

## **COURSE OUTCOMES:**

Their course is spread across 3 years and covers 6 semesters.

During their first year they learn 14 subjects and develop various skills. Subject wise learning outcome is given below:

### **FYBMS – SEMESTER – I**

#### **NAME OF THE COURSE: INTRODUCTION TO FINANCIAL ACCOUNTS**

##### **PROGRAM OUTCOME:**

- To understand and apply the theoretical aspects of accounting methods used for collecting, recording and reporting financial information.
- To analyze and interpret the financial environment in which accounting information is used managing a business;
- To apply accounting and financial management decision-making techniques to practical situations that is likely to be encountered by a manager.

#### **NAME OF THE COURSE: BUSINESS LAW**

##### **PROGRAM OUTCOME:**

- To demonstrate an informed understanding of the law and social responsibility relevant to managing an organization domestically and internationally.
- To understand the corporate governance system, including laws related to agency.
- To understand how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society and the environment informed by the opinions of multiple affected stakeholders in their decision making.

#### **NAME OF THE COURSE: BUSINESS STATISTICS**

##### **PROGRAM OUTCOME:**

- Business Statistics is important as it helps managers to know "How Much" profit they would earn, whether it is cumulative or no.
- It also helps managers to understand the co-relation of different variables of his business.

#### **NAME OF THE COURSE: BUSINESS COMMUNICATION I**

##### **PROGRAM OUTCOME:**

- To provide students with equal opportunity to understand how important it is to have right approach towards communication.
- To balance the delivery of oral and written components of communication skills.
- To groom the potential managers with the basic qualities, skill set, traits required by a good leader.

#### **NAME OF THE COURSE: FOUNDATION OF HUMAN SKILLS**

##### **PROGRAM OUTCOME:**

- To understand the basic behavior pattern of human, the most important resource of a business and to deal with them in an apt manner.
- It helps in dealing and negotiating with different kinds of human nature and greater awareness of the human behavior.

#### **NAME OF THE COURSE: BUSINESS ECONOMICS**

##### **PROGRAM OUTCOME:**

- To acquaint the students with concepts and scope of Business Economics and basic economic relations.
- To understand various economic functions and their applications.
- To understand various market competition models.
- To understand various pricing models used in business world.

#### **NAME OF THE COURSE: BUSINESS ECONOMICS**

**PROGRAM OUTCOME:**

- To understand a wide range of topics like communalism, regionalism, linguism and casteism.
- To understand in detail our constitution and Indian political system.
- To encourage Group discussions, presentations and debates on social issues like female foeticide, violence against women, women in media and people with physical and mental disabilities.

**FYBMS – SEMESTER – II****NAME OF THE COURSE: PRINCIPLES OF MARKETING****PROGRAM OUTCOME:**

- To understand basic marketing concept and clear the difference between marketing and selling.
- To understand various elements of business environment that have an impact on company's marketing efforts.
- To understand the marketing mix in detail.

**NAME OF THE COURSE: INDUSTRIAL LAW****PROGRAM OUTCOME:**

- To understand the concepts keeping in mind that students will be the part of industry therefore the emphasis should be on the practical aspect and uses of Industrial Law by the organization.
- To sensitize the students to the tasks of industrial relations and;
- To familiarize them with the current industrial relations practices.

**NAME OF THE COURSE: BUSINESS MATHEMATICS****PROGRAM OUTCOME:**

- To explain and have a good working practice of mathematical tools for taking appropriate decisions in managerial situations.
- To provide primary knowledge regarding some mathematical techniques to be used in managerial decision making.
- To enable students to gain knowledge about basic mathematical tools used in business and statistical techniques that facilitate comparison and analyze business data.

**NAME OF THE COURSE: BUSINESS COMMUNICATION - II****PROGRAM OUTCOME:**

- To explain effective ways of presentations.
- To enlighten various concepts of communications such as interview, meeting, conference and public relations.
- To understand various ways of business correspondence.
- To enhance language and writing skills.

**NAME OF THE COURSE: FOUNDATION COURSE – II****PROGRAM OUTCOME:**

- To understand the concept of liberalization, globalization and privatization; their onset in India and their day to day manifestation.
- To understand human rights and its constituents with special reference to Fundamental Rights stated in the Constitution.
- To understand stress, managing Stress and Conflict in Contemporary Society.

**NAME OF THE COURSE: BUSINESS ENVIRONMENT****PROGRAM OUTCOME:**

- The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.
- To promote basic understanding on the concepts of Business Environment and to enable
- To provide knowledge about the Indian and International business environment.

**NAME OF THE COURSE: PRINCIPLES OF MANAGEMENT**

**PROGRAM OUTCOME:**

- To provide basic of understanding to the students with reference to working of Business Organizations through the process of Management.
- To inculcate the management skills of planning, organizing and controlling and to teach how it can be executed in a variety of circumstances and apply concepts of strategic and tactical organizational planning.

**SYBMS – SEMESTER III**

During their second year they learn 14 subjects and develop various skills. Students are offered specialization at this stage. They can choose their specialization in either Finance or Marketing or Human Resource Management. Specialization selected in this semester continues till their completion of Semester VI. Subject wise learning outcome is given below:

**Specialization: FINANCE ELECTIVE**

**NAME OF THE COURSE: Basics of Financial Services**

**PROGRAM OUTCOME:**

- The course aims at explaining the core concepts of business finance and its importance in managing a business.
- The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.

**NAME OF THE COURSE: Introduction to Cost Accounting**

**PROGRAM OUTCOME:**

- This course exposes the students to the basic concepts and the tools used in Cost Accounting
- To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations

**NAME OF THE COURSE: Equity and Debt Market**

**PROGRAM OUTCOME:**

- This paper will enable the students to understand the evolution of various aspects of financial markets which in turn will help them in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis.
- The teaching will be done mainly through materials available on internet and published research papers.

**NAME OF THE COURSE: Corporate Finance**

**PROGRAM OUTCOME:**

- The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making.
- The course aims at explaining the core concepts of corporate finance and its importance in managing a business.
- To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business.

**Specialization: MARKETING ELECTIVE**

**NAME OF THE COURSE: Consumer Behavior**

**PROGRAM OUTCOME:**

- The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms
- This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.

**NAME OF THE COURSE: Product Innovations Management**

**PROGRAM OUTCOME:**

- To understand the concept of innovations and relevance of innovations in the present day scenario.
- To understand the importance of protecting innovations and legal aspects related to innovations.
- To study product innovations, process innovations and innovations diffusion.
- To acquaint the students with stages in new product development.

**NAME OF THE COURSE: Advertising**

**PROGRAM OUTCOME:**

- To understand and examine the growing importance of advertising
- To understand the construction of an effective advertisement
- To understand the role of advertising in contemporary scenario
- To understand the future and career in advertising

**NAME OF THE COURSE: Social Marketing**

**PROGRAM OUTCOME:**

- Understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a nonprofit social environment.
- Analyze the impact of environment on social marketing & study the various behavior models/frameworks/theories for social change.
- To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing.
- To provide an overview of the Not for Profit Sector (NPO) and comment on the CSR provision in the companies act of 2013.
- To study overview of social marketing in various key sectors and Identify basic ethical issues in Social marketing and appreciate the careers in Social Marketing

**SPECIALIZATION: HUMAN RESOURCE ELECTIVE:**

**NAME OF THE COURSE: Recruitment & Selection**

**PROGRAM OUTCOME:**

- The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.
- To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.

**NAME OF THE COURSE: Motivation & Leadership**

**PROGRAM OUTCOME:**

- To gain knowledge of the leadership strategies for motivating people and changing organizations

- To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences
- To acquaint the students about practical approaches to Motivation and Leadership & its application in the Indian context.

**NAME OF THE COURSE: Employees Relations & Welfare**

**PROGRAM OUTCOME:**

- To understand the nature and importance of employee relations in an organization
- To understand the importance of collective bargaining and Workers participation
- To understand the causes and effects of employee grievances as well as the procedure to solve the same.

**NAME OF THE COURSE: Organisation Behaviour & HRM**

**PROGRAM OUTCOME:**

- The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with Human Resource Management as a whole.
- The course aims to give a comprehensive overview of Organization Behaviour as a separate area of management.
- To introduce the basic concepts, functions and processes & create an awareness of the role, functions and functioning of Human Resource Management & OB.

**COMPULSORY SUBJECTS:**

**NAME OF THE COURSE: Information Technology in Business Management-I**

**PROGRAM OUTCOME:**

- To learn basic concepts of Information Technology, its support and role in Management, for managers
- Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software  
To understand basic concepts of Email, Internet and websites, domains and security therein  
To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.

**NAME OF THE COURSE: Foundation Course –III (Environmental Management)**

**PROGRAM OUTCOME:**

- To sensitize the students about the importance of environment and maintaining harmony with the environment for the continued growth & development of mankind
- To create awareness among the student community who are the future stakeholders of the world, about the negative actions of human race which are intruding and upsetting the natural balancing equilibrium of nature
- To drive home the importance of finding solutions to the environmental problems plaguing human race in current situations and thinking of sustainable implementation of these solutions to ensure further damage to the environment is prevented and where possible, reversed.
- To pave the path for sustainable development of mankind maintaining a harmonious co-existence with nature and natural resources.

**NAME OF THE COURSE: Business Planning & Entrepreneurial Management**

**PROGRAM OUTCOME:**

- Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
- To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.

**NAME OF THE COURSE: Accounting for Managerial Decisions**

**PROGRAM OUTCOME:**

- To acquaint management learners with basic accounting fundamentals.
- To develop financial analysis skills among learners.
- The course aims at explaining the core concepts of business finance and its importance in managing a business

**NAME OF THE COURSE: Strategic Management**

**PROGRAM OUTCOME:**

- The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world.
- The focus is to critically examine the management of the entire enterprise from the Top Management viewpoints.
- This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

#### **SYBMS SEMESTER IV**

**SPECIALIZATION: FINANCE ELECTIVE**

**NAME OF THE COURSE: Financial Institutions & Markets**

**PROGRAM OUTCOME:**

- The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India.
- To inculcate understanding relating to managing of financial system.

**NAME OF THE COURSE: Auditing**

**PROGRAM OUTCOME:**

- To enable students get acquainted with the various concepts of auditing.
- To ensure students understand and practice the various techniques of auditing while managing their finances.

**NAME OF THE COURSE: Strategic Cost Management**

**PROGRAM OUTCOME:**

- Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting
- The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.

**NAME OF THE COURSE: Corporate Restructuring**

**PROGRAM OUTCOME:**

- To impart knowledge relating to legal, accounting and practical implementation of corporate restructuring.
- The subject covers the complex facets of corporate restructuring process

**SPECIALIZATION: ELECTIVE MARKETING:**

**NAME OF THE COURSE: Integrated Marketing Communication**

**PROGRAM OUTCOME:**

- To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
- To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

**NAME OF THE COURSE: Rural Marketing**

**PROGRAM OUTCOME:**

- The objective of this course is to explore the students to the Agriculture and Rural Marketing environment.
- To understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

**NAME OF THE COURSE: Event Marketing**

**PROGRAM OUTCOME:**

- To understand basic concepts of Event Marketing.
- To impart knowledge to learners about categories of Events.
- To understand segmenting, targeting and positioning in the context of Event Marketing.
- To familiarize learners with trends and challenges in Event Marketing.

**NAME OF THE COURSE: Tourism Marketing**

**PROGRAM OUTCOME:**

- To understand basic concepts and strategies of Tourism Marketing.
- To impart knowledge to learners about types of tourism.
- To understand segmentation and Marketing mix in the context of Tourism Marketing.
- To familiarize learners with trends and challenges in Tourism Marketing.

**SPECIALISATION: HUMAN RESOURCE**

**NAME OF THE COURSE: Human Resource Planning and Information System**

**PROGRAM OUTCOME:**

- To Understand the Concept and Process of HRP
- To Understand Ways of matching Job Requirements and Human Resource Availability
- To Explore the concept of Strategic HRP
- To Understand the applications of HRIS

**NAME OF THE COURSE: Training & Development in HRM PROGRAM**

**OUTCOME:**

- This paper is not pure academic oriented but practice based. It has been designed, keeping in view the needs of the organizations.
- Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour.
- All organizations need to pay adequate attention to equip their employees.
- Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them.
- This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.

**NAME OF THE COURSE: Change Management**

**OUTCOME:**

- The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioral science.

**NAME OF THE COURSE: Conflict & Negotiation**

**OUTCOME:**

- To understand the nature of conflicts, their causes and outcomes
- To study the aspects of conflict management and how to handle them effectively
- To get insight into negotiations and negotiation process
- To understand the role of third party negotiation and skills for effective negotiation

**COMPULSORY SUBJECTS:**

**NAME OF THE COURSE: Information Technology in Business Management-II**

**OUTCOME:**

- To understand managerial decision-making and to develop perceptiveness of major functional area of MIS
- To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.
- To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse
- To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing

**NAME OF THE COURSE: Foundation Course –IV Ethics & Governance**

**OUTCOME:**

- To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country.
- To learn the applicability of ethics in functional areas like marketing, finance and human resource management.
- To understand the emerging need and growing importance of good governance and CSR by organizations.
- To study the ethical business practices, CSR and Corporate Governance practiced by various organizations.

**NAME OF THE COURSE: Business Economics- II**

**OUTCOME:**

- To understand Macro Economics factors.
- To understand money supply, inflation and monetary policy.
- To understand concepts of fiscal policy, Union Budget.
- To understand issues of International trade.

**NAME OF THE COURSE: Business Research Methods**

**OUTCOME:**

- The course is designed to inculcate the analytical abilities and research skills among the students.
- The course intends to give hands on experience and learning in Business Research.

**NAME OF THE COURSE: Production & Total Quality Management**

**OUTCOME:**

- To acquaint learners with the basic management decisions with respect to production and quality management
- To make the learners understand the designing aspect of production systems
- To enable the learners apply what they have learnt theoretically.



**Group A: Finance Electives**

**NAME OF THE COURSE: Investment Analysis and Portfolio Management**

**OUTCOME:**

- To acquaint the learners with various concepts of finance
- To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world
- To understand various models and techniques of security and portfolio analysis

**NAME OF THE COURSE: Commodity and Derivatives Market**

**OUTCOME:**

- To understand the concepts related to Commodities and Derivatives market
- To study the various aspects related to options and futures
- To acquaint learners with the trading, clearing and settlement mechanism in derivatives market.

**NAME OF THE COURSE: Wealth Management**

**OUTCOME:**

- To provide an overview of various aspects related to wealth management
- To study the relevance and importance of Insurance in wealth management
- To acquaint the learners with issues related to taxation in wealth management
- To understand various components of retirement planning

**NAME OF THE COURSE: Financial Accounting**

**OUTCOME:**

- To acquaint the learners in preparation of final accounts of companies
- To study provisions relating to underwriting of shares and debentures
- To study accounting of foreign currency and investment
- To understand the need of ethical behaviour in accountancy

**NAME OF THE COURSE: Risk Management**

**OUTCOME:**

- To familiarize the student with the fundamental aspects of risk management and control
- To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
- To introduce the basic concepts, functions, process, techniques of risk management

**NAME OF THE COURSE: Direct Taxes**

**OUTCOME:**

- To understand the provisions of determining residential status of individual
- To study various heads of income
- To study deductions from total income
- To compute taxable income of Individuals

**Group B: Marketing Electives**

**NAME OF THE COURSE: Service Marketing**

**OUTCOME:**

- To understand distinctive features of services and key elements in services marketing

- To provide insight into ways to improve service quality and productivity
- To understand marketing of different services in Indian context

**NAME OF THE COURSE: E-Commerce and Digital Marketing**

**OUTCOME:**

- To understand increasing significance of E-Commerce and its applications in Business and Various Sectors.
- To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.
- To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.

**NAME OF THE COURSE: Sales and Distribution Management**

**OUTCOME:**

- To develop understanding of the sales & distribution processes in organizations
- To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

**NAME OF THE COURSE: Customer Relationship Management**

**OUTCOME:**

- To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
- To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
- To understand new trends in CRM, challenges and opportunities for organizations

**NAME OF THE COURSE: Industrial Marketing**

**OUTCOME:**

- To understand basics of industrial marketing, Marketing Environment, Segmenting Targeting Positioning, channel strategy, marketing communication and pricing
- To provide knowledge of industrial market structure and how they function
- To provide understanding of the various attributes and models applicable in Industrial Marketing
- To acquaint the students with trends in Industrial Marketing

**NAME OF THE COURSE: Strategic Marketing Management**

**OUTCOME:**

- To understand marketing strategies and their impact on business models
- To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
- To learn the various marketing strategies adopted by Companies to create a competitive advantage

**Group C: Human Resource Electives**

**NAME OF THE COURSE: Finance for HR Professionals and Compensation Management**

**OUTCOME:**

- To orient HR professionals with financial concepts to enable them to make prudent HR decisions
- To understand the various compensation plans
- To study the issues related to compensation management and understand the legal framework of compensation management

**NAME OF THE COURSE: Strategic Human Resource Management and HR Policies**

**OUTCOME:**

- To understand human resource management from a strategic perspective
- To link the HRM functions to corporate strategies in order to understand HR as a strategic resource
- To understand the relationship between strategic human resource management and organizational performance
- To apply the theories and concepts relevant to strategic human resource management in contemporary organizations
- To understand the purpose and process of developing Human Resource Policies

**NAME OF THE COURSE: Performance Management and Career Planning**

**OUTCOME:**

- To understand the concept of performance management in organizations
- To review performance appraisal systems
- To understand the significance of career planning and practices

**NAME OF THE COURSE: Industrial Relations**

**OUTCOME:**

- To understand the concept of performance management in organizations
- To review performance appraisal systems
- To understand the significance of career planning and practices

**NAME OF THE COURSE: Talent & Competency Management**

**OUTCOME:**

- To understand key talent management & competency management concepts
- To understand the concept and importance of competency mapping
- To understand the role of talent management and competency management in building sustainable competitive advantage to an organization
- To know the ethical and legal obligations associated with talent management

**NAME OF THE COURSE: Stress Management**

**OUTCOME:**

- To understand the nature and causes of stress in organizations
- To familiarize the learners with the stress prevention mechanism
- To understand the strategies that help cope with stress
- To be able to apply stress management principles in order to achieve high levels of performance
- To enable to learners to adopt effective strategies, plans and techniques to deal with stress

**COMPULSORY SUBJECTS:**

**NAME OF THE COURSE: Logistics and Supply Chain Management**

**OUTCOME:**

- To provide students with basic understanding of concepts of logistics and supply chain management
- To introduce students to the key activities performed by the logistics function
- To provide an insight in to the nature of supply chain, its functions and supply chain systems
- To understand global trends in logistics and supply chain management

**NAME OF THE COURSE: Corporate Communication & Public Relations**

**OUTCOME:**

- To provide the students with basic understanding of the concepts of corporate communication and public relations
- To introduce the various elements of corporate communication and consider their roles in managing organizations
- To examine how various elements of corporate communication must be coordinated to communicate effectively
- To develop critical understanding of the different practices associated with corporate communication

**Semester VI**

**Group A: Finance Electives**

**1. NAME OF THE COURSE: International Finance**

**2. OUTCOME:**

- The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
- The course aims to give a comprehensive overview of International Finance as a separate area in International Business
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market

**NAME OF THE COURSE: Innovative Financial Services**

**OUTCOME:**

- To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services
- To give a comprehensive overview of emerging financial services in the light of globalization
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services

**NAME OF THE COURSE: Project Management**

**OUTCOME:**

- The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management
- To give a comprehensive overview of Project Management as a separate area of Management
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management

**NAME OF THE COURSE: Strategic Financial Management**

**OUTCOME:**

- To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability
- Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable
- To acquaint learners with contemporary issues related to financial management

**NAME OF THE COURSE: Financing Rural Development**

**OUTCOME:**

- To acquaint the learners with the concept of rural banking
- To give an overview of micro finance and MSME finance
- To study the provisions of final accounts of the Banking Companies
- To understand risk management in rural finance

**NAME OF THE COURSE: Indirect Taxes**

**OUTCOME:**

- To understand the basics of GST
- To study the registration and computation of GST
- To acquaint the students with filing of returns in GST

**Group B: Marketing Electives**

**NAME OF THE COURSE: Brand Management**

**OUTCOME:**

- To understand the meaning and significance of Brand Management
- To know how to build, sustain and grow brands
- To know the various sources of brand equity

**NAME OF THE COURSE: Retail Management**

**OUTCOME:**

- To familiarize the students with retail management concepts and operations
- To provide understanding of retail management and types of retailers
- To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
- To acquaint the students with legal and ethical aspects of retail management
- To create awareness about emerging trends in retail management

**NAME OF THE COURSE: International Marketing**

**OUTCOME:**

- To understand International Marketing, its Advantages and Challenges.
- To provide an insight on the dynamics of International Marketing Environment.
- To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

**NAME OF THE COURSE: Media Planning and Management**

**OUTCOME:**

- To understand Media Planning, Strategy and Management with reference to current business scenario.
- To know the basic characteristics of all media to ensure most effective use of advertising budget.
- To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

**NAME OF THE COURSE: Sports Marketing**

**OUTCOME:**

- To equip the learner with an understanding of the business of sports marketing
- To help the learner understand environmental factors influencing sports marketing

- To help the learner understand components of marketing mix in the context of sports marketing
- To understand legal aspects in sports marketing & franchising agreements

**NAME OF THE COURSE: Marketing of Non-Profit Organisation**

**OUTCOME:**

- This course introduces students to the challenges of marketing in the non-profit sector.
- To 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
- To apply marketing in a diverse range of non-profit environments including charities, social programs and ideas, health, education, arts, as well as goods and services
- To understand the advocacy v/s lobbying and the concept of CSR and the policy framework of CSR under the Companies Act of 2013

**NAME OF THE COURSE: HRM in Global Perspective**

**OUTCOME:**

- To introduce the students to the study and practice of IHRM
- To understand the concepts, theoretical framework and issues of HRM in Global Perspective
- To get insights of the concepts of Expatriates and Repatriates
- To find out the impact of cross culture on Human Resource Management
- To provide information about Global Workforce Management
- To study International HRM Trends and Challenges

**NAME OF THE COURSE: Organisational Development**

**OUTCOME:**

- To understand the concept of Organisational Development and its Relevance in the organisation
- To Study the Issues and Challenges of OD while undergoing Changes
- To get an Understanding of Phases of OD Programme
- To Study the OD Intervention to meet the Challenges faced in the Organisation
- To get an Insight into Ethical Issues in OD

**NAME OF THE COURSE: HRM in Service Sector Management**

**OUTCOME:**

- To understand the concept and growing importance of HRM in service sector
- To understand how to manage human resources in service sector
- To understand the significance of human element in creating customer satisfaction through service quality
- To understand the Issues and Challenges of HR in various service sectors

**NAME OF THE COURSE: Workforce Diversity**

**OUTCOME:**

- To understand the nature of workforce diversity
- To familiarize the learners with the strategies to deal with work force diversity
- To understand the impact of technology in managing workforce diversity
- To be able to interlink between workforce diversity and HRM functions

**NAME OF THE COURSE: Human Resource Accounting & Auditing**

**OUTCOME:**

- To understand the value of human resource in organizations
- To understand the importance of Human Resource Accounting at National and International level
- To familiarize with the Human Resource Accounting Practices in India
- To familiarize the learners with the process and approaches of Human Resources Accounting and Audit
- To understand the significance of Human Resource Auditing as a Tool of Human Resource Valuation

**NAME OF THE COURSE: Indian Ethos in Management**

**OUTCOME:**

- To understand the concept of Indian Ethos in Management
- To link the Traditional Management System to Modern Management System
- To understand the Techniques of Stress Management
- To understand the Evolution of Learning Systems in India

**NAME OF THE COURSE: Operations Research**

**OUTCOME:**

- To help students to understand operations research methodologies
- To help students to solve various problems practically
- To make students proficient in case analysis and interpretation