

Programme Outcomes of MBA

1. Students shall have analytical skills applying business analysis, data management and diagnostic problem-solving skills in order to support management decision-making.
2. Students will develop a strategic level understanding of the key functions of business—finance, international business, human resource management and marketing.
3. Students shall have leadership and team membership skills needed for implementing and coordinating organizational activities and managing change.
4. Students shall have an understanding of how global competitive environments are changing business practice.
5. Students shall have the ability to integrate business knowledge and management techniques to aid planning and control in a changing environment.
6. Students will practice problem analysis and decision-making and present results, both individually and as part of teams and groups, using vehicles such as problem and case analysis, quiz, different activities.
7. Students are aware of globalization and its impacts on people, businesses, and the economy.

Programme Specific Outcomes of MBA

1. Students will establish themselves as effective professionals by solving real problems through the use of management science knowledge and with attention to team work, effective communication, critical thinking and problem solving skills.
2. Students will develop professional skills that prepare them for immediate employment and for life-long learning in advanced areas of management and related fields.
3. Students will be provided with an educational foundation that prepares them for excellence, leadership roles along diverse career paths with encouragement to professional ethics and active participation needed for a successful career.

Trimester: 1st

Managing

Course Outcomes

After completing this course students will be able to:

- To understand the basic roles, skills, and functions of management.
- To give an overview of the historical development, theoretical aspects and practice application of managerial process.
- Students are able to identify the areas where their focus during their two years of degree will help them to make the management effective.

Financial Accounting for Managers

Course Outcomes

After completing this course students would be able to:

- Prepare financial statements in accordance with Generally Accepted Accounting Principles.
- Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.
- Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledge recommendations.
- Apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.

Corporate Communication

Course Outcomes

Upon completion of this course, students would be able to complete the following key tasks:

- Understand corporate culture in the global world.
- Understand managerial writing.
- Improve listening skills, understanding barriers to listening.
- Making resume, cover letter and application.
- Interview techniques.
- Understand non-verbal communication.
- Presentation skills.
- Self-motivation.
- Remove stage fear.
- Understanding Ethical values in management communication.
- Developed confidence and leadership qualities.
- Enhance interpersonal skills

Economics for Managers

Course Outcomes

- Student can understand the concept of Managerial Economics from micro economic viewpoint. Student can understand how to apply the economic way of thinking to individual decisions and business decisions.
- Students will analyze and interpret the relationship between factors influencing demand and quantity demanded. Student can utilize statistical analysis to assess product demand conditions.

- Measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, income and other factors.
- Student understands elasticity and its relationship to pricing and revenue. Students will explain and analyze the nature of production and its relationship to costs. Understand the different costs of production and how they affect short and long run decisions.

Business Mathematics and Computer Applications

Course Outcomes

The student would acquire fair degree of proficiency in formulating and solving diverse problems related to business and economics with the help of mathematical tools and make effective use of computing skills to be proficient at the workplace.

Business Environment

Course Outcomes

After completing this module, students should be able to:

- Define the term business environment and understand a number of models of the contextual environment of organizations.
- Recognize environmental forces that may act upon a variety of circumstances within and outside the organizations and identify the stakeholders of the business environment.
- Demonstrate the range and complexity of the external and internal influences on business activities.

Research Methodology-I

Course Outcomes

On successful completion of this course, students should be able to:

- Identify and define a research problem.
- Differentiate between types of variables used in research.
- Operationalize the variables.
- Comprehend different theoretical distributions.
- Propose hypothesis.
- Able to test the hypothesis.
- Collect relevant data with the help of questionnaire
- Use basic descriptive techniques of data like mean, mode, median, standard deviation, skewness, kurtosis, normal distribution, etc. by paper – pencil approach and also through MS-Excel.
- Use basic inferential statistics tools like Correlation, Linear regression, z – test, t – test, One Way ANOVA etc. by paper – pencil approach and also through MS-Excel.
- Use various available and relevant statistical functions of MS-Excel in order to analyze the data.

Trimester: 2nd

Business Legislations

Course Outcomes

- Articulate a vision that gives meaning to understanding the importance of laws in business.
- Formulate a legal plan that operationalizes the goals and objectives of the firm;
- Identify the current rules and regulations or as per the current ruling given by the apex court.
- Specify current and desired legal decisions in order to respond similar cases

Financial Management

Course Outcomes

By the end of the courseware the students should be able to:

- Familiarizing the students with the financial environment of business, especially the financial markets.
- Gain insight into the financial environment and understanding the culture of the firm.
- Gain a good understanding about the budgetary considerations and controlling policies of the company.
- Gain an understanding of the process used by the firm to examine the investment goals of the investors.
- Develop familiarity with the analytical techniques helpful in financial decision making.
- Understand the composition of capital structure, its different approaches and its implications on the value of firm and wealth of common stock holder.

Research Methodology II

Course Outcomes

On successful completion of the course, students should be able to:

- Understand the very important step in research process i.e. data analysis.
- Understand the meaning and uses of normal probability distribution in data analysis.
- Understand the concept of initial and final sample size determination.
- Understand the meaning of hypothesis testing and related parametric tests i.e. t/z tests.
- Comprehend the meaning and application of bivariate correlation and hypothesis testing related to it.
- Understand the concept of linear bivariate and multiple regression and hypothesis testing associated with it.
- Get familiar with the various styles of results writing and referencing.

Individual and Group Behaviour in Organizations

Course Outcomes

The major objective of this course is to provide students with a better understanding of behavioral processes and thereby enable them to function more effectively in their present or future roles as managers of human resources. Specific learning objectives for this course are as follows:

- Skill development- Generic skills that complement all disciplines (e.g., dealing with people, problem solving) “soft” skills e.g., motivating others, hard and soft skills e.g., decision making.
- Personal growth through Insight into Human Behavior - Better understanding of others, Enhanced self-knowledge and self-insight, Practical applications: Managerial tasks, e.g., selecting people for jobs, communicating, Professional tasks, e.g., managing change, dealing with customers.
- Enhancement of organizational effectiveness - Attention to the human element improves business performance e.g., link between human resource practices and bank performance, OB uncovers factors influencing performance e.g., motivation – people work harder with greater control over work environment, teams more productive and happier when given responsibility, Managerial success enhanced by understanding people.
- Sharpening and refinement of common sense- Reduces time needed to acquire knowledge and skills in behavior, Common sense applies generally; OB helps with specific application, Common sense is sometimes only partially true (e.g., inactivity does not reduce stress for all).

Delivering Customer Value through Marketing

Course Outcomes

At the end of the course, students would be able to:

- Segment, target and position.
- Conduct careful and thorough market analysis to identify opportunities for growth.
- Evaluate the effect on profitability of competing marketing strategies.

- Measure the productivity of marketing expenditures.
- Determine the economic value of improving customer service.

Human Resource Management

Course Outcomes

Upon successful completion of this course, students would be able to:

- Learn how to assess the organization needs in terms of Manpower.
- Understanding the process of Recruitment and Selection.
- Learn how to design a training program.
- Designing effective Performance Management System.
- Design an effective HR programs.
- Understand the short-term and long-term incentive and employee benefits and service options available to organizations.

Operations Management

Course Outcomes

On completion of this course, students would be able to:

- To familiarize with the concepts, theory, mathematical-statistical techniques and latest issues keeping the perspective of the Operations Managers. This will be done mainly through class room lectures and discussing case studies.
- To provide with an opportunity, through case analysis and numerical exercises, to apply concepts, theories and mathematical models to the solution of operations management.
- To understand the use of Gantt chart, Queuing Analysis as helpful tool of decision making.
- To prepare a process flow chart and to analyze it.
- To understand the role of quality in processes and to statistically measure and control it.
- To understand which kind of manufacturing process is appropriate for a specific industry.

Strategic Management

Course Outcomes

- Play the role of the main decision-maker(s) while taking all stakeholders into account;
- Assess operational health and business performance while forecasting the organization's prospects as it is currently being run;
- Calculate all necessary industry metrics, marketing information, financial ratios and trends to defend recommendations;
- Define the capabilities essential for the successful development of a business and formulate a strategic plan while considering the organization's capabilities and environmental context;
- Identify the important opportunities and challenges facing a business and setting out a course of action for dealing with them;
- Implement changes, as necessary, in order to position the business for the future and detail an action plan that is operationally specific.

Research Methodology & Data Analysis through Excel/SPSS

Course Outcomes

After the completion of the course, students would be able to:

- Understand the basics of business research proposals and requests
- Understand the basics of sampling and types of sampling techniques.
- Understand the meaning of measurement in research
- Understand the type/levels of measurement scales.
- Comprehend the basic data diagnostics techniques like normality of data
- Understand the meaning and use of two tailed tests.
- Use techniques like simple regression, correlation.
- Understand the basic use of MS - Excel data analysis software.
- Collect relevant data with the help of questionnaire and apply various analysis techniques.

Integrated Marketing Communication

Course Outcomes :

This paper will enhance the creative aspect of Students, that why and when to use IMC over other promotional tools, along with this they will be able to design creative communications for their respective accounts.

Sales Management

Course Outcomes :

By the end of this module, students would be able to:

- Make the student aware of issues related to sales force management focusing on “selling” as a tool of Marketing Communication
- Develop skills critical for generating, evaluating and selecting sales strategies. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important.

Customer Oriented Marketing of Services

Course Outcomes :

After the completion of the course, students would be able to:

- Quantify and measure service quality in any organization.
- Distinguish between goods and services.
- Understand the different marketing mixes and strategy applicable to goods and services.
- Understand the different marketing implications for services.
- Compare the pricing strategies of different services.
- Demonstrate targeting and segmenting in service industry.
- Distinguish between Relationship marketing and CRM.
- Learn the all-important concept of service quality.

Investment Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Describe the characteristics of various investment alternatives available to investors.
- Understand how the securities market functions.
- Explain the techniques used by professionals for analysing and valuing investment alternatives.
- Explain how financial derivatives, viz. options and futures, are valued.
- Understand the framework for portfolio management.
- Offer a set of guidelines for investors with varying inclinations.

Corporate Tax Planning

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify various tax related information and their proper analysis.
- Advise on a range of complex high-net-worth business and company issues.
- Determine and evaluate alternative available tax planning strategies.
- Properly interpret the impact of taxation decision on corporate performance.

Financial Markets

Course Outcomes :

- To familiarize with the concepts, theory and latest thinking bearing on the key issues related to financial market. This will be done primarily through lectures and assigned readings.
- To provide with an opportunity, through extensive case analyses and exercises, to apply concepts and theory on areas of financial market.

Training & Development

Course Outcomes :

On completion of the course, students would be able to:

- **Perform** training and development needs assessment.
- **Analyze** jobs and tasks to determine training and development objectives.
- **Create** appropriate training objectives.
- **Design** effective training and development programs.
- **Implement** a variety of training and development activities.
- **Evaluate** training and development programs by measuring results against theory-based criteria and standards of performance.
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Measuring Human Resource Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the new trends in Human Resource.
- Discuss the purpose of measuring HR.
- Understand various metrics for measuring HR.
- Understand the impact of HR Scorecard on organization performance.
- Understand the importance of bottom-line focus to the Human Resource function and the trend toward HR accountability.
- Demonstrate an understanding of the role of Human Resource Auditing in a company.
- Understand the various approaches and techniques of measuring HR.

Competency Mapping

Course Outcomes :

Upon completion of this course, students would be able to:

- Understand the role of competencies in performing a job.
- Find the impact of competency mapping on Individual's growth.
- Comprehend how competency mapping is linked to various HR practices.
- Understand gaps in actual competencies a person possesses and standard competencies required in performing that task.
- Discuss various methods to develop competencies in employees.

- Provide insights into assessment tools used for competency mapping.
- Understand the process of implementing Competency Mapping in an organization.

International Human Resource Management

Course Outcomes :

Upon completion of this course, students would be able to:

- Have knowledge of various HR practices in international context and practical approach to manage global workforce.
- Clarify the important role of international human resource management (IHRM) in multinational corporations (MNCs).
- Understand the importance of international human resource management (IHRM) to the success/failure of a firm and the value of IHRM in understanding cross-cultural management issues.
- Describe how a firm's (international) human resources are intertwined and related for the successful execution of strategy.
- Describe and analyze the value of business ethics and corporate social responsibility (from an international perspective).

Global Marketing Management

Course Outcomes :

At the end of this course, students should be able to:

- Assess the need and potential for marketing products and services in other countries.
- Understand the considerations involved in developing a global marketing strategy.
- Make intelligent decisions regarding the organization of global marketing efforts.
- Understand the mindset, skills and experience necessary to become a global marketing manager.

International Financial Management

Course Outcomes :

International Financial Management (IFM) is intended for students who will be involved in cross-border investment and financing decisions as multinational firm managers, transaction advisors (investment bankers, commercial bankers, or consultants), or investors (research analysts or money managers).

Trimester: 4th

Management Science

Course Outcomes :

On completion of this course, students would be able to:

- Define decision models and describe the importance of such models. This will be done mainly through class room exercise on excel and case studies discussion.
- Understand two types of decision models: deterministic and probabilistic models. Understand the steps in developing decision models in practical situation and the use of spreadsheet in developing decision models.

- Model a wide variety of linear programming problems and understand major business application areas for LP problems including manufacturing, marketing finance employee staffing, transportation, blending, and multi-period planning.
- Gain experience in setting up and solving LP problems using excel's solver. Generate Answer and sensitivity reports using excel's solver and analyze the impact of additional new variable using the price out strategy.
- Set up and solve shortest path network models, using excel's solver.
- Understand how to plan, monitor and control projects using PERT and CPM.

Total Quality Management

Course Outcomes :

On successful completion of this course, students should be able to:

- Have a sound understanding on the concept and need of quality.
- Have a thorough understanding of traditional as well as contemporary quality control tools.

Brand Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the role of brands, the concept of brand equity and the advantages of creating strong brands.
- Learn the ways to build brand equity by properly choosing brand elements, designing marketing programs and activities.
- Learn how to implement a brand equity measurement system.
- Adjust branding strategies over time and boundaries to maximize brand equity.

International Marketing

Course Outcomes :

- Explain the influence of global developments on international marketing and business
- Identify external and internal factors that influence the strategic decision making process in international market.
- Outline the segmentation process as a means of identifying the global consumer.
- Describe the marketing mix as a process, and as a set of complex tools utilized to cater to the needs of the global consumer.
- Demonstrate the importance of striving for customer satisfaction through a customer oriented organization.

Consumer Behaviour

Course Outcomes :

- At the end of the course the student will have an understanding of the behavior of the buyer in the marketplace.
- The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behavior and align the knowledge with formulation of appropriate marketing strategies.
- The objective is to gain an understanding of the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.

Advanced Financial Management

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify, analyze and interpret key financial variables.
- Understand the theories, concepts, conventions etc. related with finance and their timely implementation according to organizational requirement.
- Accurate assessment of the cause of a particular finance related problem and its effect on individual business and sector as a whole.
- Develop strategies, techniques and other precautionary measures to face and control the adverse impact of finance related issues.

Financial Statement Analyses

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify, analyze and interpret key financial variables.
- Understand the theories, concepts, conventions etc. related with financial statements and their timely implementation according to organizational requirement.
- Accurate assessment of the cause of a particular finance related problem and its effect on individual business and sector as a whole.

Risk Management & Insurance

Course Outcomes :

On successful completion of this courseware, students would be able to:

- Have a fair understanding of risk and risk management techniques.
- Understand the broader role of insurance as a risk management tool.
- Advise on the usage of insurance in different segments.
- Have a fair idea on the regulatory environment related to insurance.
- Interpret the competencies that would be needed to become an insurance professional.

Organizational Development

Course Outcomes :

At the end of the program, students would be able to:

- Develop an understanding of the organizational development skills and their importance to the overall effectiveness of the organization.
- Increase their capacity to lead organizational change, and coach or consult other leaders within the organization on development issues.
- Develop a fundamental understanding of selecting intervention strategies associated with individual/team, quality and process improvement, and large-scale change efforts.
- Determine which intervention strategy is appropriate to an organization.
- Diagnose their organization's effectiveness.
- Design and implement appropriate interventions.

Labour Legislations

Course Outcomes :

- To provide students with a comprehensive perspective on labour laws.
- To develop an integrative thinking, understanding and implementing the rules and regulations in manufacturing units.
- To arouse the sense of business through implementing different formalities in relation with the laws of an industry.

Compensation & Reward Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the opportunities available to employers to stimulate the productive efforts of each employee.
- Understand the dimensions of a compensation system and non-compensation system.
- Design and develop a job analysis program with the information available in an organization.
- Understand the methodologies available for establishing the worth or value of jobs.
- Design pay grades and their relationship to internal worth and market value.
- Understand the short-term and long-term incentive and employee benefits and service options available to organizations.
- Have an idea about income tax law and its provisions and to make learn how to plan the compensation to give relief to employee.

International Business Environment

Course Outcomes :

After completing this module, students should be able to:

- Define the term 'international business environment and understand a number of models of the contextual environment of organizations.
- Recognize environmental forces that may act upon a variety of circumstances within and outside the organizations and identify the stakeholders of the business environment in a global platform.
- Demonstrate the range and complexity of the external and internal influences on business activities globally.

Intellectual Property Rights

Course Outcomes :

- To provide students with a comprehensive perspective on intellectual property rights.
- To develop an integrative thinking, understanding and implementing the rules and regulations in international business.
- To arouse the sense of international business through implementing different formalities related with cyber laws.

Foreign Trade & Policy

Course Outcomes :

After the completion of the course students will have a good understanding of the various international trade theories, components and policy framework of Indian foreign trade.

Trimester: 5th

Management Information System (MIS)

Course Outcomes :

By completing the course, students will meet the following Course Outcomes .

- Understand and apply core knowledge in Management Information Systems (MIS)
- Identify and analyze requirements for information systems
- Understand and apply design principles in Information Systems
- Understand and apply system development & project management principles
- Effectively evaluate technology alternatives to solve problems in an MIS context
- Effectively communicate to both business and IT professionals.

Entrepreneurship

Course Outcomes :

To provide an introduction to entrepreneurship and its development process, environment and current scenario in India. Study of this subject provides an understanding of the scope of an entrepreneur, key areas of development, financial assistance by the institutions. Entrepreneurship in Practice will introduce students to the more practical elements of innovation and enterprise activity across multiple contexts, including not just new venture creation but corporate and social entrepreneurship as well. Entrepreneurship and Creativity focuses on idea generation and entrepreneurial aspects.

Corporate Creativity and Innovation

Course Outcomes :

At the completion of the course, participants will be able to:

- Understand corporate creativity.
- Understand preconception limit of Corporate Creativity.
- Understand innovative thinking styles and theories of Innovation.
- Describe the basic difference between of creativity and innovation.
- Apply various lateral thinking techniques to generate ideas and alternatives.
- Understand Product Creativity, Process Creativity, Service Creativity and Strategic Creativity.
- Understand How misalignment shutdown Creativity, Unofficial Activity, Self-Initiated Activity.

Trimester VI

Program Outcomes of B com

1. To provide to the human resource needs of companies engaged in Accounting, Taxation, Auditing, Financial analysis and Management.
2. To develop entrepreneurs.
2. To develop business thinker with a focus on social responsibility and ecological sustainability.
3. To develop ethical managers with interdisciplinary approach.
4. To develop competence in the uses of technology in modern organizational operations.

Program Specific Outcomes of B com

1. Pursue a lucrative career in the Commerce & Management sector. There is wide scope for these graduates in the form of Financial Analysts, Human Resource Managers, Marketing Executive, Tax Analysts, Business Analysts, etc. There is high demand for these graduates in Manufacturing Companies, Export & Trading houses, Consumer Durable Industry, Banks & Financial Institution, Insurance Industry, FMCG Industry, PSUs.

Semester: I

Financial Accounting

COURSE OUTCOMES

Provide a basic coverage of accounting concepts, techniques of double entry book keeping and financial accounting.

Knowing the various sources of accounting information

Knowing the users of accounting information.

Understanding the components of final accounts

Business Law

COURSE OUTCOMES :

The course will prepare a situation where the students view the implementation of the laws in business.

The course will develop students' ability to assess the need of laws in business.

Develop skills in successfully initiating the legal proceeding in the business in a specific situation.

Create legal managers for the corporate World

Micro Economics

COURSE OUTCOMES :

After taking the course students will be able to analyze markets. You will learn-

What is a market?

How consumers and producers make decisions, concerning what (and how much) to consume and produce

To formulate and analyze these decisions within the context of a well defined analytical framework

How competition and interaction among firms affects prices and resource allocations

To analyze the implications for the wellbeing of consumers and producers

Introduction to Computers

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

Know the Basics of Data & information.

Know about Programming languages.

Know about Operating systems & DOS.

Know about data communication & switching techniques.

Learn various LAN topologies & Computer networks.

Understand the applications of IT in today's life

Hindi I

Entrepreneurship I

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks:

Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth.

Understand the development of entrepreneurship as a field of study and as a profession.

Understand the creative process of opportunity identification and screening.

Understand the importance of innovation in the creation of sustainable competitive advantage.

Use the entrepreneurial mind-set and behave responsibly and ethically in their roles as entrepreneurs.

Semester: II

Business Maths

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

Know the relation between Ratio & percentage.

Know about Simple & Compound interest.

Know about metrics, types of metrics & metrics inverse.

Learn to solve simple & quadratic equations

Business Organization & Communication

COURSE OUTCOMES :

At the end of the course students should be able to:

Develop a clear and meaningful understanding of the different forms of business.

Develop a knowledge and skill base that assists in understanding the forms of business and thereby taking various decisions.

Awareness of the common body of knowledge and skills required both to start and manage any form of business organization.

Macro Economics

COURSE OUTCOMES :

Students will gain knowledge about the diverse macroeconomic & institutional environment in which organization participates.

Students will be familiarized with the organization of the world economy

Students will be able to analyze recent developments in the international economy on the basis of macroeconomic and financial indicators

Students will be able to examine the influence of institutions on these developments

Operating System (Window XP)

COURSE OUTCOMES : Upon successful completion of this course, students will be able to:

Basics of Operating System.

Differentiate between different Operating Systems.

Understand various functions performed by an OS.

Learn various features of Window XP.

Learn about system tools and Control Panel.

Learn to work with file and folder.

Learn advance file sharing techniques in Window XP.

Learn to explore various features of Window XP.

Business Language and Indian Culture – I

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

Know how to understand a text .

Know about the usage of tenses appropriately.

Learn to write effective paragraphs on miscellaneous topics.

Develop a literary sense

Entrepreneurship II.

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

The course will prepare a ground where the students view Entrepreneurship as a desirable and feasible career option.

The course will develop students' ability to assess the need for innovation, initiate the process and run innovations in organizations.

Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas.

Motivate family business successors as enterprising and knowledgeable owners of the business of their predecessors

Create entrepreneurial managers for the corporate World.

Semester: III

Corporate Accounting

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks:

To know the issuing procedure of share and debenture.

To understand various concepts of Amalgamation and Internal reconstruction.

To learn technique of goodwill and securities valuation

To know to prepare accounts of holding and subsidiary companies

Principles of Statistics

COURSE OUTCOMES :

Describe types of data and variables.

Organize, analyze, interpret and summarize the data in a useful and informative manner.

Organize data using tables and graphs and select an appropriate graph for the data depiction.

Demonstrate an ability to select and calculate an appropriate measure of central tendency for a given data set.

Calculate and interpret various measures of dispersion and position including range, mean, median, mode, absolute deviation, variance, standard deviation, and percentiles.

Indian company Act

COURSE OUTCOMES :

Students will be able to complete the following key tasks:

The course will prepare a situation where the students view the implementation of the company laws in business.

The course will develop students' ability to assess the need and importance of the company laws in business.

Develop skills in successfully initiating the legal proceeding in the business in a specific situation.

Create legal managers for the corporate World.

DBMS Using MS Access**COURSE OUTCOMES :**

Upon successful completion of this course, students will be able to:
Basics of Data & information.

Know about DBA And DBMS.

Know about views of Database and schema.

Know about data models in DBMS & DBMS Languages.

Learn MS Access as a tool for data storage and manipulation

Environmental Science and Ethics

Course Outcomes: After studying Environmental science students have the capabilities to imagine, design and build ideas from many interconnected disciplines concerned with the healthy fate of our environment.

Semester: IV**Cost Accounting****COURSE OUTCOMES :**

To understand demonstrate an understanding of various cost classifications, determine the costs of goods manufactured, Understand Material control Techniques and prepare cost sheet and determine the tender price.

Principles of Management**COURSE OUTCOMES :**

At the end of the course students should able to:

☐ Define the concept of management and discuss why organizations are needed, why managers are necessary, and why management is a challenge.

☐ Describe the communications process; discuss barriers to communication and suggest remedies to overcome communications difficulties.

Explain why planning is needed in organizations and why long-term objectives are necessary for successful planning.

☐ Identify the essential characteristics of decision making and indicate the range and types of decisions a manager is asked to make.

☐ Differentiate between the various types of organizational structures and patterns.

- ☐ Discuss the relationship between the organizational structure and human resource planning and staffing
- ☐ Analyze the leadership function, recognizing leadership as the relationship between a supervisor and subordinates in an organizational environment.
- ☐ Recognize the link between planning and controlling, and the various means by which managers measure and compare performance to objectives

Banking in India

COURSE OUTCOMES :

By the end of this course students should be able to:

- ☐ Various functions associated with banking.
- ☐ Practice and procedures relating to deposit and credit, documentation, monitoring and control.
- ☐ An insight into marketing of banking services and banking technology

MS Office

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

- ☐ Know about Application Software.
- ☐ Know the basics of MS Office.
- ☐ Able to work on MS Word and understand the concept of Mail Merge.
- ☐ Able to use functions and formulas using MS EXCEL.
- ☐ Able to work on MS Power point, inserting pictures etc.

Business Language & Indian Culture- II

COURSE OUTCOMES :

1. Speak Language at the level detailed in the University System
2. Understand spoken Language at the level detailed in the UG standards.
3. Comprehend written Language at the level detailed in the UG standards.
4. Construct passages of written Language at the levels detailed in the UG standards.

Semester: V

Income Tax Law and Practice

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks: Students will gain a working knowledge regarding computation of taxable income and tax liability pertaining to individuals/firms.

Management Accounting

COURSE OUTCOMES On completion of this course, students should be able to :-

- ☐ identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
- ☐ formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement;
- ☐ understand the behavioural implications of performance measurement and transfer pricing systems in divisionalised businesses;
- ☐ appreciate the need to relate management accounting systems to contemporary thinking about organisational planning and control.

Public Finance

COURSE OUTCOMES :

On successful completion of the course, students should be able to:

- ☐ to introduce students to the public sector reform agenda with a focus on public finance issues;
- ☐ to demonstrate administrative, political, and economic constraints to public finance reforms;
- ☐ to develop analytical skills of the students in three major areas of public finance reforms (performance-based budgeting, mid-term financial planning, budget decentralization);
- ☐ to train students how to develop budgeting and performance evaluation systems for public sector institutions;
- ☐ to develop students' skills on how to write a public policy paper and make a presentation on public policy issue.

Principles of Marketing

COURSE OUTCOMES :

At the end of the course students should be able to understand: Identifying consumers needs and motives to clarify strategic planning requirements. Development of communication, product planning, pricing and distributing strategies. Targeting and segmenting the customers on the basis of demographic and psychographic factors. Specify current and desired strategic positioning in order to respond to market demands; reflect on and debate contemporary concepts to enhance understanding of consumers Present coherent argument in support of an intellectual position. Synthesize information and theory from a range of sources. Assume responsibility for independent research and learning.

Principles of Insurance

COURSE OUTCOMES :

On successful completion of the course, students should be able to:

- ☐ Grasp the concept of insurance in general and an idea about the distribution channels of insurance.
- ☐ Comprehend the contractual elements of life insurance and general insurance.
- ☐ Have a fair idea of non-life insurance, its relevance in business and claim settlement procedure.
- ☐ Have a fair idea about general and life insurance organizations and some key insurance policies.

Tally

COURSE OUTCOMES :

- ☐ Have an understanding of basic Accounting concepts and principles
- ☐ Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally
- ☐ Have an understanding of Advanced Accounting and Inventory in Tally
- ☐ Have an overview of basic concepts of Excise for Dealers and Manufacturers
- ☐ Be able to generate Excise Reports as per the prescribed formats
- ☐ Conveniently file for E-Return
- ☐ Have an understanding of the concept and features of Payroll Accounting

Semester: VI

Indirect Tax

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Computation of assessable value and calculation of Custom Duty.
- ☐ Determination of Gross sales and Taxable Turnover
- ☐ Computation of Taxable Turnover and VAT

Auditing

COURSE OUTCOMES :

By the end of this and having completed the Essential reading and Activities, students will be to:

- ☐ Understand what is auditing and its process.
- ☐ Reflect on different forms of check or audit occur in many aspects of life
- ☐ Review of the development of company auditing since the mid-nineteenth century
- ☐ explain what they mean by the expectations gap
- ☐ Understand the risks of allowing the gap to continue

Financial Management

COURSE OUTCOMES

On completion of this course, students should be able to :-

- ☐ To ensure regular and adequate supply of funds to the concern.
- ☐ To ensure adequate returns to the shareholders which will depend upon the earning capacity, market price of the share, expectations of the shareholders.
- ☐ To ensure optimum funds utilization. Once the funds are procured, they should be utilized in maximum possible way at least cost.

- ☐ To ensure safety on investment, i.e, funds should be invested in safe ventures so that adequate rate of return can be achieved.

International Marketing

COURSE OUTCOMES :

- ☐ Explain the influence of global developments on international marketing and business
- ☐ Identify external and internal factors that influence the strategic decision making process in international market.
- ☐ Outline the segmentation process as a means of identifying the global consumer.
- ☐ Describe the marketing mix as a process, and as a set of complex tools utilized to cater to the needs of the global consumer.
- ☐ Demonstrate the importance of striving for customer satisfaction through a customer oriented organization

Financial Market & Investment Management

COURSE OUTCOMES :

On successful completion of the course, students should be able to:

- ☐ Distinguish between the different constituents of the financial system.
- ☐ Have a fair understanding on the role of market regulator, SEBI.
- ☐ Understand some specialized financial services like Merchant Banking.
- ☐ Have a fundamental understanding of investment concepts, theories underlying equity valuation and measurement of investment performance

E-Commerce

COURSE OUTCOMES:

Upon successful completion of this course, students will be able to:

- ☐ Understand the difference between E-Commerce and Traditional Commerce.
- ☐ Understand the mechanism and parts of E-Commerce.
- ☐ Understand the working models of E-Commerce and their applications.
- ☐ Understand the various aspects of E-Commerce.
- ☐ Security issues in E-Commerce.
- ☐ Understanding of algorithm for secure transactions using E-Commerce.
- ☐ Understanding of Indian Payment model.

Program Outcomes of BBA

1. Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
2. Demonstrate advanced knowledge of theory, models and concepts relevant to the disciplines of Human Resource Management, Finance and Marketing
3. Students are able to define, analyze, and devise solutions for structured and unstructured business problems.
4. Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
5. Students are competent in the uses of technology in modern organizational operations.
6. Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities

Program Specific Outcomes of BBA

1. Global Perspective: Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
2. Critical Thinking: Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.
3. Communication Skills: Communicate in a business context in a clear, concise, coherent and professional manner.
4. Core Business Knowledge: Apply business discipline knowledge in an integrative manner to business problems.

Semester I

Principles of Management

COURSE OUTCOMES :

At the end of the course students should be able to: Define the concept of management and discuss why organizations are needed, why managers are necessary, and why management is a challenge. Describe the communications process; discuss barriers to communication and suggest remedies to overcome communications difficulties. Explain why planning is needed in

organizations and why long-term objectives are necessary for successful planning. Identify the essential characteristics of decision making and indicate the range and types of decisions a manager is asked to make. Differentiate between the various types of organizational structures and patterns.

FINANCIAL ACCOUNTING

COURSE OUTCOMES :

Comprehend principles of double entry bookkeeping. Record transactions using ledger entries. Prepare basic financial statements

Business Regulatory Framework

Course Outcomes :

At the end of the course students will be able: • To provide an in framework of business regulations that will allow students to synthesize their practical knowledge into a comprehensive understanding of Business Law. • To provide a basic understanding of the Nature and applications of different business law eg Indian Contract act, Sales of Goods act, Negotiable Instruments act, Consumer protection act and FEMA 2000 in complex organizations.

Business Mathematics

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to: 1.Know the relation between Ratio & percentage. 2.Know about Commission & Brokerage. 3.Know about Simple & Compound interest. 4.Know about metrics, types of metrics & metrics inverse. 5.Learn to solve simple & quadratic equations.

Business Communication

COURSE OUTCOMES : At the end of the course students should able to: recognize and further develop essential knowledge and skills to become an effective communicator in the workplace or professional environments apply writing skills to prepare and present professional looking documents for various audiences, proficiency in written business communication including email, reports, proposals, letters or other business correspondence demonstrate speaking and presentation skills to deliver clear and persuasive messages use techniques and strategies to skillfully engage, interact with and lead others.

Business Economics – I

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks: Develop critical understanding of Managerial Economics. The students will be made aware

about implementation of economics in the decision making within the companies, for economic growth.

Semester II

Personality Development

COURSE OUTCOMES : At the end of the course students should be able to:

An in-depth awareness of self, strengths and weaknesses and how to work on the improvement areas for transforming self into an effective Human Capital.

Gain confidence to lead any situation in the cross functional environment.

A greater understanding of others that brings fresh ideas and real individual development.

An expanded understanding of all forms of effective communication for the ideas to improve the personality in all aspects.

Business Organization

COURSE OUTCOMES : On successful completion of this syllabi the students will Understand the Classification of Business Activities, Business System and Environment, Social Responsibilities of Business Understand modern business practices, forms, procedures and functioning of various business organizations. Understand the functions of Stock Exchanges, Method of Trading on a Stock Exchange

Business statistics

COURSE OUTCOMES :

To describe the relative locations of the mean, median and mode for a distribution To calculate and interpret measures of central tendency To calculate and interpret range and mean absolute deviation and the variance and standard deviation of a population and of a sample. To understand skewness and kurtosis and interpret the data

Cost Accounting

COURSE OUTCOMES :

To understand demonstrate an understanding of various cost classifications, determine the costs of goods manufactured, Understand Material control Techniques and prepare cost sheet and determine the tender price.

Computer Applications

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to: History and generations of computers and know the functioning of computer system. Understand the concept of Operating System and major functions of Operating System. Understanding of various Operating Systems and their characteristics and limitations. Able to work on MS Word and understand the concept of Mail

Merge.

Semester III

Business Environment

Course Outcomes Upon completion of this course, students will be able to complete the following key tasks:

Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives;

Identify players in micro and macro environment of a firm;

Analyse the impact of various components of micro and macro environment of a firm ;

Learn how to fine tune business decisions that are able to absorb changes in environment

Company Law

COURSE OUTCOMES : Students will be able to complete the following key tasks:

The course will prepare a situation where the students view the implementation of the company laws in business.

The course will develop students' ability to assess the need and importance of the company laws in business.

Develop skills in successfully initiating the legal proceeding in the business in a specific situation.

Create legal managers for the corporate World.

Quantitative Techniques

COURSE OUTCOMES : On successful completion of this module learners will be able to: 1.

Identify the source of a quantifiable problem, recognise the issues involved and produce an appropriate action plan. 2. Distinguish between different mathematical techniques and applications. 3.

Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving. 4. Extrapolate from data the important trends in order to forecast as accurately as possible. 5. Employ appropriate mathematical tools to solve problems. 6. Calculate and interpret

numerous statistical values and appreciate their value to the business manager

Higher Accounting

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

To know the procedure of accounting for Hire purchase system.

To understand difference between Joint venture and partnership.

To learn technique of accounting for public utility concerns

To know to prepare financial statements for different branches

Organizational Behavior

COURSE OUTCOMES : At the end of the course students will be able:

To provide an integrative framework that will allow students to synthesize their practical Behavioural Experiences into a comprehensive understanding of Management of Employee's Behaviour.

To provide a basic understanding of the Nature and dynamics of Human Behaviour and

implementation processes as they occur in complex organizations.

To encourage students to develop skills to Manage Employee's Behaviour

To develop the ability to identify Behavioural Problems at work place and design appropriate courses of action.

Development of Management Thought

COURSE OUTCOMES :

Knowledge of the evolution of management through various theories.

Knowledge of the various theories of management.

Ability to understand and analyse the practical implications of the theories

Semester IV

Entrepreneurship and Small Business Management

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- o The course will prepare a ground where the students view Entrepreneurship as a desirable and feasible career option.
- o The course will develop students' ability to assess the need for innovation, initiate the process and run innovations in organizations.
- o Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas.
- o Motivate family business successors as enterprising and knowledgeable owners of the business of their predecessors

Marketing Management

COURSE OUTCOMES : At the end of the course students should able to understand:

Identifying consumers' needs and motives to clarify strategic planning requirements.

Development of communication, product planning, pricing and distributing strategies.

Targeting and segmenting the customers on the basis of demographic and psychographic factors.

Specify current and desired strategic positioning in order to respond to market demands; reflect on and debate contemporary concepts to enhance understanding of consumers

Present coherent argument in support of an intellectual position.

Synthesize information and theory from a range of sources.

Present persuasively, debate verbally, and present ideas in writing and graphically.

Manage collaborative learning relationships with peers and academic staff.

FINANCIAL MANAGEMENT

COURSE OUTCOMES : On completion of the paper, students are expected to:

Evaluate alternative techniques for analyzing project opportunities and budgeting capital □ apply the net present value criterion to complex capital budgeting problems

Calculate the cost of capital for projects and companies

Be able to apply the weighted average cost of capital method.

Analyze a firm's capital structure

Human Resource Management

COURSE OUTCOMES : By the end of this course, and having completed the Essential reading and Activities, you should be able to:

Describe the relationship between HRM and organizational performance and be able to critically evaluate the empirical evidence

Understand the evolution of the Human Resource Management in organizations.

Knowledge of the basic functions and challenges of HRM

Analyze the relationship between HR practices and their outcomes for the individual and the organization

Evaluate the effectiveness of different HR practices

Understand the implications of the concepts and theories covered.

Income Tax Law and Practice

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: Students will gain a working knowledge regarding computation of taxable income and tax liability pertaining to individuals/firms.

Research Methodology

COURSE OUTCOMES : On completion of the paper, students are expected to: • Being able to perform exploratory data analysis • Using parametric and non-parametric hypothesis tests results). Those include t-tests, Z- test, F- test. • Make students acquainted with data collection methods • Being able to draw conclusions from categorical data • Using computer-intensive methods for data analysis • Drawing conclusions from statistical test results • Being able to compare statistical models

Semester V

MIS

Course Outcomes :

Describe the use and function of management information systems;

Describe and evaluate information systems development processes and techniques;

Identify and evaluate hardware and software requirements for information systems;

Evaluate data management technologies; and

Explain the security risks associated with management information systems.

Banking Law and Practices

COURSE OUTCOMES : By the end of this course students should be able to:

Demonstrate an understanding of the framework of regulation of banking in India

Engage critically with the debate regarding the theoretical basis of banking regulation;

Analyze and apply Indian banking law relating to banker-customer relations;

Insurance Management

COURSE OUTCOMES : On successful completion of this course, student should be able to:

Understand the need of insurance as a risk management tool and distinguish between different types of insurance.

Understand the nature of insurance as a legal contract.

Have a fair idea on insurance legislation in India and the overall regulatory environment

Electives

Management of financial Institution

COURSE OUTCOMES :

Describe the dimensions of performance and risk relevant to financial firms.

Calculate contemporary measures of financial measures of performance and risk.

Describe contemporary managerial risk management oversight processes.

Will be able to explain how the financial services component industries (insurance, banking,

securities, real estate, and financial planning) interact.

Design hedging strategies to manage market risks (e.g., currency, commodity, economic and political).

Evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions.

Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry

Management Training and Development

LEARNING OBJECTIVES: Upon completion of the subject, students will be able to:

Explain the role of training and development in organizations.

Assess training and development needs, design, deliver and administer training programmes, and evaluate training and development programme effectiveness.

Discuss current issues facing training and development professionals.

Develop their critical thinking, and oral and written communication skills.

Advertising and Sales Management

COURSE OUTCOMES : At the end of the course students should able to: • Understand the basics of advertising and communication process for advertising. • Understand coordination of advertising with other elements of promotion mix • Understand legal, ethical and social aspects of advertising followed by the marketers & advertisers. • Understand the role of advertising agencies. • Evaluate the advertising effectiveness for approaching the target audience. • Familiar with the term of personal selling. • Enhance the creative aspect of student through concept of layout, appeal, copy writing etc. • They will be able to understand production procedure of Radio, Print, and T.V commercials. • They will be able to understand functions of sales management and process of sales force selection

Indian Financial System

COURSE OUTCOMES This course aims to develop an insight on the various financial services of Indian Financial System. By going through this course the student will be able to understand the intricacies of the macro aspects of Indian Financial Systems and relating it with corporate decision making

Industrial Relations

COURSE OUTCOMES : At the end of the course students will be able to:

relate issues related to industrial relations and concepts within the wider context of human resources management.

relate issues related to industrial disputes and to develop skills to handle them effectively.

describe the process and implementation of Grievance Handling in organization.

identify the concept and process of Employee Discipline and Human relations at work place.

Marketing Research

COURSE OUTCOMES : 1. Students will be able to collect relevant data with the help of questionnaire 2. They will be able to use basic descriptive techniques of data like mean, mode, median, standard deviation, skewness, kurtosis, normal distribution, etc. by paper - pencil approach and also through MS-Excel. 3. They will be able to use basic inferential statistics tools like Correlation, Linear regression, z - test, t - test, One Way ANOVA etc. by paper - pencil approach and also through MS-Excel. 4. They will be able to use various available and relevant statistical functions of MS-Excel in order to analyze the data. 5. They will be able to differentiate between types of

variables used in research. 6. They will be able to prepare questionnaire with the use of marketing scales. 7. They will be able to form hypothesis. 8. They will be able to test the hypothesis. 9. At last they will be able to understand the purpose and functionalities of MS-Excel. 10. Able to understand the use of research in the field of marketing

Investment Management

COURSE OUTCOMES :

Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.

Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks

Human Resource Planning and Development

COURSE OUTCOMES : 1. To understand what is Human Resource. 2. To know what Planning means. 3. To comprehend the scope of Human Resource Development. 4. To integrate Planning and Development of Human Resources. 5. To know how they can be better managers in the Planning and Development of human resources

Consumer Behavior

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

understand current psychological, sociological and anthropological theories that provide insight into consumer behavior;

recognize which theoretical concepts are relevant to a particular decision-making context (such as a case study or discussion question), demonstrate clearly how these principles apply, and provide responses that are supported with evidence;

able to apply theory to address real world marketing problems

Semester VI

Business Policy

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Define the capabilities essential for the successful development of a business and formulate a strategic plan while considering the organization's capabilities and environmental context;
- ☐ Identify the important opportunities and challenges facing a business and setting out a course of action for dealing with them;
- ☐ Implement changes, as necessary, in order to position the business for the future and detail an action plan that is operationally specific.

Operation Research

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: Identify and develop operational research models from the verbal description of the real system. Understand the mathematical tools that are needed to solve optimization problems. Use mathematical software to solve the proposed models. Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.

Accounting for Managerial Decision

COURSE OUTCOMES On completion of this course, students should be able to :-

- ☐ identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
- ☐ formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement;
- ☐ understand the behavioral implications of performance measurement and transfer pricing systems in divisionalised businesses

Financial Analysis and decision Making

COURSE OUTCOMES On completion of this course, students should be able to :-

- ☐ identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
- ☐ formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement

Social Security & Labor Welfare

COURSE OUTCOMES : At the end of the course students should able to:

- ☐ Understand the key factors behind the evolution of welfare concept
- ☐ Knowledge of various rules and regulation related to welfare & security in an employment context.
- ☐ Understand the various ways and techniques of Social security & Welfare
- ☐ Understand the origin and functioning of various bodies of Welfare and security.
- ☐ Understand how various techniques can be used to maintain harmonious relationship.
- ☐ Knowledge of the various components of salary structure.

Industrial Marketing

COURSE OUTCOMES : 1. The overall outcome of the course is to provide the students with in depth knowledge of industrial market structure and how they function. 2. Furthermore the course outcome is to provide students with understanding of the various attributes and models applicable in this field.

Business Taxation

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: Computation of income and tax of Firms, Hindu undivided family and Companies

Organization Change and Development

COURSE OUTCOMES : After learning OCD, students will be able to -

- ☐ To articulate and discuss the history, main concepts, and theories of the field of Organization Change and Development
- ☐ To experience the emotions and dynamics of change, resistance to change and articulate the reasons behind such dynamics
- ☐ To articulate and discuss the process of Change Management with particular attention to the logic behind the stages of the process
- ☐ To interact with, analyze, and report on an organization that is currently managing a change process in the workplace

Rural and Agricultural Marketing

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Understand and differentiate between rural and agricultural marketing.

☐ Apply the basic economic concepts and analytical tools to understand the market forces that affect prices and to be able to use these tools to evaluate markets, prices, and current agricultural marketing issues.

☐ Understand rural and agricultural segmentation.

☐ Develop strategies for monitoring and evaluation of rural and agricultural marketing activities.

☐ Understand the analysis of marketing feasibility and social acceptability of performance improvements

Project Planning and Management

COURSE OUTCOMES : On successful completion of the course, students should be able to: ☐ Understanding the concept of projects.

☐ Develop a framework for screening of projects.

☐ Measure the project progress vide networking techniques. ☐ Review project performance.

☐ Make and understand financial analysis and projections

Industrial Laws

COURSE OUTCOMES : Students will be able to complete the following key tasks:

☐ The course will prepare a situation where the students view the implementation of the laws in a factory

☐ The course will develop students' ability to assess the need of labour laws in business.

☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.

☐ Create HR managers for the corporate World

Service Marketing

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

☐ Describe what kinds of organizations provide services.

☐ Recognize the major changes occurring in the service sector.

☐ Identify the characteristics that make services different from goods. • Understand the 8Ps of integrated services management.

☐ Explain why service businesses need to integrate the marketing, operations and human resource functions

Program Outcomes of the Ph.D. program

1. To provide substantive knowledge in their area of specialization.
2. To gather the analytical and methodological skills required to evaluate and conduct research in their area of specialization and related areas.
3. Design and conduct original research in their area of specialization.
4. Enhance the ability to communicate the results of their research in a clear and effective manner.
5. Increase the ability to work effectively with other people from various ethnic, educational, and

work experience backgrounds.

6. Demonstrate the ability to teach college-level courses in their area of specialization.

Program Specific Outcomes of the Ph.D. program

1. Critically apply theories, methodologies, and knowledge to address fundamental questions in their primary area of study. (Research, Critical Thinking, Content Knowledge)
2. Pursue research of significance in the discipline or an interdisciplinary or creative project. Students plan and conduct this research or implement this project under the guidance of an advisor while developing the intellectual independence that typifies true scholarship. (Research, Critical and Creative Thinking)
3. Demonstrate skills in oral and written communication sufficient to publish and present work in their field and to prepare grant proposals. (Communication)

Program Outcomes of the B. Com (Honours)

1. To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of commercial sciences
2. To help understand methods and processes of commerce in every area of activity
3. To expose them to the areas of knowledge of software used in business firms and industrial organizations,
4. To enable them to acquire complete basic and intermediary practical knowledge of various commerce subjects with the sole purpose of making them self dependant and

easily employable

Program Specific Outcomes of the B. Com (Honours)

1. The students will develop an ability to apply knowledge acquired in problem solving
2. The students will be ready for employment in functional areas like Accounting, Taxation, Banking, Insurance and Corporate Law or may exhibit inclination towards pursuing professional courses such as CA/ CS/ CMA/CFA etc
3. Students will be able to handle computer based software in areas of Accounting, Taxation, and Banking

SEMESTER I

BUSINESS MATHS

COURSE OUTCOMES : Upon successful completion of this course, students will be able to:

1. Know the relation between Ratio & percentage.
2. Know about Simple & Compound interest.
3. Know about metrics, types of metrics & metrics inverse.
4. Learn to solve simple & quadratic equations

BUSINESS COMMUNICATION

COURSE OUTCOMES : At the end of the course students should able to:

- ☐ recognize and further develop essential knowledge and skills to become an effective communicator in the workplace or professional environments
- ☐ apply writing skills to prepare and present professional looking documents for various audiences,
- ☐ proficiency in written business communication including email, reports, proposals, letters or other business correspondence
- ☐ demonstrate speaking and presentation skills to deliver clear and persuasive messages
- ☐ use techniques and strategies to skillfully engage, interact with and lead others

MANAGEMENT CONCEPT

COURSE OUTCOMES : Upon successful completion of this course, students will be able to:

Identify the functions of managers. Discuss the purpose of management. Describe the history of management theory to see how various theories have developed over time to present day. Demonstrate an understanding of the impact of globalization on management. Demonstrate an understanding of the role of Human Resources function in a company. Understanding of how the control techniques lead to organizational performance.

AN INTRODUCTION TO FINANCIAL ACCOUNTING

COURSE OUTCOMES Provide a basic coverage of accounting concepts, techniques of double entry book keeping and financial accounting. Knowing the various sources of accounting information Knowing the users of accounting information Understanding the components of final accounts

BUSINESS ECONOMICS –I

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: Develop critical understanding of Managerial Economics. The students will be

made aware about implementation of economics in the decision making within the companies, for economic growth.

BUSINESS LAW-I

COURSE OUTCOMES : Students will be able to complete the following key tasks: The course will prepare a situation where the students view the implementation of the laws in business. The course will develop students' ability to assess the need of laws in business. Develop skills in successfully initiating the legal proceeding in the business in a specific situation. Create legal managers for the corporate World.

SEMESTER II

HIGHER ACCOUNTING

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: To know the procedure of accounting for Hire purchase system. To understand difference between Joint venture and partnership. To learn technique of accounting for special transactions such as Consignment To know to prepare financial statements for different branches

BUSINESS ECONOMICS –II

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: Develop critical understanding of Managerial Economics. The students will be made aware about implementation of economics in the decision making within the companies, for economic growth.

AN INTRODUCTION TO STATISTICS

COURSE OUTCOMES : On successful completion of this module learners will be able to:

1. Identify the source of a quantifiable problem, recognise the issues involved and produce an appropriate action plan.
2. Distinguish between different mathematical techniques and applications.
3. Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving.
4. Extrapolate from data the important trends in order to forecast as accurately as possible.
5. Employ appropriate mathematical tools to solve problems.
6. Calculate and interpret numerous statistical values and appreciate their value to the business manager.
7. Demonstrate an ability to apply statistical process control.
8. Carry out a simple sample survey, analyse the results and present the findings to the class.

BUSINESS ORGANISATION

COURSE OUTCOMES : At the end of the course students should able to: Understand the evolution of the business organisation and management thought, identifying the interconnections between developments in these areas Evaluate alternative theories of management critically, recognising the centrality of decision making and strategic thinking to the managerial role and functions Discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment Explore the impact of key environmental factors on decision making and organizational behavior Evaluate the significance of contemporary issues in business and management

BUSINESS LAW – II

COURSE OUTCOMES : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the laws in business.
- ☐ The course will develop students' ability to assess the need of laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World.

IT FOR BUSINESS

COURSE OUTCOMES : Upon successful completion of this course, students will be able to:

- ☐ Know the working mechanism of a computer hardware and software.
- ☐ Design and use computer systems using System Analysis and Design Tools.
- ☐ Learn about the decision support system and various information systems and how to integrate them in business.
- ☐ Know about Internet today.
- ☐ Know about the data mining and data warehousing
- ☐ Know about robotics and artificial intelligence

SEMESTER III

BUSINESS STATISTICS

LEARNING OUTCOMES Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Describe types of data and variables.
- ☐ Organize, analyze, interpret and summarize the data in a useful and informative manner.
- ☐ Organize data using tables and graphs and select an appropriate graph for the data depiction.
- ☐ Demonstrate an ability to select and calculate an appropriate measure of central tendency for a given data set.
- ☐ Calculate and interpret various measures of dispersion and position including range, mean, median, mode, absolute deviation, variance, standard deviation, and percentiles.
- ☐ Estimate a population parameter from a sample statistic and interpret its meaning.
- ☐ Will be able to use MS Excel to analyze data.

CORPORATE ACCOUNTING

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ To know the issuing procedure of share and debenture.
- ☐ To understand various concepts of Amalgamation and Internal reconstruction.
- ☐ To learn technique of goodwill and securities valuation
- ☐ To know to prepare accounts of holding and subsidiary companies

COST ACCOUNTING

Course Outcomes : To understand demonstrate an understanding of various cost classifications, determine the costs of goods manufactured, Understand Material control Techniques and prepare cost sheet and determine the tender price.

COMPANY LAW – I

COURSE OUTCOMES : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the company laws in business.
- ☐ The course will develop students' ability to assess the need and importance of the company laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World.

PRINCIPLES OF MARKETING

Course Outcomes : At the end of the course students should able to: *A -Subject specific skills* Identifying consumers needs and motives to clarify strategic planning requirements. Development of communication, product planning, pricing and distributing strategies. Targeting and segmenting the customers on the basis of demographic and psychographic factors. Specify current and desired strategic positioning in order to respond to market demands;. *B- Intellectual skills* Present coherent argument in support of an intellectual position. Synthesize information and theory from a range of sources. *C- Personal effectiveness* Assume responsibility for independent research and learning. Present persuasively, debate verbally, and present ideas in writing and graphically. Manage collaborative learning relationships with peers and academic staff.

TALLY

COURSE OUTCOMES :

- Have an understanding of basic Accounting concepts and principles • Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally • Have an understanding of Advanced Accounting and Inventory in Tally • Have an overview of basic concepts of Excise for Dealers and Manufacturers • Be able to generate Excise Reports as per the prescribed formats • Conveniently file for E-Return • Have an understanding of the concept and features of Payroll Accounting • Be able to generate Payroll reports

SEMESTER IV

CORPORATE ACCOUNTING

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ ☐ To know the procedure of underwriting of share and debenture.
- ☐ ☐ To understand various concepts of final accounts of companies as per schedule VI
- ☐ ☐ To learn procedure of companies liquidation

- ☐ ☐ To know to prepare accounts of Public utility companies

FINANCIAL MANAGEMENT

Course Outcomes :

On completion of the paper, students are expected to:

- ☐ ☐ evaluate alternative techniques for analyzing project opportunities and budgeting capital
- ☐ ☐ apply the net present value criterion to complex capital budgeting problems
- ☐ ☐ Calculate the cost of capital for projects and companies
- ☐ ☐ Be able to apply the weighted average cost of capital method.
- ☐ ☐ Analyze a firm's capital structure

COMPANY LAW II

COURSE OUTCOMES : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the company laws in business.
- ☐ The course will develop students' ability to assess the need and importance of the company laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World.

MONEY AND BANKING

COURSE OUTCOMES : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the banking in business.
- ☐ The course will develop students' ability to assess the need and importance of the money and banking in business.
- ☐ Develop skills in successfully initiating the banking proceeding in the business in a specific situation.

HUMAN RESOURCE MANAGEMENT

COURSE OUTCOMES :

At the end of the course students will:

1. Develop a clear and meaningful understanding of Human resource management theory, functions and practices;
2. Understand and defend the value of Human resource management to the success of modern organizations;
3. Apply human resource management concepts and skills across a variety of professional contexts and situations

SEMESTER V

BUSINESS ETHICS

COURSE OUTCOMES : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the ethics in

business.

- ☐ The course will develop students' ability to assess the need and importance of the ethics in business.
- ☐ Develop skills in successfully initiating the ethical proceeding in the business in a specific situation.
- ☐ Create managers for the development of ethics in the corporate world.

Investment Analysis

COURSE OUTCOMES : On successful completion of this course, students should be able to:

- ☐ Understand the meaning of investment and make distinction among different type of investment avenues.
- ☐ Understand the underlying theories related to price movement of equities.
- ☐ Have a working knowledge of fundamental and technical analysis.
- ☐ Have a fair understanding as to how equity trading is done

Financial Institutions

COURSE OUTCOMES : This course provides an introduction to the management of financial institutions and intermediaries. It examines the principles of the theory and practice of effective organizational policies for successful risk management. Students are first introduced to how to define and measure financial institutions performance and various types of risk financial institutions can be exposed to. Students are also introduced on how to manage the risks including the international standards of banking practice and how they impact the functioning of the institutions.

Retail Management and Sales Procedure

: Upon completion of this course, students will be able to complete the following key tasks:

- Explain the influence of global developments on retailing.
- Identify external and internal factors that influence the strategic decision in retailing.
- Outline the correct forms and formats of retailing based on the market, product etc.
- Understand the sales procedure in retail environment.

Income tax

The main objective of this course is to provide students with an understanding of the various types of income sources.

- ☐ The course will further help students to be well aware of the different changes in new financial year regarding calculation of gross total income.
- ☐ Enlighten the students with basic information of income tax law

INSURANCE RISK & MANAGEMENT

COURSE OUTCOMES : On successful completion of this course, students should be able to:

- ☐ Gain proficiency in understanding of risk and risk management.
- ☐ Have a sound understanding on the genesis of insurance.
- ☐ Understand the contractual provisions of insurance agreement.

- ☐ ☐ Able to make comparisons between different life insurance and general insurance schemes

SEMESTER VI

AUDITING

COURSE OUTCOMES

By the end of this and having completed the Essential reading and Activities, students will be to: Understand what is auditing and its process.

- ☐ ☐ Reflect on different forms of check or audit occur in many aspects of life
- ☐ ☐ Review of the development of company auditing since the mid-nineteenth century
- ☐ ☐ explain what they mean by the expectations gap
- ☐ ☐ Understand the risks of allowing the gap to continue

INTERNATIONAL BUSINESS

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Follow international trends in environmental assessment and management.
- ☐ Better understand international and national obligations for environmental assessment and management.
- ☐ Use integrated adaptive assessment and management tools and techniques to achieve continuous improvement in environmental outcomes.

INCOME TAX LAW AND ADMINISTRATION

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Students will gain a working knowledge regarding filling of income tax return.
- ☐ Students will aware with knowledge of Rebate and Relief of tax.
- ☐ Students will enlighten with assessment procedures of different kind of persons

FINANCIAL MANAGEMENT

Course Outcomes : On completion of the paper, students are expected to:

- ☐ ☐ evaluate alternative techniques for analyzing project opportunities and budgeting capital
- ☐ ☐ apply the net present value criterion to complex capital budgeting problems
- ☐ ☐ Calculate the cost of capital for projects and companies
- ☐ ☐ Be able to apply the weighted average cost of capital method.
- ☐ ☐ Analyze a firm's capital structure

BUSINESS ENVIRONMENT

LEARNING OUTCOMES Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Articulate a vision that give s meaning to all the firms stakeholders of the firm's objectives;
- ☐ Identify players in micro and macro environment of a firm;
- ☐ Analyse the impact of various components of micro and macro environment of a firm ;
- ☐ Learn how to fine tune business decisions that are able to absorb changes in environment;
- ☐ Develop a holistic approach to business decision making;
- ☐ Able to learn and assimilate the context in which a business operates

COMPUTER PROGRAMMING

COURSE OUTCOMES : Upon successful completion of this project, students will be able to:

- ☐ Learn to transform a problem into computer algorithm.
- ☐ Learn to write and compile a computer program.

- ☐ Learn to handle user input and provide output to the user.
- ☐ Learn to handle data in memory.
- ☐ Learn to manipulate data using loops and control structure

Program Outcomes of the BBA(Hon.)

- 1.Aware about advanced knowledge of theory, models and concepts relevant to the disciplines of Human Resource Management, Finance and Marketing
- 2.Develop an ability to effectively communicate both orally and verbally
- 3.Appreciate importance of working independently and in a team
- 4.Have exposure of complex commerce problems and find their solution
- 5.Process information by effective use of IT tools

Program Specific Outcomes of the BBA (Hons.)

1. Imparting key knowledge and skills in business related disciplines;
2. Apply creative and critical thinking in solving business-related problems;
3. Attain personal and team goals using individual and interpersonal skills;
4. Demonstrate awareness of ethical and global issues in business.

Semester I

Management Concept

Course Outcomes : Upon successful completion of this course, students will be able to:

- ☐ Identify the functions of managers.
- ☐ Discuss the purpose of management.
- ☐ Describe the history of management theory to see how various theories have developed over time to present day.
- ☐ Demonstrate an understanding of the impact of globalization on management.
- ☐ Demonstrate an understanding of the role of Human Resources function in a company.
- ☐ Understanding of how the control techniques lead to organizational performance

Business Communication

Course Outcomes : At the end of the course students should able to:

- ☐ recognize and further develop essential knowledge and skills to become an effective communicator in the workplace or professional environments
- ☐ apply writing skills to prepare and present professional looking documents for various audiences,
- ☐ proficiency in written business communication including email, reports, proposals, letters or other business correspondence
- ☐ demonstrate speaking and presentation skills to deliver clear and persuasive messages use techniques and strategies to skillfully engage, interact with and lead others

Business Economics – I

Course Outcomes : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Develop critical understanding of Managerial Economics.
- ☐ The students will be made aware about implementation of economics in the decision making within the companies, for economic growth.

An Introduction to Accounting

COURSE OUTCOMES

- ☐ Provide a basic coverage of accounting concepts, techniques of double entry book keeping and financial accounting.
- ☐ Knowing the various sources of accounting information
- ☐ Knowing the users of accounting information.
- ☐ Understanding the components of final accounts

Business Mathematics

COURSE OUTCOMES : Upon successful completion of this course, students will be able to: 1. Know the relation between Ratio & percentage. 2. Know about Simple & Compound interest. 3. Know about metrics, types of metrics & metrics inverse. 4. Learn to solve simple & quadratic equations.

Business Law-1

Course Outcomes : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the laws in business.
- ☐ The course will develop students' ability to assess the need of laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World

Semester II

Organizational Behaviour

Course Outcomes : The major objective of this course is to provide students with a better understanding of behavioural processes and thereby enable them to function more effectively in their present or future roles as managers of human resources. Specific learning objectives for this course are as follows: 1. To provide a basic knowledge of main ideas and key theories relating to organizational behaviour; 2. To develop skills in diagnosis and problem solving by applying the learned material to given situations; 3. To develop an interest in, an appreciation of, and a positive attitude toward the many aspects of the subject matter of management. 4. To provide a basic understanding of the Nature and dynamics of Human Behaviour and implementation processes as they occur in complex organizations.

Higher Accounting

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ To know the procedure of accounting for Hire purchase system.
- ☐ To understand difference between Joint venture and partnership.
- ☐ To learn technique of accounting for special transactions such as Consignment
- ☐ To know to prepare financial statements for different branches

Business Economics – II

Course Outcomes : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Develop critical understanding of Managerial Economics.
- ☐ The students will be made aware about implementation of economics in the decision making within the companies, for economic growth

Hindi

IT for Business

Course Outcomes : Upon successful completion of this course, students will be able to:

- ☐ Know the working mechanism of a computer hardware and software.
- ☐ Design and use computer systems using System Analysis and Design Tools.
- ☐ Learn about the decision support system and various information systems and how to integrate them in business.
- ☐ Know about Internet today.
- ☐ Know about the data mining and data warehousing
- ☐ Know about robotics and artificial intelligence.

Business Organisation

Course Outcomes : At the end of the course students should able to: ☐ Understand the evolution of the business organisation and management thought, identifying the interconnections between developments in these areas ☐ Evaluate alternative theories of management critically, recognising the centrality of decision making and strategic thinking to the managerial role and functions ☐ Discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment ☐ Explore the impact of key environmental factors on decision making and organisational behaviour ☐ Evaluate the significance of contemporary issues in business and management

Semester III

Marketing Management

Course Outcomes : At the end of the course students should able to: A -Subject specific skills
☐ Identifying consumers needs and motives to clarify strategic planning requirements.
☐ Development of communication, product planning, pricing and distributing strategies.
☐ Targeting and segmenting the customers on the basis of demographic and psychographic factors.
☐ Specify current and desired strategic positioning in order to respond to market demands;.

B- Intellectual skills

- ☐ ☐ reflect on and debate contemporary concepts to enhance understanding of consumers
- ☐ ☐ Present coherent argument in support of an intellectual position.
- ☐ ☐ Synthesize information and theory from a range of sources.

C- Personal effectiveness

Operation Research

Course Outcomes : Upon completion of this course, students will be able to complete the following key tasks: Identify and develop operational research models from the verbal description of the real system. Understand the mathematical tools that are needed to solve optimization problems. Use mathematical software to solve the proposed models. Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management Engineering

Information Technology-II

Course Outcomes : Upon successful completion of this course, students will be able to:

- ☐ Know the History and generations of computer.
- ☐ Know about I/O devices and storage media.
- ☐ Know the working mechanism of a computer hardware and software.
- ☐ Know different types of Computers.
- ☐ Know the basics of data and information.
- ☐ Know data analysis and processing system.

- ☐ Learn about MS Office and its components.

Cost Accounting

Course Outcomes : To understand demonstrate an understanding of various cost classifications, determine the costs of goods manufactured, Understand Material control Techniques and prepare cost sheet and determine the tender price.

Introduction to Financial Markets

Course Outcomes On completion of this course, students should be able to :- At the end of this course students should be able to: 1) Describe the general structure of various financial markets. 2) Value financial products such as common stocks (both undervalued and overvalued) and fixed-income securities. 3) Build a diversified portfolio and assess portfolio performance 4) Enhance the technical skills of students by making them aware with virtual trading (Inter day and Intraday). 5) Understand role of RBI, SEBI, etc. in regulation of Indian Financial Market with the help of articles and case lets.

Tally

Course Outcomes : • Have an understanding of basic Accounting concepts and principles • Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally • Have an understanding of Advanced Accounting and Inventory in Tally • Have an overview of basic concepts of Excise for Dealers and Manufacturers • Be able to generate Excise Reports as per the prescribed formats • Conveniently file for E-Return • Have an understanding of the concept and features of Payroll Accounting • Be able to generate Payroll reports

Semester IV

Human Resource Management

COURSE OUTCOMES : At the end of the course students will:

- ☐ Develop a clear and meaningful understanding of Human resource management theory, functions and practices;
- ☐ Understand and defend the value of Human resource management to the success of modern organizations;
- ☐ Apply human resource management concepts and skills across a variety of professional contexts and situations

Business Research

Learning outcome a. Identify and explain alternative research methods and their relative strengths and weaknesses. b. Identify and describe examine major types of measurement techniques and data collection methods. c. Analyze data obtained through marketing research using the SPSS software. d. Write a marketing research report and make an oral presentation of the research results. e. Make sound tactical and strategic business decisions based on the proper interpretation of marketing research results

Production & Operations & Management

COURSE OUTCOMES : On completion of this course, students would be able to:

- ☐ To familiarize with the concepts, theory, mathematical-statistical techniques and latest issues keeping the perspective of the Operations Managers. This will be done mainly through class room lectures and discussing case studies.
- ☐ To provide with an opportunity, through numerical exercises, to apply concepts, theories and mathematical models to the solution of operations management.
- ☐ To understand the use of Queuing Analysis as helpful tool of decision making.
- ☐ To prepare a process flow chart and to analyze it.

- ☐ To understand the role of quality in processes and to statistically measure and control it.

FINANCIAL MANAGEMENT

Course Outcomes : On completion of the paper, students are expected to:

- ☐ evaluate alternative techniques for analyzing project opportunities and budgeting capital
- ☐ apply the net present value criterion to complex capital budgeting problems
- ☐ Calculate the cost of capital for projects and companies
- ☐ Be able to apply the weighted average cost of capital method.
- ☐ Analyze a firm's capital structure

Management Accounting

COURSE OUTCOMES On completion of this course, students should be able to :-

- ☐ identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
- ☐ formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement;
- ☐ understand the behavioural implications of performance measurement and transfer pricing systems in divisionalised businesses;
- ☐ appreciate the need to relate management accounting systems to contemporary thinking about organisational planning and control.

International Trade and Business

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Develop an understanding that international organizations operate in more than one country.
- ☐ Able to learn and assimilate the context in which international Trade operates.
- ☐ Identify three environments—domestic, foreign, and international—in which the international company operates.
- ☐ Identify current trends in international trade and foreign investment.
- ☐ Identify organizations that support international trading and member countries.

Semester V

Business Ethics & Corporate Governance

Course Outcomes : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the ethics in business.
- ☐ The course will develop students' ability to assess the need and importance of the ethics in business.
- ☐ Develop skills in successfully initiating the ethical proceeding in the business in a specific situation.
- ☐ Create managers for the development of ethics in the corporate world.

Legal Aspects of Business-1

Course Outcomes : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the laws in

business.

- ☐ The course will develop students' ability to assess the need of laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World

Management Information System

Course Outcomes

- ☐ Student will be able to understand the basic building blocks of modern MIS.
- ☐ They will be able to understand and identify the various applications of MIS in business.
- ☐ They will be able to distinguish between functional and managerial structure of a MIS.
- ☐ They will understand the value of quality information for business.
- ☐ They will understand the basic techniques and approaches followed in developing the new information system.
- ☐ They will be in a position to identify their future roles in Information system based modern organisations.

Training and Management Development

Course Outcomes : Upon completion of the subject, students will be able to: • explain the role of training and development in organizations. • assess training and development needs, design, deliver and administer training programmes, and evaluate training and development programme effectiveness. • discuss current issues facing training and development professionals. • develop their critical thinking, and oral and written communication skills.

Performance and Compensation Management Systems

COURSE OUTCOMES : At the end of the course students will be able:

- ☐ Relate compensation management to behavioral theories and concepts and within the wider context of human resources management
- ☐ Conduct pay surveys and present pay data systematically with the use of information technology describe the process and evaluate the implications of job evaluation
- ☐ identify the internal and external environmental factors that have an impact on the pay structure of an organization
- ☐ demonstrate an understanding of the process of designing a pay structure taking account of the company environment
- ☐ analyse and suggest appropriate type of performance appraisal methods to be used under different situations
- ☐ apply equal opportunity in compensation and performance management issues

Industrial Relations and Labor Legislation

Course Outcomes : At the end of the course students should able to: • Understand the key factors behind the evolution of welfare concept • Knowledge of various rules and regulation related to welfare & security in an employment context. • Understand the various ways and techniques of Social security & Welfare • Understand the origin and functioning of various bodies of Welfare and security. • Understand how various techniques can be used to maintain harmonious relationship.

Consumer Behavior

Course Outcomes : Upon completion of this course, students will be able to complete the following

key tasks:

- ☐ understand current psychological, sociological and anthropological theories that provide insight into consumer behaviour;
- ☐ recognize which theoretical concepts are relevant to a particular decision-making context (such as a case study or discussion question), demonstrate clearly how these principles apply, and provide responses that are supported with evidence;
- ☐ Be able to apply theory to address real world marketing problems.

Personal selling and Sales force Management

Course Outcomes : By the end of this module, students would be able to: ☐ make the student aware of issues related to sales force management focusing on —selling as a tool of Marketing

Communication ☐ develop skills critical for generating, evaluating and selecting sales strategies.

Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important.

Advertising and Brand Management

Course Outcomes : At the end of the course students should able to:

- ☐ Understand the basics of advertising and communication process for advertising.
- ☐ Understand coordination of advertising with other elements of promotion mix
- ☐ Understand legal, ethical and social aspects of advertising followed by the marketers & advertisers.
- ☐ Understand the role of advertising agencies.
- ☐ Evaluate the advertising effectiveness for approaching the target audience.
- ☐ Familiar with the term of personal selling.
- ☐ Enhance the creative aspect of student through concept of layout, appeal, copy writing etc.
- ☐ They will be able to understand production procedure of Radio, Print, and T.V commercials.
- ☐ They will be able to understand functions of sales management and process of sales force selection

Investment Analysis & Portfolio Management

Course Outcomes : On successful completion of this course, students should be able to:

- ☐ Understand the underlying theory on debt and equity valuation.
- ☐ Understand the underlying theories related to price movement of equities.
- ☐ Have a working knowledge of fundamental and technical analysis.
- ☐ Have a fair understanding of portfolio management and intricacies of financial planning.

International Finance

Course Outcomes : International Financial Management (IFM) is intended for students who will be involved in cross- border investment and financing decisions as multinational firm managers, transaction advisors (investment bankers, commercial bankers, or consultants), or investors (research analysts or money managers).

Financial Market & Services

Course Outcomes : On successful completion of this course, students should be able to: ☐

Understand the constituents of Indian Money market. ☐ Have a fair understanding of the primary and secondary market (equity) and how they operate. ☐ Develop a sound understanding of different types of financial services in general. ☐ Understand the basics of specialized financial services like merchant banking, credit rating and some strategic financial decisions like mergers and acquisitions.

Semester VI

Business Policy and Strategy

Course Outcomes : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Define the capabilities essential for the successful development of a business and formulate a strategic plan while considering the organization's capabilities and environmental context;
- ☐ Identify the important opportunities and challenges facing a business and setting out a course of action for dealing with them;
- ☐ Implement changes, as necessary, in order to position the business for the future and detail an action plan that is operationally specific.

Legal Aspects of Business

Course Outcomes : Students will be able to complete the following key tasks: ☐ The course will prepare a situation where the students view the implementation of the laws in business. ☐ The course will develop students' ability to assess the need of laws in business. ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation. ☐ Create legal managers for the corporate World

Project Management & Entrepreneurship

Course Outcomes : On successful completion of this course, students should be able to:

- ☐ Comprehend the meaning of entrepreneurship and have a basic idea on different models of entrepreneurship.
- ☐ Have a good understanding of small business and franchising and its impact on economic development.
- ☐ Explain the basics of project management including feasibility study and network analysis.
- ☐ Understand the different facets of funding.

International Human Resource Management

Course Outcomes : By the end of this course, and having completed the Essential reading and Activities, you should be able to:

- ☐ Students will have acquired a sound knowledge of their discipline and the ability to critically evaluate, manage, reflect on, integrate and apply it.
- ☐ Students will have the skills to contribute to their discipline or profession as an effective leader and as a member of collaborative, cooperative and successful teams.
- ☐ Students will demonstrate an understanding of the global market place and an appreciation of the complexities associated with managing cultural diversity.
- ☐ Students demonstrate awareness of the standards, ethics and values of their discipline in both a local and global context.

Human Resource Planning and Development

Course Outcomes : o To understand what is Human Resource. o To know what Planning means. o To comprehend the scope of Human Resource Development. o To integrate Planning and Development of Human Resources. o To know how they can be better managers in the Planning and Development of human resources.

Organization Change and Development

Course Outcomes :

After learning OCD, students will be able to - ☐ To articulate and discuss the history, main concepts, and theories of the field of Organization Change and Development ☐ To experience the emotions and dynamics of change, resistance to change and articulate the reasons behind such dynamics ☐ To

articulate and discuss the process of Change Management with particular attention to the logic behind the stages of the process □ To interact with, analyze, and report on an organization that is currently managing a change process in the workplace

Retail Management

Course Outcomes : At the end of the course students should able to: • Explain the influence of global developments on retailing. • Identify external and internal factors that influence the strategic decision in retailing. • Outline the correct forms and formats of retailing based on the market, product etc. • Understand the sales procedure in retail environment.

Marketing Research

Course Outcomes : On completion of this course, students will be able to:

- Students will be able to collect relevant data with the help of questionnaire
- They will be able to use basic descriptive techniques of data like mean, mode, median, standard deviation, skewness, kurtosis, normal distribution, etc. by paper - pencil approach and also through MS-Excel.
- They will be able to use basic inferential statistics tools like Correlation, Linear regression, z - test, t - test, One Way ANOVA etc. by paper - pencil approach and also through MS-Excel.
- They will be able to use various available and relevant statistical functions of MS-Excel in order to analyze the data.
- They will be able to differentiate between types of variables used in research.
- They will be able to prepare questionnaire with the use of marketing scales.
- They will be able to form hypothesis.
- They will be able to test the hypothesis.
- At last they will be able to understand the purpose and functionalities of MS-Excel.

Rural and Agricultural Marketing

Course Outcomes : Up on completion of this course, students will be able to complete the following key tasks:

- Understand and differentiate between rural and agricultural marketing.
- Apply the basic economic concepts and analytical tools to understand the market forces that affect prices and to be able to use these tools to evaluate markets, prices, and current agricultural marketing issues.
- Understand rural and agricultural segmentation.
- Develop strategies for monitoring and evaluation of rural and agricultural marketing activities.
- Understand the analysis of marketing feasibility and social acceptability of performance improvements.

Income Tax and Planning

Course Outcomes : Upon completion of this course, students will be able to complete the following key tasks: Students will gain a working knowledge regarding computation of taxable income and tax liability pertaining to individuals/firms.

Indian Financial System

Course Outcomes This course aims to develop an insight on the various financial services of Indian Financial System. By going through this course the student will be able to understand the intricacies of the macro aspects of Indian Financial Systems and relating it with corporate decision making.

Management of Financial Institutions

Course Outcomes : On successful completion of this course, students should be able to:

- Have a basic understanding of meaning of financial institutions and financing norms.

- Have an understanding of working of major financial institutions, banking institutions, non-banking intermediaries and insurance organizations in India.

Program Outcomes of the MBA Integrated Programme (MBA+BBA)

1. Students would have a thorough grounding in management fundamentals with a BBA degree and gain specialization in Finance, HR, Marketing or International Business with an MBA degree.
2. Infuse a global mindset
3. The industry and entrepreneurship oriented curriculum and practical exposures would equip the student to face the contemporary challenges in the field.
4. Communicate effectively in different contexts
5. Develop functional and general management skills

Program Specific Outcomes of the MBA Integrated Programme (MBA+BBA)

1. Develop functional and general management skills,
2. Build and Demonstrate leadership, teamwork, and social skills,
3. Evaluate different business problems using analytical and creative, and integrative abilities, and,
4. Develop ethical thinking.

Semester I

Principles of Management

COURSE OUTCOMES :

At the end of the course students should able to: Define the concept of management and discuss why organizations are needed, why managers are necessary, and why management is a challenge. Describe the communications process; discuss barriers to communication and suggest remedies to overcome communications difficulties. Explain why planning is needed in organizations and why long-term objectives are necessary for successful planning. Identify the essential characteristics of decision making and indicate the range and types of decisions a manager is asked to make. Differentiate between the various types of organizational structures and patterns.

FINANCIAL ACCOUNTING

COURSE OUTCOMES :

Comprehend principles of double entry bookkeeping. Record transactions using ledger entries.
Prepare basic financial statements

Business Regulatory Framework

Course Outcomes :

At the end of the course students will be able: • To provide an in framework of business regulations that will allow students to synthesize their practical knowledge into a

comprehensive understanding of Business Law. • To provide a basic understanding of the Nature and applications of different business law eg Indian Contract act, Sales of Goods act, Negotiable Instruments act, Consumer protection act and FEMA 2000 in complex organizations.

Business Mathematics

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to: 1.Know the relation between Ratio & percentage. 2.Know about Commission & Brokerage. 3.Know about Simple & Compound interest. 4.Know about metrics, types of metrics & metrics inverse. 5.Learn to solve simple & quadratic equations.

Business Communication

COURSE OUTCOMES : At the end of the course students should able to: recognize and further develop essential knowledge and skills to become an effective communicator in the workplace or professional environments apply writing skills to prepare and present professional looking documents for various audiences, proficiency in written business communication including email, reports, proposals, letters or other business correspondence demonstrate speaking and presentation skills to deliver clear and persuasive messages use techniques and strategies to skillfully engage, interact with and lead others.

Business Economics – I

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks: Develop critical understanding of Managerial Economics. The students will be made aware about implementation of economics in the decision making within the companies, for economic growth.

Semester II

Personality Development

COURSE OUTCOMES : At the end of the course students should able to:

- ☐ An in-depth awareness of self, strengths and weaknesses and how to work on the improvement areas for transforming self in to an effective Human Capital.
- ☐ Gain confidence to lead any situation in the cross functional environment.
- ☐ A greater understanding of others that brings fresh ideas and real individual development.
- ☐ An expanded understanding of all forms of effective communication for the ideas to improve the personality in all aspects.

Business Organization

COURSE OUTCOMES : On successful completion of this syllabi the students will Understand the Classification of Business Activities, Business System and Environment, Social Responsibilities of

Business Understand modern business practices, forms, procedures and functioning of various business organizations. Understand the functions of Stock Exchanges, Method of Trading on a Stock Exchange

Business statistics

COURSE OUTCOMES :

To describe the relative locations of the mean, median and mode for a distribution To calculate and interpret measures of central tendency To calculate and interpret range and mean absolute deviation and the variance and standard deviation of a population and of a sample. To understand skewness and kurtosis and interpret the data

Cost Accounting

COURSE OUTCOMES :

To understand demonstrate an understanding of various cost classifications, determine the costs of goods manufactured, Understand Material control Techniques and prepare cost sheet and determine the tender price.

Computer Applications

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to: History and generations of computers and know the functioning of computer system. Understand the concept of Operating System and major functions of Operating System. Understanding of various Operating Systems and their characteristics and limitations. Able to work on MS Word and understand the concept of Mail Merge.

Semester III

Business Environment

Course Outcomes Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives;
- ☐ Identify players in micro and macro environment of a firm;
- ☐ Analyse the impact of various components of micro and macro environment of a firm ;
- ☐ Learn how to fine tune business decisions that are able to absorb changes in environment

Company Law

COURSE OUTCOMES : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the company laws in business.

- ☐ The course will develop students' ability to assess the need and importance of the company laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World.

Quantitative Techniques

COURSE OUTCOMES : On successful completion of this module learners will be able to: 1. Identify the source of a quantifiable problem, recognise the issues involved and produce an appropriate action plan. 2. Distinguish between different mathematical techniques and applications. 3. Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving. 4. Extrapolate from data the important trends in order to forecast as accurately as possible. 5. Employ appropriate mathematical tools to solve problems. 6. Calculate and interpret numerous statistical values and appreciate their value to the business manager

Higher Accounting

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ To know the procedure of accounting for Hire purchase system.
- ☐ To understand difference between Joint venture and partnership.
- ☐ To learn technique of accounting for public utility concerns
- ☐ To know to prepare financial statements for different branches

Organizational Behavior

COURSE OUTCOMES : At the end of the course students will be able:

- ☐ To provide an integrative framework that will allow students to synthesize their practical Behavioural Experiences into a comprehensive understanding of Management of Employee's Behaviour.
- ☐ To provide a basic understanding of the Nature and dynamics of Human Behaviour and implementation processes as they occur in complex organizations.
- ☐ To encourage students to develop skills to Manage Employee's Behaviour
- ☐ To develop the ability to identify Behavioural Problems at work place and design appropriate courses of action.

Development of Management Thought

COURSE OUTCOMES :

- ☐ Knowledge of the evolution of management through various theories.
- ☐ Knowledge of the various theories of management.
- ☐ Ability to understand and analyse the practical implications of the theories

Semester IV

Entrepreneurship and Small Business Management

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: o The course will prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. o The course will develop students' ability to assess the need for innovation, initiate the process and run innovations in organizations. o Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas. o

Motivate family business successors as enterprising and knowledgeable owners of the business of their predecessors

Marketing Management

COURSE OUTCOMES : At the end of the course students should be able to understand:

- ☐ Identifying consumers' needs and motives to clarify strategic planning requirements.
- ☐ Development of communication, product planning, pricing and distributing strategies.
- ☐ Targeting and segmenting the customers on the basis of demographic and psychographic factors.
- ☐ Specify current and desired strategic positioning in order to respond to market demands; reflect on and debate contemporary concepts to enhance understanding of consumers
- ☐ Present coherent argument in support of an intellectual position.
- ☐ Synthesize information and theory from a range of sources.
- ☐ Present persuasively, debate verbally, and present ideas in writing and graphically.
- ☐ Manage collaborative learning relationships with peers and academic staff.

FINANCIAL MANAGEMENT

COURSE OUTCOMES : On completion of the paper, students are expected to:

- ☐ Evaluate alternative techniques for analyzing project opportunities and budgeting capital ☐ apply the net present value criterion to complex capital budgeting problems
- ☐ Calculate the cost of capital for projects and companies
- ☐ Be able to apply the weighted average cost of capital method.
- ☐ Analyze a firm's capital structure

Human Resource Management

COURSE OUTCOMES : By the end of this course, and having completed the Essential reading and Activities, you should be able to:

- ☐ Describe the relationship between HRM and organizational performance and be able to critically evaluate the empirical evidence
- ☐ Understand the evolution of the Human Resource Management in organizations.
- ☐ Knowledge of the basic functions and challenges of HRM
- ☐ Analyze the relationship between HR practices and their outcomes for the individual and the organization
- ☐ Evaluate the effectiveness of different HR practices
- ☐ Understand the implications of the concepts and theories covered.

Income Tax Law and Practice

COURSE OUTCOMES: Upon completion of this course, students will be able to complete the following key tasks: Students will gain a working knowledge regarding computation of taxable income and tax liability pertaining to individuals/firms.

Research Methodology

COURSE OUTCOMES: On completion of the paper, students are expected to: • Being able to perform exploratory data analysis • Using parametric and non-parametric hypothesis tests results). Those include t-tests, Z- test, F- test. • Make students acquainted with data collection methods • Being able to draw conclusions from categorical data • Using computer-intensive methods for data analysis • Drawing conclusions from statistical test results • Being able to compare statistical models

Semester V

MIS

Course Outcomes :

- ☐ Describe the use and function of management information systems;
- ☐ Describe and evaluate information systems development processes and techniques;
- ☐ Identify and evaluate hardware and software requirements for information systems;
- ☐ Evaluate data management technologies; and
- ☐ Explain the security risks associated with management information systems.

Banking Law and Practices

COURSE OUTCOMES : By the end of this course students should be able to:

- ☐ Demonstrate an understanding of the framework of regulation of banking in India
- ☐ Engage critically with the debate regarding the theoretical basis of banking regulation;
- ☐ Analyze and apply Indian banking law relating to banker-customer relations;

Insurance Management

COURSE OUTCOMES : On successful completion of this course, student should be able to:

- ☐ Understand the need of insurance as a risk management tool and distinguish between different types of insurance.
- ☐ Understand the nature of insurance as a legal contract.
- ☐ Have a fair idea on insurance legislation in India and the overall regulatory environment

Electives

Management of financial Institution

COURSE OUTCOMES :

- ☐ Describe the dimensions of performance and risk relevant to financial firms.
- ☐ Calculate contemporary measures of financial measures of performance and risk.
- ☐ Describe contemporary managerial risk management oversight processes.
- ☐ Will be able to explain how the financial services component industries (insurance, banking, securities, real estate, and financial planning) interact.
- ☐ Design hedging strategies to manage market risks (e.g., currency, commodity, economic and political).
- ☐ Evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions.
- ☐ Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry

Management Training and Development

LEARNING OBJECTIVES: Upon completion of the subject, students will be able to:

- ☐ Explain the role of training and development in organizations.
- ☐ Assess training and development needs, design, deliver and administer training programmes, and evaluate training and development programme effectiveness.
- ☐ Discuss current issues facing training and development professionals.
- ☐ Develop their critical thinking, and oral and written communication skills.

Advertising and Sales Management

COURSE OUTCOMES : At the end of the course students should able to: • Understand the basics of advertising and communication process for advertising. • Understand coordination of advertising with other elements of promotion mix • Understand legal, ethical and social aspects of advertising followed

by the marketers & advertisers. • Understand the role of advertising agencies. • Evaluate the advertising effectiveness for approaching the target audience. • Familiar with the term of personal selling. • Enhance the creative aspect of student through concept of layout, appeal, copy writing etc. • They will be able to understand production procedure of Radio, Print, and T.V commercials. • They will be able to understand functions of sales management and process of sales force selection

Indian Financial System

COURSE OUTCOMES This course aims to develop an insight on the various financial services of Indian Financial System. By going through this course the student will be able to understand the intricacies of the macro aspects of Indian Financial Systems and relating it with corporate decision making

Industrial Relations

COURSE OUTCOMES : At the end of the course students will be able to:

- ☐ relate issues related to industrial relations and concepts within the wider context of human resources management.
- ☐ relate issues related to industrial disputes and to develop skills to handle them effectively.
- ☐ describe the process and implementation of Grievance Handling in organization.
- ☐ identify the concept and process of Employee Discipline and Human relations at work place.

Marketing Research

COURSE OUTCOMES : 1. Students will be able to collect relevant data with the help of questionnaire 2. They will be able to use basic descriptive techniques of data like mean, mode, median, standard deviation, skewness, kurtosis, normal distribution, etc. by paper - pencil approach and also through MS-Excel. 3. They will be able to use basic inferential statistics tools like Correlation, Linear regression, z - test, t - test, One Way ANOVA etc. by paper - pencil approach and also through MS-Excel. 4. They will be able to use various available and relevant statistical functions of MS-Excel in order to analyze the data. 5. They will be able to differentiate between types of variables used in research. 6. They will be able to prepare questionnaire with the use of marketing scales. 7. They will be able to form hypothesis. 8. They will be able to test the hypothesis. 9. At last they will be able to understand the purpose and functionalities of MS-Excel. 10. Able to understand the use of research in the field of marketing

Investment Management

COURSE OUTCOMES :

- ☐ Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
- ☐ Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
- ☐ Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks

Human Resource Planning and Development

COURSE OUTCOMES : 1. To understand what is Human Resource. 2. To know what Planning means. 3. To comprehend the scope of Human Resource Development. 4. To integrate Planning and Development of Human Resources. 5. To know how they can be better managers in the Planning and Development of human resources

Consumer Behavior

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ understand current psychological, sociological and anthropological theories that provide insight into consumer behavior;
- ☐ recognize which theoretical concepts are relevant to a particular decision-making context (such as a case study or discussion question), demonstrate clearly how these principles apply, and provide responses that are supported with evidence;
- ☐ able to apply theory to address real world marketing problems

Semester VI

Business Policy

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Define the capabilities essential for the successful development of a business and formulate a strategic plan while considering the organization's capabilities and environmental context;
- ☐ Identify the important opportunities and challenges facing a business and setting out a course of action for dealing with them;
- ☐ Implement changes, as necessary, in order to position the business for the future and detail an action plan that is operationally specific.

Operation Research

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: Identify and develop operational research models from the verbal description of the real system. Understand the mathematical tools that are needed to solve optimization problems. Use mathematical software to solve the proposed models. Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.

Accounting for Managerial Decision

COURSE OUTCOMES On completion of this course, students should be able to :-

- ☐ identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
- ☐ formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement;
- ☐ understand the behavioral implications of performance measurement and transfer pricing systems in divisionalised businesses

Financial Analysis and decision Making

COURSE OUTCOMES On completion of this course, students should be able to :-

- ☐ identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
- ☐ formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement

Social Security & Labor Welfare

COURSE OUTCOMES : At the end of the course students should be able to:

- ☐ Understand the key factors behind the evolution of welfare concept
- ☐ Knowledge of various rules and regulation related to welfare & security in an employment context.
- ☐ Understand the various ways and techniques of Social security & Welfare
- ☐ Understand the origin and functioning of various bodies of Welfare and security.

- ☐ Understand how various techniques can be used to maintain harmonious relationship.
- ☐ Knowledge of the various components of salary structure.

Industrial Marketing

COURSE OUTCOMES : 1. The overall outcome of the course is to provide the students with in depth knowledge of industrial market structure and how they function. 2. Furthermore the course outcome is to provide students with understanding of the various attributes and models applicable in this field.

Business Taxation

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks: Computation of income and tax of Firms, Hindu undivided family and Companies

Organization Change and Development

COURSE OUTCOMES : After learning OCD, students will be able to -

- ☐ To articulate and discuss the history, main concepts, and theories of the field of Organization Change and Development
- ☐ To experience the emotions and dynamics of change, resistance to change and articulate the reasons behind such dynamics
- ☐ To articulate and discuss the process of Change Management with particular attention to the logic behind the stages of the process
- ☐ To interact with, analyze, and report on an organization that is currently managing a change process in the workplace

Rural and Agricultural Marketing

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Understand and differentiate between rural and agricultural marketing.
- ☐ Apply the basic economic concepts and analytical tools to understand the market forces that affect prices and to be able to use these tools to evaluate markets, prices, and current agricultural marketing issues.
- ☐ Understand rural and agricultural segmentation.
- ☐ Develop strategies for monitoring and evaluation of rural and agricultural marketing activities.
- ☐ Understand the analysis of marketing feasibility and social acceptability of performance improvements

Project Planning and Management

COURSE OUTCOMES : On successful completion of the course, students should be able to: ☐ Understanding the concept of projects.

- ☐ Develop a framework for screening of projects.
- ☐ Measure the project progress vide networking techniques. ☐ Review project performance.
- ☐ Make and understand financial analysis and projections

Industrial Laws

COURSE OUTCOMES : Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the laws in a factory
- ☐ The course will develop students' ability to assess the need of labour laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.

- ☐ Create HR managers for the corporate World

Service Marketing

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Describe what kinds of organizations provide services.
- ☐ Recognize the major changes occurring in the service sector.
- ☐ Identify the characteristics that make services different from goods. • Understand the 8Ps of integrated services management.
- ☐ Explain why service businesses need to integrate the marketing, operations and human resource functions

Trimester: 1st

Managing

Course Outcomes

After completing this course students will be able to:

- To understand the basic roles, skills, and functions of management.
- To give an overview of the historical development, theoretical aspects and practice application of managerial process.
- Students are able to identify the areas where their focus during their two years of degree will help them to make the management effective.

Financial Accounting for Managers

Course Outcomes

After completing this course students would be able to:

- Prepare financial statements in accordance with Generally Accepted Accounting Principles.
- Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.
- Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledge recommendations.
- Apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.

Corporate Communication

Course Outcomes

Upon completion of this course, students would be able to complete the following key tasks:

- Understand corporate culture in the global world.
- Understand managerial writing.
- Improve listening skills, understanding barriers to listening.
- Making resume, cover letter and application.
- Interview techniques.
- Understand non-verbal communication.
- Presentation skills.

- Self-motivation.
- Remove stage fear.
- Understanding Ethical values in management communication.
- Developed confidence and leadership qualities.
- Enhance interpersonal skills

Economics for Managers

Course Outcomes

- Student can understand the concept of Managerial Economics from micro economic viewpoint. Student can understand how to apply the economic way of thinking to individual decisions and business decisions.
- Students will analyze and interpret the relationship between factors influencing demand and quantity demanded. Student can utilize statistical analysis to assess product demand conditions.
- Measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, income and other factors.
- Student understands elasticity and its relationship to pricing and revenue. Students will explain and analyze the nature of production and its relationship to costs. Understand the different costs of production and how they affect short and long run decisions.

Business Mathematics and Computer Applications

Course Outcomes

The student would acquire fair degree of proficiency in formulating and solving diverse problems related to business and economics with the help of mathematical tools and make effective use of computing skills to be proficient at the workplace.

Business Environment

Course Outcomes

After completing this module, students should be able to:

- Define the term business environment and understand a number of models of the contextual environment of organizations.
- Recognize environmental forces that may act upon a variety of circumstances within and outside the organizations and identify the stakeholders of the business environment.
- Demonstrate the range and complexity of the external and internal influences on business activities.

Research Methodology-I

Course Outcomes

On successful completion of this course, students should be able to:

- Identify and define a research problem.

- Differentiate between types of variables used in research.
- Operationalize the variables.
- Comprehend different theoretical distributions.
- Propose hypothesis.
- Able to test the hypothesis.
- Collect relevant data with the help of questionnaire
- Use basic descriptive techniques of data like mean, mode, median, standard deviation, skewness, kurtosis, normal distribution, etc. by paper – pencil approach and also through MS-Excel.
- Use basic inferential statistics tools like Correlation, Linear regression, z – test, t – test, One Way ANOVA etc. by paper – pencil approach and also through MS-Excel.
- Use various available and relevant statistical functions of MS-Excel in order to analyze the data.

Trimester: 2nd

Business Legislations

Course Outcomes

- Articulate a vision that gives meaning to understanding the importance of laws in business.
- Formulate a legal plan that operationalizes the goals and objectives of the firm;
- Identify the current rules and regulations or as per the current ruling given by the apex court.
- Specify current and desired legal decisions in order to respond similar cases

Financial Management

Course Outcomes

By the end of the courseware the students should be able to:

- Familiarizing the students with the financial environment of business, especially the financial markets.
- Gain insight into the financial environment and understanding the culture of the firm.
- Gain a good understanding about the budgetary considerations and controlling policies of the company.
- Gain an understanding of the process used by the firm to examine the investment goals of the investors.
- Develop familiarity with the analytical techniques helpful in financial decision making.
- Understand the composition of capital structure, its different approaches and its implications on the value of firm and wealth of common stock holder.

Research Methodology II

Course Outcomes

On successful completion of the course, students should be able to:

- Understand the very important step in research process i.e. data analysis.
- Understand the meaning and uses of normal probability distribution in data analysis.
- Understand the concept of initial and final sample size determination.
- Understand the meaning of hypothesis testing and related parametric tests i.e. t/z tests.
- Comprehend the meaning and application of bivariate correlation and hypothesis testing related to it.
- Understand the concept of linear bivariate and multiple regression and hypothesis testing associated with it.
- Get familiar with the various styles of results writing and referencing.

Individual and Group Behaviour in Organizations

Course Outcomes

The major objective of this course is to provide students with a better understanding of behavioral processes and thereby enable them to function more effectively in their present or future roles as managers of human resources. Specific learning objectives for this course are as follows:

- Skill development- Generic skills that complement all disciplines (e.g., dealing with people, problem solving) “soft” skills e.g., motivating others, hard and soft skills e.g., decision making.
- Personal growth through Insight into Human Behavior - Better understanding of others, Enhanced self-knowledge and self-insight, Practical applications: Managerial tasks, e.g., selecting people for jobs, communicating, Professional tasks, e.g., managing change, dealing with customers.
- Enhancement of organizational effectiveness - Attention to the human element improves business performance e.g., link between human resource practices and bank performance, OB uncovers factors influencing performance e.g., motivation – people work harder with greater control over work environment, teams more productive and happier when given responsibility, Managerial success enhanced by understanding people.
- Sharpening and refinement of common sense- Reduces time needed to acquire knowledge and skills in behavior, Common sense applies generally; OB helps with specific application, Common sense is sometimes only partially true (e.g., inactivity does not reduce stress for all).

Delivering Customer Value through Marketing

Course Outcomes

At the end of the course, students would be able to:

- Segment, target and position.
- Conduct careful and thorough market analysis to identify opportunities for growth.
- Evaluate the effect on profitability of competing marketing strategies.
- Measure the productivity of marketing expenditures.
- Determine the economic value of improving customer service.

Human Resource Management

Course Outcomes

Upon successful completion of this course, students would be able to:

- Learn how to assess the organization needs in terms of Manpower.
- Understanding the process of Recruitment and Selection.
- Learn how to design a training program.
- Designing effective Performance Management System.
- Design an effective HR programs.
- Understand the short-term and long-term incentive and employee benefits and service options available to organizations.

Operations Management

Course Outcomes

On completion of this course, students would be able to:

- To familiarize with the concepts, theory, mathematical-statistical techniques and latest issues keeping the perspective of the Operations Managers. This will be done mainly through class room lectures and discussing case studies.
- To provide with an opportunity, through case analysis and numerical exercises, to apply

concepts, theories and mathematical models to the solution of operations management.

- To understand the use of Gantt chart, Queuing Analysis as helpful tool of decision making.
- To prepare a process flow chart and to analyze it.
- To understand the role of quality in processes and to statistically measure and control it.
- To understand which kind of manufacturing process is appropriate for a specific industry.

Strategic Management

Course Outcomes

- Play the role of the main decision-maker(s) while taking all stakeholders into account;
- Assess operational health and business performance while forecasting the organization's prospects as it is currently being run;
- Calculate all necessary industry metrics, marketing information, financial ratios and trends to defend recommendations;
- Define the capabilities essential for the successful development of a business and formulate a strategic plan while considering the organization's capabilities and environmental context;
- Identify the important opportunities and challenges facing a business and setting out a course of action for dealing with them;
- Implement changes, as necessary, in order to position the business for the future and detail an action plan that is operationally specific.

Research Methodology & Data Analysis through Excel/SPSS

Course Outcomes

After the completion of the course, students would be able to:

- Understand the basics of business research proposals and requests
- Understand the basics of sampling and types of sampling techniques.
- Understand the meaning of measurement in research
- Understand the type/levels of measurement scales.
- Comprehend the basic data diagnostics techniques like normality of data
- Understand the meaning and use of two tailed tests.
- Use techniques like simple regression, correlation.
- Understand the basic use of MS - Excel data analysis software.
- Collect relevant data with the help of questionnaire and apply various analysis techniques.

Integrated Marketing Communication

Course Outcomes :

This paper will enhance the creative aspect of Students, that why and when to use IMC over other promotional tools, along with this they will be able to design creative communications for their respective accounts.

Sales Management

Course Outcomes :

By the end of this module, students would be able to:

- Make the student aware of issues related to sales force management focusing on “selling” as a tool of Marketing Communication

- Develop skills critical for generating, evaluating and selecting sales strategies. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important.

Customer Oriented Marketing of Services

Course Outcomes :

After the completion of the course, students would be able to:

- Quantify and measure service quality in any organization.
- Distinguish between goods and services.
- Understand the different marketing mixes and strategy applicable to goods and services.
- Understand the different marketing implications for services.
- Compare the pricing strategies of different services.
- Demonstrate targeting and segmenting in service industry.
- Distinguish between Relationship marketing and CRM.
- Learn the all-important concept of service quality.

Investment Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Describe the characteristics of various investment alternatives available to investors.
- Understand how the securities market functions.
- Explain the techniques used by professionals for analysing and valuing investment alternatives.
- Explain how financial derivatives, viz. options and futures, are valued.
- Understand the framework for portfolio management.
- Offer a set of guidelines for investors with varying inclinations.

Corporate Tax Planning

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify various tax related information and their proper analysis.
- Advise on a range of complex high-net-worth business and company issues.
- Determine and evaluate alternative available tax planning strategies.
- Properly interpret the impact of taxation decision on corporate performance.

Financial Markets

Course Outcomes :

- To familiarize with the concepts, theory and latest thinking bearing on the key issues related to financial market. This will be done primarily through lectures and assigned readings.
- To provide with an opportunity, through extensive case analyses and exercises, to apply concepts and theory on areas of financial market.

Training & Development

Course Outcomes :

On completion of the course, students would be able to:

- **Perform** training and development needs assessment.
- **Analyze** jobs and tasks to determine training and development objectives.
- **Create** appropriate training objectives.
- **Design** effective training and development programs.
- **Implement** a variety of training and development activities.
- **Evaluate** training and development programs by measuring results against theory-based criteria and standards of performance.

Measuring Human Resource Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the new trends in Human Resource.
- Discuss the purpose of measuring HR.
- Understand various metrics for measuring HR.
- Understand the impact of HR Scorecard on organization performance.
- Understand the importance of bottom-line focus to the Human Resource function and the trend toward HR accountability.
- Demonstrate an understanding of the role of Human Resource Auditing in a company.
- Understand the various approaches and techniques of measuring HR.

Competency Mapping

Course Outcomes :

Upon completion of this course, students would be able to:

- Understand the role of competencies in performing a job.
- Find the impact of competency mapping on Individual's growth.
- Comprehend how competency mapping is linked to various HR practices.
- Understand gaps in actual competencies a person possesses and standard competencies required in performing that task.
- Discuss various methods to develop competencies in employees.
- Provide insights into assessment tools used for competency mapping.
- Understand the process of implementing Competency Mapping in an organization.

International Human Resource Management

Course Outcomes :

Upon completion of this course, students would be able to:

- Have knowledge of various HR practices in international context and practical approach to manage global workforce.
- Clarify the important role of international human resource management (IHRM) in multinational corporations (MNCs).
- Understand the importance of international human resource management (IHRM) to the success/failure of a firm and the value of IHRM in understanding cross-cultural management issues.
- Describe how a firm's (international) human resources are intertwined and related for the successful execution of strategy.

- Describe and analyze the value of business ethics and corporate social responsibility (from an international perspective).

Global Marketing Management

Course Outcomes :

At the end of this course, students should be able to:

- Assess the need and potential for marketing products and services in other countries.
- Understand the considerations involved in developing a global marketing strategy.
- Make intelligent decisions regarding the organization of global marketing efforts.
- Understand the mindset, skills and experience necessary to become a global marketing manager.

International Financial Management

Course Outcomes :

International Financial Management (IFM) is intended for students who will be involved in cross-border investment and financing decisions as multinational firm managers, transaction advisors (investment bankers, commercial bankers, or consultants), or investors (research analysts or money managers).

Trimester: 4th

Management Science

Course Outcomes :

On completion of this course, students would be able to:

- Define decision models and describe the importance of such models. This will be done mainly through class room exercise on excel and case studies discussion.
- Understand two types of decision models: deterministic and probabilistic models. Understand the steps in developing decision models in practical situation and the use of spreadsheet in developing decision models.
- Model a wide variety of linear programming problems and understand major business application areas for LP problems including manufacturing, marketing finance employee staffing, transportation, blending, and multi-period planning.
- Gain experience in setting up and solving LP problems using excel's solver. Generate Answer and sensitivity reports using excel's solver and analyze the impact of additional new variable using the price out strategy.
- Set up and solve shortest path network models, using excel's solver.
- Understand how to plan, monitor and control projects using PERT and CPM.

Total Quality Management

Course Outcomes :

On successful completion of this course, students should be able to:

- Have a sound understanding on the concept and need of quality.
- Have a thorough understanding of traditional as well as contemporary quality control tools.

Brand Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the role of brands, the concept of brand equity and the advantages of creating strong brands.
- Learn the ways to build brand equity by properly choosing brand elements, designing marketing programs and activities.
- Learn how to implement a brand equity measurement system.
- Adjust branding strategies over time and boundaries to maximize brand equity.

International Marketing

Course Outcomes :

- Explain the influence of global developments on international marketing and business
- Identify external and internal factors that influence the strategic decision making process in international market.
- Outline the segmentation process as a means of identifying the global consumer.
- Describe the marketing mix as a process, and as a set of complex tools utilized to cater to the needs of the global consumer.
- Demonstrate the importance of striving for customer satisfaction through a customer oriented organization.

Consumer Behaviour

Course Outcomes :

- At the end of the course the student will have an understanding of the behavior of the buyer in the marketplace.
- The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behavior and align the knowledge with formulation of appropriate marketing strategies.
- The objective is to gain an understanding of the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.

Advanced Financial Management

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify, analyze and interpret key financial variables.
- Understand the theories, concepts, conventions etc. related with finance and their timely implementation according to organizational requirement.

- Accurate assessment of the cause of a particular finance related problem and its effect on individual business and sector as a whole.
- Develop strategies, techniques and other precautionary measures to face and control the adverse impact of finance related issues.

Financial Statement Analyses

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify, analyze and interpret key financial variables.
- Understand the theories, concepts, conventions etc. related with financial statements and their timely implementation according to organizational requirement.
- Accurate assessment of the cause of a particular finance related problem and its effect on individual business and sector as a whole.

Risk Management & Insurance

Course Outcomes :

On successful completion of this courseware, students would be able to:

- Have a fair understanding of risk and risk management techniques.
- Understand the broader role of insurance as a risk management tool.
- Advise on the usage of insurance in different segments.
- Have a fair idea on the regulatory environment related to insurance.
- Interpret the competencies that would be needed to become an insurance professional.

Organizational Development

Course Outcomes :

At the end of the program, students would be able to:

- Develop an understanding of the organizational development skills and their importance to the overall effectiveness of the organization.
- Increase their capacity to lead organizational change, and coach or consult other leaders within the organization on development issues.
- Develop a fundamental understanding of selecting intervention strategies associated with individual/team, quality and process improvement, and large-scale change efforts.
- Determine which intervention strategy is appropriate to an organization.
- Diagnose their organization's effectiveness.
- Design and implement appropriate interventions.

Labour Legislations

Course Outcomes :

- To provide students with a comprehensive perspective on labour laws.
- To develop an integrative thinking, understanding and implementing the rules and regulations in manufacturing units.
- To arouse the sense of business through implementing different formalities in relation with the

laws of an industry.

Compensation & Reward Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the opportunities available to employers to stimulate the productive efforts of each employee.
- Understand the dimensions of a compensation system and non-compensation system.
- Design and develop a job analysis program with the information available in an organization.
- Understand the methodologies available for establishing the worth or value of jobs.
- Design pay grades and their relationship to internal worth and market value.
- Understand the short-term and long-term incentive and employee benefits and service options available to organizations.
- Have an idea about income tax law and its provisions and to make learn how to plan the compensation to give relief to employee.

International Business Environment

Course Outcomes :

After completing this module, students should be able to:

- Define the term 'international business environment and understand a number of models of the contextual environment of organizations.
- Recognize environmental forces that may act upon a variety of circumstances within and outside the organizations and identify the stakeholders of the business environment in a global platform.
- Demonstrate the range and complexity of the external and internal influences on business activities globally.

Intellectual Property Rights

Course Outcomes :

- To provide students with a comprehensive perspective on intellectual property rights.
- To develop an integrative thinking, understanding and implementing the rules and regulations in international business.
- To arouse the sense of international business through implementing different formalities related with cyber laws.

Foreign Trade & Policy

Course Outcomes :

After the completion of the course students will have a good understanding of the various international trade theories, components and policy framework of Indian foreign trade.

Trimester: 5th

Management Information System (MIS)

Course Outcomes :

By completing the course, students will meet the following Course Outcomes .

Understand and apply core knowledge in Management Information Systems (MIS)
Identify and analyze requirements for information systems

Understand and apply design principles in Information Systems
Understand and apply system development & project management principles
Effectively evaluate technology alternatives to solve problems in an MIS context
Effectively communicate to both business and IT professionals.

Entrepreneurship

Course Outcomes :

To provide an introduction to entrepreneurship and its development process, environment and current scenario in India. Study of this subject provides an understanding of the scope of an entrepreneur, key areas of development, financial assistance by the institutions. Entrepreneurship in Practice will introduce students to the more practical elements of innovation and enterprise activity across multiple contexts, including not just new venture creation but corporate and social entrepreneurship as well. Entrepreneurship and Creativity focuses on idea generation and entrepreneurial aspects.

Corporate Creativity and Innovation

Course Outcomes :

At the completion of the course, participants will be able to:

- Understand corporate creativity.
- Understand preconception limit of Corporate Creativity.
- Understand innovative thinking styles and theories of Innovation.
- Describe the basic difference between of creativity and innovation.
- Apply various lateral thinking techniques to generate ideas and alternatives.
- Understand Product Creativity, Process Creativity, Service Creativity and Strategic Creativity.
- Understand How misalignment shutdown Creativity, Unofficial Activity, Self-Initiated Activity.

Trimester VI

Dissertation/SBP-Finacle from FLIP

Program Outcomes of the MBA Integrated Programme (MBA+BCom)

- 1.It is an interdisciplinary integrated program, in which student learns both the commerce and management skills.
- 2.Analyse socio-political-economic environment of business organizations
- 3.The program with extra-curricular competency development courses with a strong value base enables students to take up leadership challenges, and become socially involved, innovative business leaders and entrepreneurs.

Program Specific Outcomes of the MBA Integrated Programme (MBA+ B Com)

- 1.Students will be trained practically using latest technology and will have exposure to changes in global trade and commerce to function successfully as a corporate professional.
- 2.The current syllabus will offer a platform for students to chose from higher studies, pursuing professional career, entrepreneurship, research and beyond.

- 3.The coursework fosters students to develop cognitive ability to deal with business problems and for effective decision making.

Semester: I

Financial Accounting

COURSE OUTCOMES

- ☐ Provide a basic coverage of accounting concepts, techniques of double entry book keeping and financial accounting.
- ☐ Knowing the various sources of accounting information
- ☐ Knowing the users of accounting information.
- ☐ Understanding the components of final accounts

Business Law

COURSE OUTCOMES :

- ☐ The course will prepare a situation where the students view the implementation of the laws in business.
- ☐ The course will develop students' ability to assess the need of laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World

Micro Economics

COURSE OUTCOMES :

- ☐ After taking the course students will be able to analyze markets. You will learn-
- ☐ What is a market?
- ☐ How consumers and producers make decisions, concerning what (and how much) to consume and produce
- ☐ To formulate and analyze these decisions within the context of a well defined analytical framework
- ☐ How competition and interaction among firms affects prices and resource allocations
- ☐ To analyze the implications for the wellbeing of consumers and producers

Introduction to Computers

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

- ☐ Know the Basics of Data & information.
- ☐ Know about Programming languages.

- ☐ Know about Operating systems & DOS.
- ☐ Know about data communication & switching techniques.
- ☐ Learn various LAN topologies & Computer networks.
- ☐ Understand the applications of IT in today's life

Hindi I

Entrepreneurship I

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth.
- ☐ Understand the development of entrepreneurship as a field of study and as a profession.
- ☐ Understand the creative process of opportunity identification and screening.
- ☐ Understand the importance of innovation in the creation of sustainable competitive advantage.
- ☐ Use the entrepreneurial mind-set and behave responsibly and ethically in their roles as entrepreneurs.

Semester: II

Business Maths

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

- ☐ Know the relation between Ratio & percentage.
- ☐ Know about Simple & Compound interest.
- ☐ Know about metrics, types of metrics & metrics inverse.
- ☐ Learn to solve simple & quadratic equations

Business Organization & Communication

COURSE OUTCOMES :

At the end of the course students should be able to:

- ☐ Develop a clear and meaningful understanding of the different forms of business.
- ☐ Develop a knowledge and skill base that assists in understanding the forms of business and thereby taking various decisions.
- ☐ Awareness of the common body of knowledge and skills required both to start and manage any form of business organization.

Macro Economics

COURSE OUTCOMES :

- ☐ Students will gain knowledge about the diverse macroeconomic & institutional environment in which organization participates.
- ☐ Students will be familiarized with the organization of the world economy
- ☐ Students will be able to analyze recent developments in the international economy on the basis of macroeconomic and financial indicators
- ☐ Students will be able to examine the influence of institutions on these developments

Operating System (Window XP)

COURSE OUTCOMES : Upon successful completion of this course, students will be able to:

- ☐ Basics of Operating System.
- ☐ Differentiate between different Operating Systems.
- ☐ Understand various functions performed by an OS.
- ☐ Learn various features of Window XP.
- ☐ Learn about system tools and Control Panel.
- ☐ Learn to work with file and folder.
- ☐ Learn advance file sharing techniques in Window XP.
- ☐ Learn to explore various features of Window XP.

Business Language and Indian Culture – I

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

- ☐ Know how to understand a text .
- ☐ Know about the usage of tenses appropriately.
- ☐ Learn to write effective paragraphs on miscellaneous topics.
- ☐ Develop a literary sense

Entrepreneurship II.

COURSE OUTCOMES : Upon completion of this course, students will be able to complete the following key tasks:

- ☐ The course will prepare a ground where the students view Entrepreneurship as a desirable and feasible career option.
- ☐ The course will develop students' ability to assess the need for innovation, initiate the process and run innovations in organizations.
- ☐ Develop skills in successfully initiating, expanding and diversifying a business enterprise in new, up-coming areas.
- ☐ Motivate family business successors as enterprising and knowledgeable owners of the business of their predecessors
- ☐ Create entrepreneurial managers for the corporate World.

Semester: III

Corporate Accounting

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks:

- ☐ To know the issuing procedure of share and debenture.
- ☐ To understand various concepts of Amalgamation and Internal reconstruction.
- ☐ To learn technique of goodwill and securities valuation
- ☐ To know to prepare accounts of holding and subsidiary companies

Principles of Statistics

COURSE OUTCOMES :

- ☐ Describe types of data and variables.
- ☐ Organize, analyze, interpret and summarize the data in a useful and informative manner.
- ☐ Organize data using tables and graphs and select an appropriate graph for the data depiction.
- ☐ Demonstrate an ability to select and calculate an appropriate measure of central tendency for a given data set.
- ☐ Calculate and interpret various measures of dispersion and position including range, mean, median, mode, absolute deviation, variance, standard deviation, and percentiles.

Indian company Act

COURSE OUTCOMES :

Students will be able to complete the following key tasks:

- ☐ The course will prepare a situation where the students view the implementation of the company laws in business.
- ☐ The course will develop students' ability to assess the need and importance of the company laws in business.
- ☐ Develop skills in successfully initiating the legal proceeding in the business in a specific situation.
- ☐ Create legal managers for the corporate World.

DBMS Using MS Access

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

- ☐ Basics of Data & information.

- ☐ Know about DBA And DBMS.
- ☐ Know about views of Database and schema.
- ☐ Know about data models in DBMS & DBMS Languages.
- ☐ Learn MS Access as a tool for data storage and manipulation

Environmental Science and Ethics

Course Outcomes : After studying Environmental science students have the capabilities to imagine, design and build ideas from many interconnected disciplines concerned with the healthy fate of our environment.

Hindi II

Semester: IV

Cost Accounting

COURSE OUTCOMES :

To understand demonstrate an understanding of various cost classifications, determine the costs of goods manufactured, Understand Material control Techniques and prepare cost sheet and determine the tender price.

Principles of Management

COURSE OUTCOMES :

At the end of the course students should able to:

- ☐ Define the concept of management and discuss why organizations are needed, why managers are necessary, and why management is a challenge.
- ☐ Describe the communications process; discuss barriers to communication and suggest remedies to overcome communications difficulties.

Explain why planning is needed in organizations and why long-term objectives are necessary for successful planning.

- ☐ Identify the essential characteristics of decision making and indicate the range and types of decisions a manager is asked to make.
- ☐ Differentiate between the various types of organizational structures and patterns.
- ☐ Discuss the relationship between the organizational structure and human resource planning and staffing
- ☐ Analyze the leadership function, recognizing leadership as the relationship between a supervisor and subordinates in an organizational environment.
- ☐ Recognize the link between planning and controlling, and the various means by which managers measure and compare performance to objectives

Banking in India

COURSE OUTCOMES :

By the end of this course students should be able to:

- ☐ Various functions associated with banking.

- ☐ Practice and procedures relating to deposit and credit, documentation, monitoring and control.
- ☐ An insight into marketing of banking services and banking technology

MS Office

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

- ☐ Know about Application Software.
- ☐ Know the basics of MS Office.
- ☐ Able to work on MS Word and understand the concept of Mail Merge.
- ☐ Able to use functions and formulas using MS EXCEL.
- ☐ Able to work on MS Power point, inserting pictures etc.

Business Language & Indian Culture- II

COURSE OUTCOMES :

1. Speak Language at the level detailed in the University System
2. Understand spoken Language at the level detailed in the UG standards.
3. Comprehend written Language at the level detailed in the UG standards.
4. Construct passages of written Language at the levels detailed in the UG standards.

Semester: V

Income Tax Law and Practice

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks: Students will gain a working knowledge regarding computation of taxable income and tax liability pertaining to individuals/firms.

Management Accounting

COURSE OUTCOMES On completion of this course, students should be able to :-

- ☐ identify, use and interpret the results of costing techniques appropriate to different activities and decisions;
- ☐ formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement;
- ☐ understand the behavioural implications of performance measurement and transfer pricing systems in divisionalised businesses;
- ☐ appreciate the need to relate management accounting systems to contemporary thinking about organisational planning and control.

Public Finance

COURSE OUTCOMES :

On successful completion of the course, students should be able to:

- ☐ to introduce students to the public sector reform agenda with a focus on public finance issues;
- ☐ to demonstrate administrative, political, and economic constraints to public finance reforms;
- ☐ to develop analytical skills of the students in three major areas of public finance reforms (performance-based budgeting, mid-term financial planning, budget decentralization);
- ☐ to train students how to develop budgeting and performance evaluation systems for public sector institutions;
- ☐ to develop students' skills on how to write a public policy paper and make a presentation on public policy issue.

Principles of Marketing

COURSE OUTCOMES :

At the end of the course students should be able to understand: Identifying consumers needs and motives to clarify strategic planning requirements. Development of communication, product planning, pricing and distributing strategies. Targeting and segmenting the customers on the basis of demographic and psychographic factors. Specify current and desired strategic positioning in order to respond to market demands; reflect on and debate contemporary concepts to enhance understanding of consumers. Present coherent argument in support of an intellectual position. Synthesize information and theory from a range of sources. Assume responsibility for independent research and learning.

Principles of Insurance

COURSE OUTCOMES :

On successful completion of the course, students should be able to:

- ☐ Grasp the concept of insurance in general and an idea about the distribution channels of insurance.
- ☐ Comprehend the contractual elements of life insurance and general insurance.
- ☐ Have a fair idea of non-life insurance, its relevance in business and claim settlement procedure.
- ☐ Have a fair idea about general and life insurance organizations and some key insurance policies.

Tally

COURSE OUTCOMES :

- ☐ Have an understanding of basic Accounting concepts and principles
- ☐ Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally
- ☐ Have an understanding of Advanced Accounting and Inventory in Tally
- ☐ Have an overview of basic concepts of Excise for Dealers and Manufacturers
- ☐ Be able to generate Excise Reports as per the prescribed formats
- ☐ Conveniently file for E-Return
- ☐ Have an understanding of the concept and features of Payroll Accounting

Semester: VI

Indirect Tax

COURSE OUTCOMES :

Upon completion of this course, students will be able to complete the following key tasks:

- ☐ Computation of assessable value and calculation of Custom Duty.
- ☐ Determination of Gross sales and Taxable Turnover
- ☐ Computation of Taxable Turnover and VAT

Auditing

COURSE OUTCOMES :

By the end of this and having completed the Essential reading and Activities, students will be to:

- ☐ Understand what is auditing and its process.
- ☐ Reflect on different forms of check or audit occur in many aspects of life
- ☐ Review of the development of company auditing since the mid-nineteenth century
- ☐ explain what they mean by the expectations gap
- ☐ Understand the risks of allowing the gap to continue

Financial Management

COURSE OUTCOMES

On completion of this course, students should be able to :-

- ☐ To ensure regular and adequate supply of funds to the concern.
- ☐ To ensure adequate returns to the shareholders which will depend upon the earning capacity, market price of the share, expectations of the shareholders.
- ☐ To ensure optimum funds utilization. Once the funds are procured, they should be utilized in maximum possible way at least cost.
- ☐ To ensure safety on investment, i.e, funds should be invested in safe ventures so that adequate rate of return can be achieved.

International Marketing

COURSE OUTCOMES :

- ☐ Explain the influence of global developments on international marketing and business
- ☐ Identify external and internal factors that influence the strategic decision making process in international market.
- ☐ Outline the segmentation process as a means of identifying the global consumer.
- ☐ Describe the marketing mix as a process, and as a set of complex tools utilized to cater to the needs of the global consumer.
- ☐ Demonstrate the importance of striving for customer satisfaction through a customer oriented organization

Financial Market & Investment Management

COURSE OUTCOMES :

On successful completion of the course, students should be able to:

- ☐ Distinguish between the different constituents of the financial system.
- ☐ Have a fair understanding on the role of market regulator, SEBI.
- ☐ Understand some specialized financial services like Merchant Banking.
- ☐ Have a fundamental understanding of investment concepts, theories underlying equity valuation and measurement of investment performance

E-Commerce

COURSE OUTCOMES :

Upon successful completion of this course, students will be able to:

- ☐ Understand the difference between E-Commerce and Traditional Commerce.
- ☐ Understand the mechanism and parts of E-Commerce.
- ☐ Understand the working models of E-Commerce and their applications.
- ☐ Understand the various aspects of E-Commerce.
- ☐ Security issues in E-Commerce.
- ☐ Understanding of algorithm for secure transactions using E-Commerce.
- ☐ Understanding of Indian Payment model.

Trimester: 1st

Managing

Course Outcomes

After completing this course students will be able to:

- To understand the basic roles, skills, and functions of management.
- To give an overview of the historical development, theoretical aspects and practice application of managerial process.
- Students are able to identify the areas where their focus during their two years of degree will help them to make the management effective.

Financial Accounting for Managers

Course Outcomes

After completing this course students would be able to:

- Prepare financial statements in accordance with Generally Accepted Accounting Principles.
- Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.
- Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledge recommendations.

- Apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.

Corporate Communication

Course Outcomes

Upon completion of this course, students would be able to complete the following key tasks:

- Understand corporate culture in the global world.
- Understand managerial writing.
- Improve listening skills, understanding barriers to listening.
- Making resume, cover letter and application.
- Interview techniques.
- Understand non-verbal communication.
- Presentation skills.
- Self-motivation.
- Remove stage fear.
- Understanding Ethical values in management communication.
- Developed confidence and leadership qualities.
- Enhance interpersonal skills

Economics for Managers

Course Outcomes

- Student can understand the concept of Managerial Economics from micro economic viewpoint. Student can understand how to apply the economic way of thinking to individual decisions and business decisions.
- Students will analyze and interpret the relationship between factors influencing demand and quantity demanded. Student can utilize statistical analysis to assess product demand conditions.
- Measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, income and other factors.
- Student understands elasticity and its relationship to pricing and revenue. Students will explain and analyze the nature of production and its relationship to costs. Understand the different costs of production and how they affect short and long run decisions.

Business Mathematics and Computer Applications

Course Outcomes

The student would acquire fair degree of proficiency in formulating and solving diverse problems related to business and economics with the help of mathematical tools and make effective use of computing skills to be proficient at the workplace.

Business Environment

Course Outcomes

After completing this module, students should be able to:

- Define the term business environment and understand a number of models of the contextual environment of organizations.
- Recognize environmental forces that may act upon a variety of circumstances within and outside the organizations and identify the stakeholders of the business environment.
- Demonstrate the range and complexity of the external and internal influences on business activities.

Research Methodology-I

Course Outcomes

On successful completion of this course, students should be able to:

- Identify and define a research problem.
- Differentiate between types of variables used in research.
- Operationalize the variables.
- Comprehend different theoretical distributions.
- Propose hypothesis.
- Able to test the hypothesis.
- Collect relevant data with the help of questionnaire
- Use basic descriptive techniques of data like mean, mode, median, standard deviation, skewness, kurtosis, normal distribution, etc. by paper – pencil approach and also through MS-Excel.
- Use basic inferential statistics tools like Correlation, Linear regression, z – test, t – test, One Way ANOVA etc. by paper – pencil approach and also through MS-Excel.
- Use various available and relevant statistical functions of MS-Excel in order to analyze the data.

Trimester: 2nd

Business Legislations

Course Outcomes

- Articulate a vision that gives meaning to understanding the importance of laws in business.
- Formulate a legal plan that operationalizes the goals and objectives of the firm;
- Identify the current rules and regulations or as per the current ruling given by the apex court.
- Specify current and desired legal decisions in order to respond similar cases

Financial Management

Course Outcomes

By the end of the courseware the students should be able to:

- Familiarizing the students with the financial environment of business, especially the financial markets.
- Gain insight into the financial environment and understanding the culture of the firm.
- Gain a good understanding about the budgetary considerations and controlling policies of the company.
- Gain an understanding of the process used by the firm to examine the investment goals of the investors.
- Develop familiarity with the analytical techniques helpful in financial decision making.
- Understand the composition of capital structure, its different approaches and its implications on the value of firm and wealth of common stock holder.

Research Methodology II

Course Outcomes

On successful completion of the course, students should be able to:

- Understand the very important step in research process i.e. data analysis.
- Understand the meaning and uses of normal probability distribution in data analysis.
- Understand the concept of initial and final sample size determination.
- Understand the meaning of hypothesis testing and related parametric tests i.e. t/z tests.
- Comprehend the meaning and application of bivariate correlation and hypothesis testing related to it.
- Understand the concept of linear bivariate and multiple regression and hypothesis testing associated with it.

- Get familiar with the various styles of results writing and referencing.

Individual and Group Behaviour in Organizations

Course Outcomes

The major objective of this course is to provide students with a better understanding of behavioral processes and thereby enable them to function more effectively in their present or future roles as managers of human resources. Specific learning objectives for this course are as follows:

- Skill development- Generic skills that complement all disciplines (e.g., dealing with people, problem solving) “soft” skills e.g., motivating others, hard and soft skills e.g., decision making.
- Personal growth through Insight into Human Behavior - Better understanding of others, Enhanced self-knowledge and self-insight, Practical applications: Managerial tasks, e.g., selecting people for jobs, communicating, Professional tasks, e.g., managing change, dealing with customers.
- Enhancement of organizational effectiveness - Attention to the human element improves business performance e.g., link between human resource practices and bank performance, OB uncovers factors influencing performance e.g., motivation – people work harder with greater control over work environment, teams more productive and happier when given responsibility, Managerial success enhanced by understanding people.
- Sharpening and refinement of common sense- Reduces time needed to acquire knowledge and skills in behavior, Common sense applies generally; OB helps with specific application, Common sense is sometimes only partially true (e.g., inactivity does not reduce stress for all).

Delivering Customer Value through Marketing

Course Outcomes

At the end of the course, students would be able to:

- Segment, target and position.
- Conduct careful and thorough market analysis to identify opportunities for growth.
- Evaluate the effect on profitability of competing marketing strategies.
- Measure the productivity of marketing expenditures.
- Determine the economic value of improving customer service.

Human Resource Management

Course Outcomes

Upon successful completion of this course, students would be able to:

- Learn how to assess the organization needs in terms of Manpower.
- Understanding the process of Recruitment and Selection.
- Learn how to design a training program.
- Designing effective Performance Management System.
- Design an effective HR programs.
- Understand the short-term and long-term incentive and employee benefits and service options available to organizations.

Operations Management

Course Outcomes

On completion of this course, students would be able to:

- To familiarize with the concepts, theory, mathematical-statistical techniques and latest issues keeping the perspective of the Operations Managers. This will be done mainly through class room lectures and discussing case studies.

- To provide with an opportunity, through case analysis and numerical exercises, to apply concepts, theories and mathematical models to the solution of operations management.
- To understand the use of Gantt chart, Queuing Analysis as helpful tool of decision making.
- To prepare a process flow chart and to analyze it.
- To understand the role of quality in processes and to statistically measure and control it.
- To understand which kind of manufacturing process is appropriate for a specific industry.

Strategic Management

Course Outcomes

- Play the role of the main decision-maker(s) while taking all stakeholders into account;
- Assess operational health and business performance while forecasting the organization's prospects as it is currently being run;
- Calculate all necessary industry metrics, marketing information, financial ratios and trends to defend recommendations;
- Define the capabilities essential for the successful development of a business and formulate a strategic plan while considering the organization's capabilities and environmental context;
- Identify the important opportunities and challenges facing a business and setting out a course of action for dealing with them;
- Implement changes, as necessary, in order to position the business for the future and detail an action plan that is operationally specific.

Research Methodology & Data Analysis through Excel/SPSS

Course Outcomes

After the completion of the course, students would be able to:

- Understand the basics of business research proposals and requests
- Understand the basics of sampling and types of sampling techniques.
- Understand the meaning of measurement in research
- Understand the type/levels of measurement scales.
- Comprehend the basic data diagnostics techniques like normality of data
- Understand the meaning and use of two tailed tests.
- Use techniques like simple regression, correlation.
- Understand the basic use of MS - Excel data analysis software.
- Collect relevant data with the help of questionnaire and apply various analysis techniques.

Integrated Marketing Communication

Course Outcomes :

This paper will enhance the creative aspect of Students, that why and when to use IMC over other promotional tools, along with this they will be able to design creative communications for their respective accounts.

Sales Management

Course Outcomes :

By the end of this module, students would be able to:

- Make the student aware of issues related to sales force management focusing on "selling" as a tool of Marketing Communication

- Develop skills critical for generating, evaluating and selecting sales strategies. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important.

Customer Oriented Marketing of Services

Course Outcomes :

After the completion of the course, students would be able to:

- Quantify and measure service quality in any organization.
- Distinguish between goods and services.
- Understand the different marketing mixes and strategy applicable to goods and services.
- Understand the different marketing implications for services.
- Compare the pricing strategies of different services.
- Demonstrate targeting and segmenting in service industry.
- Distinguish between Relationship marketing and CRM.
- Learn the all-important concept of service quality.

Investment Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Describe the characteristics of various investment alternatives available to investors.
- Understand how the securities market functions.
- Explain the techniques used by professionals for analysing and valuing investment alternatives.
- Explain how financial derivatives, viz. options and futures, are valued.
- Understand the framework for portfolio management.
- Offer a set of guidelines for investors with varying inclinations.

Corporate Tax Planning

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify various tax related information and their proper analysis.
- Advise on a range of complex high-net-worth business and company issues.
- Determine and evaluate alternative available tax planning strategies.
- Properly interpret the impact of taxation decision on corporate performance.

Financial Markets

Course Outcomes :

- To familiarize with the concepts, theory and latest thinking bearing on the key issues related to financial market. This will be done primarily through lectures and assigned readings.
- To provide with an opportunity, through extensive case analyses and exercises, to apply concepts and theory on areas of financial market.

Training & Development

Course Outcomes :

On completion of the course, students would be able to:

- **Perform** training and development needs assessment.

- **Analyze** jobs and tasks to determine training and development objectives.
- **Create** appropriate training objectives.
- **Design** effective training and development programs.
- **Implement** a variety of training and development activities.
- **Evaluate** training and development programs by measuring results against theory-based criteria and standards of performance.

Measuring Human Resource Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the new trends in Human Resource.
- Discuss the purpose of measuring HR.
- Understand various metrics for measuring HR.
- Understand the impact of HR Scorecard on organization performance.
- Understand the importance of bottom-line focus to the Human Resource function and the trend toward HR accountability.
- Demonstrate an understanding of the role of Human Resource Auditing in a company.
- Understand the various approaches and techniques of measuring HR.

Competency Mapping

Course Outcomes :

Upon completion of this course, students would be able to:

- Understand the role of competencies in performing a job.
- Find the impact of competency mapping on Individual's growth.
- Comprehend how competency mapping is linked to various HR practices.
- Understand gaps in actual competencies a person possesses and standard competencies required in performing that task.
- Discuss various methods to develop competencies in employees.
- Provide insights into assessment tools used for competency mapping.
- Understand the process of implementing Competency Mapping in an organization.

International Human Resource Management

Course Outcomes :

Upon completion of this course, students would be able to:

- Have knowledge of various HR practices in international context and practical approach to manage global workforce.
- Clarify the important role of international human resource management (IHRM) in multinational corporations (MNCs).
- Understand the importance of international human resource management (IHRM) to the success/failure of a firm and the value of IHRM in understanding cross-cultural management issues.
- Describe how a firm's (international) human resources are intertwined and related for the successful execution of strategy.
- Describe and analyze the value of business ethics and corporate social responsibility (from an international perspective).

Global Marketing Management

Course Outcomes :

At the end of this course, students should be able to:

- Assess the need and potential for marketing products and services in other countries.
- Understand the considerations involved in developing a global marketing strategy.
- Make intelligent decisions regarding the organization of global marketing efforts.
- Understand the mindset, skills and experience necessary to become a global marketing manager.

International Financial Management

Course Outcomes :

International Financial Management (IFM) is intended for students who will be involved in cross-border investment and financing decisions as multinational firm managers, transaction advisors (investment bankers, commercial bankers, or consultants), or investors (research analysts or money managers).

Trimester: 4th

Management Science

Course Outcomes :

On completion of this course, students would be able to:

- Define decision models and describe the importance of such models. This will be done mainly through class room exercise on excel and case studies discussion.
- Understand two types of decision models: deterministic and probabilistic models. Understand the steps in developing decision models in practical situation and the use of spreadsheet in developing decision models.
- Model a wide variety of linear programming problems and understand major business application areas for LP problems including manufacturing, marketing finance employee staffing, transportation, blending, and multi-period planning.
- Gain experience in setting up and solving LP problems using excel's solver. Generate Answer and sensitivity reports using excel's solver and analyze the impact of additional new variable using the price out strategy.
- Set up and solve shortest path network models, using excel's solver.
- Understand how to plan, monitor and control projects using PERT and CPM.

Total Quality Management

Course Outcomes :

On successful completion of this course, students should be able to:

- Have a sound understanding on the concept and need of quality.
- Have a thorough understanding of traditional as well as contemporary quality control tools.

Brand Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the role of brands, the concept of brand equity and the advantages of creating strong brands.
- Learn the ways to build brand equity by properly choosing brand elements, designing marketing programs and activities.
- Learn how to implement a brand equity measurement system.
- Adjust branding strategies over time and boundaries to maximize brand equity.

International Marketing

Course Outcomes :

- Explain the influence of global developments on international marketing and business
- Identify external and internal factors that influence the strategic decision making process in international market.
- Outline the segmentation process as a means of identifying the global consumer.
- Describe the marketing mix as a process, and as a set of complex tools utilized to cater to the needs of the global consumer.
- Demonstrate the importance of striving for customer satisfaction through a customer oriented organization.

Consumer Behaviour

Course Outcomes :

- At the end of the course the student will have an understanding of the behavior of the buyer in the marketplace.
- The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behavior and align the knowledge with formulation of appropriate marketing strategies.
- The objective is to gain an understanding of the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.

Advanced Financial Management

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify, analyze and interpret key financial variables.
- Understand the theories, concepts, conventions etc. related with finance and their timely implementation according to organizational requirement.
- Accurate assessment of the cause of a particular finance related problem and its effect on individual business and sector as a whole.
- Develop strategies, techniques and other precautionary measures to face and control the adverse impact of finance related issues.

Financial Statement Analyses

Course Outcomes :

By the end of the courseware the students should be able to:

- Identify, analyze and interpret key financial variables.
- Understand the theories, concepts, conventions etc. related with financial statements and their timely implementation according to organizational requirement.
- Accurate assessment of the cause of a particular finance related problem and its effect on individual business and sector as a whole.

Risk Management & Insurance

Course Outcomes :

On successful completion of this courseware, students would be able to:

- Have a fair understanding of risk and risk management techniques.
- Understand the broader role of insurance as a risk management tool.
- Advise on the usage of insurance in different segments.
- Have a fair idea on the regulatory environment related to insurance.
- Interpret the competencies that would be needed to become an insurance professional.

Organizational Development

Course Outcomes :

At the end of the program, students would be able to:

- Develop an understanding of the organizational development skills and their importance to the overall effectiveness of the organization.
- Increase their capacity to lead organizational change, and coach or consult other leaders within the organization on development issues.
- Develop a fundamental understanding of selecting intervention strategies associated with individual/team, quality and process improvement, and large-scale change efforts.
- Determine which intervention strategy is appropriate to an organization.
- Diagnose their organization's effectiveness.
- Design and implement appropriate interventions.

Labour Legislations

Course Outcomes :

- To provide students with a comprehensive perspective on labour laws.
- To develop an integrative thinking, understanding and implementing the rules and regulations in manufacturing units.
- To arouse the sense of business through implementing different formalities in relation with the laws of an industry.

Compensation & Reward Management

Course Outcomes :

Upon successful completion of this course, students would be able to:

- Understand the opportunities available to employers to stimulate the productive efforts of each employee.
- Understand the dimensions of a compensation system and non-compensation system.

- Design and develop a job analysis program with the information available in an organization.
- Understand the methodologies available for establishing the worth or value of jobs.
- Design pay grades and their relationship to internal worth and market value.
- Understand the short-term and long-term incentive and employee benefits and service options available to organizations.
- Have an idea about income tax law and its provisions and to make learn how to plan the compensation to give relief to employee.

International Business Environment

Course Outcomes :

After completing this module, students should be able to:

- Define the term 'international business environment and understand a number of models of the contextual environment of organizations.
- Recognize environmental forces that may act upon a variety of circumstances within and outside the organizations and identify the stakeholders of the business environment in a global platform.
- Demonstrate the range and complexity of the external and internal influences on business activities globally.

Intellectual Property Rights

Course Outcomes :

- To provide students with a comprehensive perspective on intellectual property rights.
- To develop an integrative thinking, understanding and implementing the rules and regulations in international business.
- To arouse the sense of international business through implementing different formalities related with cyber laws.

Foreign Trade & Policy

Course Outcomes :

After the completion of the course students will have a good understanding of the various international trade theories, components and policy framework of Indian foreign trade.

Trimester: 5th

Management Information System (MIS)

Course Outcomes :

By completing the course, students will meet the following Course Outcomes .

- Understand and apply core knowledge in Management Information Systems (MIS)
- Identify and analyze requirements for information systems
- Understand and apply design principles in Information Systems
- Understand and apply system development & project management principles
- Effectively evaluate technology alternatives to solve problems in an MIS context
- Effectively communicate to both business and IT professionals.

Entrepreneurship

Course Outcomes :

To provide an introduction to entrepreneurship and its development process, environment and current scenario in India. Study of this subject provides an understanding of the scope of an entrepreneur, key areas of development, financial assistance by the institutions. Entrepreneurship in Practice will introduce students to the

more practical elements of innovation and enterprise activity across multiple contexts, including not just new venture creation but corporate and social entrepreneurship as well. Entrepreneurship and Creativity focuses on idea generation and entrepreneurial aspects.

Corporate Creativity and Innovation

Course Outcomes :

At the completion of the course, participants will be able to:

- Understand corporate creativity.
 - Understand preconception limit of Corporate Creativity.
 - Understand innovative thinking styles and theories of Innovation.
 - Describe the basic difference between of creativity and innovation.
 - Apply various lateral thinking techniques to generate ideas and alternatives.
 - Understand Product Creativity, Process Creativity, Service Creativity and Strategic Creativity.
 - Understand How misalignment shutdown Creativity, Unofficial Activity, Self-Initiated Activity.
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