.

PSO2: To facilitate learning by exposing learners to various practical aspects like project work, group studies, case studies and presentations.

PSO3: To mould the learners perfectly to fit in with the requirements of an ideal manager and enable them to make correct decisions, delegate work and most importantly, to coordinate with the entire organization.

PSO4: To give wide exposure to learners and produce trained management professionals in today's globally competitive market by providing them choice to master in any of the three electives – Finance, Marketing and Human Resource.

BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM I

PROGRAMME CODE: M00151

COURSE NAME: INTRODUCTION TO FINANCIAL ACCOUNTS

COURSE OUTCOME:

CO1: Students developed the understanding of basic accounting concepts.

CO2: The students understand different accounting standards and its application while preparing final accounts.

CO3: Learners gained knowledge about practical problems based on depreciation using SLM and RBM methods.

CO4: Learners acquired understanding of preparing Trial Balance.

COURSE NAME: BUSINESS LAW

COURSE OUTCOME:

CO1: The course enhanced the student understanding of Indian constitution and the fundamental rights granted to the citizens.

CO2: The course developed the understanding of various negotiable instruments and legal aspects associated with the same.

CO3: The students gained knowledge of various objectives and concepts associated with Contract Act, 1872 & Sale of Goods Act, 1930, Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986, Company Law 15 and Intellectual Property Rights(IPR).

COURSE NAME: BUSINESS STATISTICS

COURSE OUTCOME:

CO1: The students learn the basic concepts of Statistics.

CO2: Students have gained the understanding of concept of measures of dispersion, co-relation and linear regression.

CO3: Learners have gained the knowledge about statistical applications in time series, index number, and probability and decision theory.

COURSE NAME: BUSINESS COMMUNICATION - I

COURSE OUTCOME:

CO1: Learners understand the concept and different channels of communication used in the corporate sector.

CO2: Students developed different skills required for effective communication.

CO3: Students have acquired practical skills like resume writing and letter writing

COURSE NAME: FOUNDATION COURSE -I

COURSE OUTCOME:

CO1: The course has helped learners understand the multi-cultural diversity in the Indian society.

CO2: Students understand the impact of discrimination on basis of gender, religion, physical abilities, income, etc. on society.

CO3: Learners understand the structure of Indian Constitution and significant aspects of the political process

COURSE NAME: FOUNDATION OF HUMAN SKILLS

COURSE OUTCOME:

CO1: The course has developed an understanding of human nature, personality and attitudes among students.

CO2: Students understand the concept of group behaviour, organizational culture and theories of motivation

CO3: Learners comprehend the organizational processes and systems, reasons for conflicts and resolution.

CO4: Students acquired the skill of creativity in problem solving

COURSE NAME: BUSINESS ECONOMICS - I

COURSE OUTCOME:

CO1: Students understand basics of market demand, market supply and equilibrium price-shifts.

CO2: Students have developed practical skills for demand estimation and forecasting.

CO3: Students understand different market structures and variations in the pricing policies.

BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM II

PROGRAMME CODE: M00152

COURSE NAME: PRINCIPLES OF MARKETING

COURSE OUTCOME:

CO1: Students understand the basic concepts of marketing, its functions and orientation

CO2: Learners comprehend marketing environment and the various forces that affect business firms

CO3: Students understand the marketing mix, its needs and elements.

CO4: Students have learnt the concepts of segmentation, targeting and positioning and the various trends in marketing

COURSE NAME: INDUSTRIAL LAW

COURSE OUTCOME:

CO1: Students understand laws related to Industrial Relations and Industrial Disputes

CO2: Students have gained insights in the laws related to health, safety and welfare

CO3: Learners acquired knowledge about the social legislations and Miscellaneous Provision Act, 1948

CO4: Students comprehend laws related to compensation management

COURSE NAME: BUSINESS MATHEMATICS

COURSE OUTCOME:

CO1: Learners understand elementary financial mathematics

CO2: Students comprehend the different types of averages and its practical usage.

CO3: Students understand derivatives and applications of derivatives.

CO4: Students have acquired knowledge of Newton's forward difference and backward difference operator.

COURSE NAME: BUSINESS COMMUNICATION – II

COURSE OUTCOME:

CO1: Students have developed the understanding of different presentation skills.

CO2: Learners have gained practical insights with respect to group communication techniques like meeting, conferences, interviews etc.

CO3: Students have developed presentation skills of the students.

COURSE NAME: FOUNDATION COURSE – VALUE EDUCATION AND SOFT SKILL – II

COURSE OUTCOME:

CO1: Students have developed understanding of concepts of globalization, liberalization and privatization.

CO2: Students understand Human Rights constituents with special reference to Fundamental Rights stated in the Constitution to the students.

CO3: Learners understand importance of environmental studies in the current development context

COURSE NAME: BUSINESS ENVIRONMENT

COURSE OUTCOME:

CO1: Students understand the basic concept of business environment and its components

CO2: Students comprehend the factors of political and legal environment, social and cultural environment, technological environment and competitive environment

CO3: Learners gained knowledge of environment challenges faced by International Business and Investment opportunities for Indian Industry.

COURSE NAME: PRINCIPLES OF MANAGEMENT

COURSE OUTCOME:

CO1: Learners understand the basic practices of management and evolution of management thoughts

CO2: Students understand the various functions of management

CO3: Learners gained knowledge about managerial grid, hierarchy and its significance in organizations.

BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM III

PROGRAMME CODE: M00153

COURSE NAME: INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT – I

COURSE OUTCOME:

CO1: Learners develop basic understanding of concepts of Information Technology, its support and role in Management, for managers

CO2: Students acquired practical hands on training in office automation through practical sessions.

CO3: Learners understand basic concepts of Email, Internet and websites, domains and security therein

CO4: Students learn to recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.

COURSE NAME: FOUNDATION COURSE (ENVIRONMENTAL MANAGEMENT) - III

COURSE OUTCOME:

CO1: Learners have developed basic understanding of the environmental concepts

CO2: Students understand the ill effects of environmental degradation and measures to solve the same

CO3: Students understand the concept of sustainability and role of business for achieving the same

CO4: Learners have explored the innovations in business from an environmental perspective

COURSE NAME: BUSINESS PLANNING & ENTREPRENEURIAL MANAGEMENT

COURSE OUTCOME:

CO1: Learners understand the concept of Entrepreneurship.

CO2: The course has developed entrepreneurial skills among learners

CO3: The students have acquired knowledge of management function of a company with special reference to SME sector.

COURSE NAME: ACCOUNTING FOR MANAGERIAL DECISIONS

COURSE OUTCOME:

CO1: The course has acquainted management learners with basic accounting fundamentals.

CO2: The course has developed financial analysis skills among learners.

CO3: Students understand the core concepts of business finance and its importance in managing a business

COURSE NAME: STRATEGIC MANAGEMENT

COURSE OUTCOME:

CO1: Students understand the management policies and strategies in the corporate world.

CO2: Students have learnt to critically examine the management of the entire enterprise from the top management view-point

CO3: Students have developed conceptual skills in corporate level policy

CO4: Learners acquired knowledge of strategy formulation as well as application in the corporate world.

FINANCE ELECTIVES

COURSE NAME: BASICS OF FINANCIAL SERVICES

COURSE OUTCOME:

CO1: Learners understand various concepts of financial services

CO2: Students understand the core concepts of business finance and its importance in managing a business

CO3: The course has developed a conceptual frame work of finance function

CO4: The course has acquainted the learners with the tools, types and instruments of financial system in the realm of Indian Financial Market

COURSE NAME: INTRODUCTION TO COST ACCOUNTING

COURSE OUTCOME:

CO1: Learners gained knowledge of the basic concepts and the tools used in Cost Accounting

CO2: The course enabled the learners to understand the principles and procedures of cost accounting

CO3: The students understand practical application procedure of cost accounting to different situations

COURSE NAME: EQUITY & DEBT MARKET

COURSE OUTCOME:

CO1: Students understand the basic concepts of equity and debt markets

CO2: The course has enabled the learners to understand the evolution of various aspects of financial markets

CO3: Students understand the framing of financial policies, development of financial instruments and processes

CO4: Learners comprehend the subject related material available on internet and published research papers.

COURSE NAME: CORPORATE FINANCE

COURSE OUTCOME:

CO1: Students understand tools, techniques and processes of financial management in the area of financial decision making

CO2: Students have learnt about the core concepts of corporate finance and its importance in managing a business

CO3: The course has provided an understanding of nature, importance and structure of corporate finance.

MARKETING ELECTIVES

COURSE NAME: CONSUMER BEHAVIOUR

COURSE OUTCOME:

CO1: Students understand the consumer decision making process and its applications in marketing function of firms

CO2: Students are equipped with basic knowledge about issues and dimensions of Consumer Behaviour

CO3: The course has developed the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.

COURSE NAME: PRODUCT INNOVATIONS MANAGEMENT

COURSE OUTCOME:

CO1: Learners understand the concept of innovations and relevance of innovations in the present day scenario.

CO2: Learners understand the importance of protecting innovations and legal aspects related to innovations

CO3: Students have gained knowledge about product innovations, process innovations and innovations diffusion

CO4: Learners understand the process of new product development

COURSE NAME: ADVERTISING

COURSE OUTCOME:

CO1: Students understand and examine the growing importance of advertising

CO2: Students have acquired the skill of constructing an effective advertisement campaign

CO3: Learners understand the role of advertising in contemporary scenario

CO4: The course helped students explore the future careers in advertising

COURSE NAME: SOCIAL MARKETING

COURSE OUTCOME:

CO1: Students understand the concept of social marketing

CO2: Students understand the impact of environment on social marketing and behaviour models for social change.

CO3: Students have learnt the basis of Segmentation, Targeting and Positioning

CO4: The course has provided an overview of the Not for Profit Sector (NPO) and CSR provision in the Companies Act 2013.

CO5: Students understand social marketing in various key factors.

HUMAN RESOURCE ELECTIVE

COURSE NAME: RECRUITMENT & SELECTION

COURSE OUTCOME:

CO1: Learners understand concepts, principles and procedures of Recruitment and Selection in an organization

CO2: Students gain in depth insight into various aspects of Human Resource management

COURSE NAME: MOTIVATION AND LEADERSHIP

COURSE OUTCOME:

CO1: Students gain knowledge of the leadership strategies for motivating people and changing organizations.

CO2: Learners understand the role of leaders in facilitating group development

CO3: Students attain knowledge of practical approaches to Motivation and Leadership & its application in the Indian context.

COURSE NAME: EMPLOYEES RELATIONS & WELFARE

COURSE OUTCOME:

CO1: Students understand the nature and importance of employee relations in an organization

CO2: Students learn the importance of collective bargaining and workers participation

CO3: Learners gain knowledge of causes and effects of employee grievances as well as the procedures to solve them.

COURSE NAME: ORGANISATION BEHAVIOUR & HRM

COURSE OUTCOME:

CO1: Learners are familiarized with the fundamental aspects of various issues associated with Human Resource Management as a whole.

CO2: Students gain an overview of Organization Behaviour as a separate area of management.

CO3: Learners understand concepts, functions and processes of Human Resource Management & Organizational Behaviour.

BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM IV

PROGRAMME CODE: M00154

COMPULSORY COURSES

COURSE NAME: INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT - II

COURSE OUTCOME:

CO1: Students understand managerial decision-making and develop perceptiveness of major functional areas of MIS

CO2: Learners acquired knowledge of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, etc.

CO3: This course provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.

CO4: Students understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse

CO5: Students learnt outsourcing concepts through examples of BPO/KPO industries and Cloud computing.

COURSE NAME: FOUNDATION COURSE (ETHICS & GOVERNANCE) - IV

COURSE OUTCOME:

CO1: Learners understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country

CO2: Students get to learn the applicability of ethics in functional areas like marketing, finance and human resource management

CO3: Students understand emerging need and growing importance of good governance and CSR by organizations

CO4: Students attained knowledge of ethical business practices, CSR and Corporate Governance practiced by various organizations.

COURSE NAME: BUSINESS ECONOMICS-II

COURSE OUTCOME:

CO1: Students have learnt the concept of macroeconomic data and theory

CO2: Learners are acquainted with concepts of money, Inflation and Monetary Policy

CO3: Students understand the constituents of Fiscal Policy

CO4: Learners gain knowledge about open economy, theory and issues of International Trade

COURSE NAME: BUSINESS RESEARCH METHODS

COURSE OUTCOME:

CO1: Students are introduced to the concept of business research methods, data collection and processing

CO2:Learners understand the techniques of data analysis and Interpretation

CO3: Students inculcated the analytical abilities and research skills.

CO4: Students gained hands on experience in Business Research.

COURSE NAME: PRODUCTION & TOTAL QUALITY MANAGEMENT

COURSE OUTCOME:

CO1: Learners are acquainted with the basic management decisions with respect to production and quality management

CO2:Learners understand the designing aspect of production systems

CO3: Students apply what they have learnt theoretically.

FINANCE ELECTIVES

COURSE NAME: FINANCIAL INSTITUTIONS & MARKETS

COURSE OUTCOME:

CO1: Learners have basic knowledge about the structure, role and functioning of financial institutions in India.

CO2:Students understandthe evolution of financial systems.

COURSE NAME: AUDITING

COURSE OUTCOME:

CO1: Learners get acquainted with the various concepts of auditing.

CO2: Students understand and practice the various techniques of auditing while managing their finances

COURSE NAME: STRATEGIC COST MANAGEMENT

COURSE OUTCOME:

CO1: Students develop skills of analysis, evaluation and synthesis in cost and management accounting

CO2: Learners understand the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place

COURSE NAME: CORPORATE RESTRUCTURING

COURSE OUTCOME:

CO1: Students develop a conceptual frame work of corporate restructuring

CO2: Learners acquired knowledge relating to legal, accounting and practical implementation of corporate restructuring.

CO3: Students understand the complex facets of corporate restructuring process.

MARKETING ELECTIVE

COURSE NAME: INTEGRATED MARKETING COMMUNICATION

COURSE OUTCOME:

CO1: Learners gain knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program

CO2: Students understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

COURSE NAME: RURAL MARKETING

COURSE OUTCOME:

CO1: Students understand the concept of rural marketing and problems associated with it.

CO2: Learners are acquainted with Agriculture and Rural Marketing environment and its characteristics

CO3: Students are made aware of the emerging challenges in the upcoming global economic scenario

COURSE NAME: EVENT MARKETING

COURSE OUTCOME:

CO1: Learners understand basic concepts of Event Marketing.

CO2: Students gain knowledge about categories of Events.

CO3: Students understand segmenting, targeting and positioning in the context of Event Marketing.

CO4: Learners are familiarized with trends and challenges in Event Marketing

COURSE NAME: TOURISM MARKETING

COURSE OUTCOME:

CO1: Learners understand the basic concepts and strategies of Tourism Marketing.

CO2: The course imparts knowledge to learners about types of tourism.

CO3: Learners attain knowledge of segmentation and Marketing mix in the context of Tourism Marketing

CO4: Learners are aware of trends and challenges in Tourism Marketing

HUMAN RESOURCE ELECTIVE

COURSE NAME: HUMAN RESOURCE PLANNING AND INFORMATION SYSTEM

COURSE OUTCOME:

CO1: Learners understand the concepts and principles of Human Resource Planning

CO2: Learners understand the ways of matching Job Requirements and Human Resource availability

CO3: Students understand the concept of Strategic Human Resource Planning

CO4: Students have gained knowledge of applications of Human Resource Information Systems.

COURSE NAME: TRAINING & DEVELOPMENT IN HRM

COURSE OUTCOME:

CO1: Learners gain knowledge of the training and development strategies in organizations

CO2: Learners observe, interpret the issues and modify his approach and behaviour.

CO3: Students learn specific needs of the organizations in training and development activities.

COURSE NAME: CHANGE MANAGEMENT

COURSE OUTCOME:

CO1: Students understand the nature and impact of change in organizations

CO2: Learners are trained to become change facilitators using the knowledge and techniques of behavioural science.

COURSE NAME: CONFLICT & NEGOTIATION

COURSE OUTCOME:

CO1: Learner understand nature of conflicts, their causes and outcomes

CO2:Students learn aspects of conflict management and how to handle them effectively

CO3: Students get insight into negotiations and negotiation process

CO4: Learners understand the role of third party negotiation and skills for effective negotiation

BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM V

PROGRAMME CODE: M00155

COMPULSORY COURSES

COURSE NAME: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE OUTCOME:

CO1: Learners have basic understanding of concepts of logistics and supply chain management

CO2:Learners understand key activities performed by the logistics function

CO3: Students learn the nature of supply chain and its functions

CO4: Students understand global trends in logistics and supply chain management

COURSE NAME: CORPORATE COMMUNICATION & PUBLIC RELATIONS

COURSE OUTCOME:

CO1: Learners acquire basic understanding of the concepts of corporate communication and public relations

CO2:Students are familiarized with various elements of corporate communication and their roles in managing organizations

CO3: Learners understand how various elements of corporate communication must be coordinated to communicate effectively

CO4: Learners develop critical understanding of the different practices associated with corporate communication

FINANCE ELECTIVE

COURSE NAME: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

COURSE OUTCOME:

CO1: The course acquaints learners with various concepts of finance

CO2:Students understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world

CO3: Students understand various models and techniques of security and portfolio analysis

COURSE NAME: COMMODITIES & DERIVATIVES MARKET

COURSE OUTCOME:

CO1: Students understand the concepts related to Commodities and Derivatives market

CO2:Learners have gained knowledge of various aspects related to options and futures

CO3: Learners learn about trading, clearing and settlement mechanism in derivatives market.

COURSE NAME: WEALTH MANAGEMENT

COURSE OUTCOME:

CO1: Students get an overview of various aspects related to wealth management

CO2:Learners understand the relevance and importance of Insurance in wealth management

CO3: Learners are acquainted with issues related to taxation in wealth management

CO4: Students understand various components of retirement planning

COURSE NAME: FINANCIAL ACCOUNTING

COURSE OUTCOME:

CO1: Learners are acquainted with preparation of final accounts of companies

CO2: Students learn provisions relating to underwriting of shares and debentures

CO3: Learners understanding accounting of foreign currency and investment

CO4: Students understand the need of ethical behaviour in Accountancy

COURSE NAME: RISK MANAGEMENT

COURSE OUTCOME:

CO1: Students are familiarized with the fundamental aspects of risk management and control

CO2:Learners get an overview of risk governance and assurance with special reference to insurance sector

CO3: Learners understand basic concepts, functions, process, techniques of risk management

COURSE NAME: DIRECT TAXES

COURSE OUTCOME:

CO1: Students understand the provisions of determining residential status of individual

CO2:Learners comprehend various heads of income

CO3: Learners deductions from total income

CO4: Students learn to compute taxable income of Individuals

MARKETING ELECTIVE

COURSE NAME: SERVICES MARKETING

COURSE OUTCOME:

CO1: Learners understand distinctive features of services and key elements in services

CO2: Students gained insight into ways to improve service quality and productivity

CO3: Students understand marketing of different services in Indian context

COURSE NAME: E-COMMERCE & DIGITAL MARKETING

COURSE OUTCOME:

CO1: Students understand increasing significance of E-Commerce and its applications in business and various sectors

CO2: Learners have an insight of Digital Marketing activities on various Social Media platforms and its emerging significance in Business

CO3: Students understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation

COURSE NAME: SALES & DISTRIBUTION MANAGEMENT

COURSE OUTCOME:

CO1: Learners develop understanding of the sales & distribution processes in organizations

CO2: Students get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

COURSE NAME: CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OUTCOME:

CO1: Students understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management

CO2: Learners acquired insight of CRM marketing initiatives, customer service and CRM strategy

CO3: Students are acquainted with new trends in CRM, challenges and opportunities for organizations

COURSE NAME: INDUSTRIAL MARKETING

COURSE OUTCOME:

CO1: Learners understand basics of industrial marketing, Marketing Environment, Segmenting Targeting Positioning, channel strategy, marketing communication and pricing

CO2: Students are provided with knowledge of industrial market structure and how they function

CO3: Learners understand the various attributes and models applicable in Industrial Marketing

CO4: Learners are acquainted with trends in Industrial Marketing

COURSE NAME: STRATEGIC MARKETING MANAGEMENT

COURSE OUTCOME:

CO1: Students understand marketing strategies and their impact on business models

CO2: Students learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.

CO3: Learners are acquainted with various marketing strategies adopted by companies to create a competitive advantage

HUMAN RESOURCE ELECTIVE

COURSE NAME: FINANCE FOR HR PROFESSIONALS & COMPENSATION MANAGEMENT

COURSE OUTCOME:

CO1: Students gain knowledge of financial concepts to enable them to make prudent HR decisions

CO2: Learners understand the various compensation plans

CO3: Students are made aware of the issues related to compensation management and its legal framework

COURSE NAME: STRATEGIC HUMAN RESOURCE MANAGEMENT & HR POLICIES

COURSE OUTCOME:

CO1: Students understand human resource management from a strategic perspective

CO2: Students learn to link the HRM functions to corporate strategies.

CO3: Learners understand the relationship between strategic human resource management and organizational performance

CO4: Students learn to apply the theories and concepts relevant to strategic human resource management in contemporary organizations

CO5: Students understand the purpose and process of developing Human Resource Policies

COURSE NAME: PERFORMANCE MANAGEMENT & CAREER PLANNING

COURSE OUTCOME:

CO1: Learners understand the concept of performance management in organizations

CO2: Students learn about performance appraisal systems

CO3: Learners understand the significance of career planning and practices

COURSE NAME: INDUSTRIAL RELATIONS

COURSE OUTCOME:

CO1: Students understand the concept and significance of Industrial Relations

CO2: Students have basic understanding of the concept and reasons for Industrial Disputes

CO3: Learners comprehend the meaning and significance of Trade Unions and Collective Bargaining

CO4: Learners are acquainted with laws related to Industrial Relations in India

COURSE NAME: TALENT & COMPETENCY MANAGEMENT

COURSE OUTCOME:

CO1: Students understand key talent management & competency management concepts

CO2: Students understand the concept and importance of competency mapping

CO3: Learners understand the role of talent management and competency management in building sustainable competitive advantage to an organization

CO4: Students know the ethical and legal obligations associated with talent management

COURSE NAME: STRESS MANAGEMENT

COURSE OUTCOME:

CO1: Learners understand the nature and causes of stress in organizations

CO2: Students are familiarized with the stress prevention mechanism

CO3: Learners understand the strategies that help cope with stress

CO4: Students are able to apply stress management principles in order to achieve high levels of performance

CO5: Learners learn to adopt effective strategies, plans and techniques to deal with stress

BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM VI

PROGRAMME CODE: M00155

COMPULSORY COURSES

COURSE NAME: OPERATION RESEARCH

COURSE OUTCOME:

CO1: Learners understand operations research methodologies

CO2: Learners understand how to solve various problems practically

CO3: Learners become proficient in case analysis and interpretation

COURSE NAME: PROJECT WORK

COURSE OUTCOME:

CO1: Students learnt application of knowledge in solving/analysing/exploring a real life situation/ difficult problem.

CO2: Students understand the practicalities in the area of Elective Courses/ study area selected by the learners

FINANCE ELECTIVES

COURSE NAME: INTERNATIONAL FINANCE

COURSE OUTCOME:

CO1: Students are familiarized with the fundamental aspects of International Finance

CO2: Learners have an overview of International Finance as a separate area in International Business

CO3: Students have understanding of techniques and functioning of International Finance in Globalized Market

COURSE NAME: INNOVATIVE FINANCIAL SERVICES

COURSE OUTCOME:

CO1: Learners are familiarized with the fundamental aspects of various issues associated with financial services

CO2: Students have an overview of emerging financial services in the light of globalization

CO3: Learners understand basic concepts, functions, process, and techniques of financial services

COURSE NAME: PROJECT MANAGEMENT

COURSE OUTCOME:

CO1: Learners are familiarized with the fundamental aspects of various issues associated with project management

CO2: Students have an overview of project management

CO3: Learners understand basic concepts and functioning of Project Management

COURSE NAME: STRATEGIC FINANCIAL MANAGEMENT

COURSE OUTCOME:

CO1: Students learn to match the needs of current market scenario and upgrade skills and knowledge for long term sustainability

CO2: Learners are acquainted with the changing scenario in Banking Sector

CO3: Students are given insights into banking as a career

CO4: Learners are made aware of contemporary issues related to financial management

COURSE NAME: FINANCING RURAL DEVELOPMENT

COURSE OUTCOME:

CO1: Learners understand the concept of rural banking

CO2: Students have an overview of micro finance and MSME finance

CO3: Learner understand the provisions of final accounts of the Banking Companies

COURSE NAME: INDIRECT TAXES

COURSE OUTCOME:

CO1: Students understand the basics of GST

CO2: Learners understand the registration process and computation of GST

CO3: Learners are acquainted with filing of returns in GST

MARKETING ELECTIVE

COURSE NAME: BRAND MANAGEMENT

COURSE OUTCOME:

CO1: Students understand the meaning and significance of Brand Management

CO2: Students learn how to build, sustain and grow brands

CO3: Learners are acquainted with various sources of brand equity

COURSE NAME: RETAIL MANAGEMENT

COURSE OUTCOME:

CO1: Learners are familiarized with retail management concepts and operations

CO2: Students have basic understanding of retail management and types of retailers

CO3: Learners develop an understanding of retail management terminology including merchandize management, store management and retail strategy.

CO4: Students are acquainted with legal and ethical aspects of retail management

CO5: Students are made aware about emerging trends in retail management

COURSE NAME: INTERNATIONAL MARKETING

COURSE OUTCOME:

CO1: Students understand International Marketing, its Advantages and Challenges

CO2: Students have an insight on the dynamics of International Marketing Environment

CO3: Learners understand the relevance of International Marketing Mix decisions and recent developments in Global Market

COURSE NAME: MEDIA PLANNING & MANAGEMENT

COURSE OUTCOME:

CO1: Learners understand Media Planning, Strategy and Management with reference to current business scenario.

CO2: Students know the basic characteristics of all media to ensure most effective use of advertising budget.

CO3: Learners gain an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

COURSE NAME: SPORTS MARKETING

COURSE OUTCOME:

CO1: Students are equipped with an understanding of the business of sports marketing

CO2: Learner understand environmental factors influencing sports marketing

CO3: Learners understand components of marketing mix in the context of sports marketing

CO4: Students understand legal aspects in sports marketing & franchising agreements

COURSE NAME: MARKETING OF NON-PROFIT ORGANIZATION

COURSE OUTCOME:

CO1: Learners are introduced to the challenges of marketing in the non-profit sector.

CO2: Learners understand the role and application of marketing to promote social change and to achieve social goals for non-profits organizations including social and cause related marketing, fundraising

CO3: Learners are acquainted with marketing in a diverse range of non-profit environments including charities, social programs and ideas, health, education, arts, as well as goods and services

CO4: Learners understand the advocacy v/s lobbying and the concept of CSR and the policy framework of CSR under the Companies Act of 2013.

HUMAN RESOURCE ELECTIVE

COURSE NAME: HRM IN GLOBAL PERSPECTIVE

COURSE OUTCOME:

CO1: Students are introduced to the study and practice of IHRM

CO2:Learners understand the concepts, theoretical framework and issues of HRM in Global Perspective

CO3: Students get insights of the concepts of Expatriates and Repatriates

CO4: Learners are given insights of cross culture on Human Resource Management

CO5: Students have information about Global Workforce Management

CO6: Students are made aware of International HRM Trends and Challenges

COURSE NAME: ORGANIZATIONAL DEVELOPMENT

COURSE OUTCOME:

CO1: Learners understand the concept of Organizational Development and its relevance in the organization

CO2: Students are aware of the issues and challenges of OD while undergoing changes

CO3: Learners get an understanding of phases of OD Programme

CO4: Learners study the OD Intervention to meet the challenges faced in the organization

CO5: Learners get an insight into ethical issues in OD

COURSE NAME: HRM IN SERVICE SECTOR MANAGEMENT

COURSE OUTCOME:

CO1: Students understand the concept and growing importance of HRM in service sector

CO2: Students understand how to manage human resources in service sector

CO3: Learners understand the significance of human element in creating customer satisfaction through service quality

CO4: Students understand the issues and challenges of HR in various service sectors

COURSE NAME: WORKFORCE DIVERSITY

COURSE OUTCOME:

CO1: Students understand the nature of workforce diversity

CO2:Learners are familiarized with the strategies to deal with work force diversity.

CO3: Students understand the impact of technology in managing workforce diversity

CO4: Students learn to interlink between workforce diversity and HRM functions

COURSE NAME: HUMAN RESOURCE ACCOUNTING & AUDIT

COURSE OUTCOME:

CO1: Students understand the value of human resource in organizations

CO2: Students learn the importance of Human Resource Accounting at National and International level

CO3: Learners are familiarized with the Human Resource Accounting Practices in India

CO4: Learners are acquainted with the process and approaches of Human Resources Accounting and Audit

CO5: Students understand the significance of Human Resource Auditing as a tool of Human Resource Valuation

COURSE NAME: INDIAN ETHOS IN MANAGEMENT

COURSE OUTCOME:

CO1: Learners understand the concept of Indian Ethos in Management

CO2:Students learn to link the Traditional Management System to Modern Management System

CO3: Learners are given insights about techniques of Stress Management

CO4: Students understand the Evolution of Learning Systems in India