

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**PROGRAMME OUTCOMES AND COURSE OUTCOMES OF UNDER GRADUATE &  
 POST GRADUATE PROGRAMME (2023 ONWARDS)**

| <b>NAME OF THE PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION –<br/>PROGRAMME OUTCOME</b> |   |
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| <b>PO1</b>  | <b>Disciplinary knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study  |
| <b>PO2</b>  | <b>Communication Skills:</b> Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.    |
| <b>PO3</b>  | <b>Critical thinking:</b> Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development. |
| <b>PO4</b>  | <b>Problem solving: Capacity</b> to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.   |
| <b>PO5</b>  | <b>Analytical reasoning:</b> Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.   |
| <b>PO6</b>  | <b>Research-related skills:</b> A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from  |

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|             | data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation  |
| <b>PO7</b>  | <b>Cooperation/Team work:</b> Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team  |
| <b>PO8</b>  | <b>Scientific reasoning:</b> Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.  |
| <b>PO9</b>  | <b>Reflective thinking:</b> Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.   |
| <b>PO10</b> | <b>Information/digital literacy:</b> Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.   |
| <b>PO11</b> | <b>Self-directed learning:</b> Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.   |
| <b>PO12</b> | <b>Multicultural competence:</b> Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.   |
| <b>PO13</b> | <b>Moral and ethical awareness/reasoning:</b> Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work. |
| <b>PO14</b> | <b>Leadership readiness/qualities:</b> Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to  |

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|             | the right destination, in a smooth and efficient way.   |
| <b>PO15</b> | <b>Lifelong learning:</b> Ability to acquire knowledge and skills, including, learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling. |

| <b>NAME OF THE PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION –<br/>COURSE OUTCOMES</b> |   |
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| <b>SEMESTER I</b>   |   |
| <b>PRINCIPLES OF<br/>MANAGEMENT</b>   | <ol style="list-style-type: none"> <li>1. Describe nature, scope, role, levels, functions and approaches of management.</li> <li>2. Apply planning and decision making in management.</li> <li>3. Identify organization structure and various organizing techniques.</li> <li>4. Understand Directing and Co-ordination.</li> <li>5. Control mechanisms and infer ethical practices of organisation.</li> </ol> |
| <b>ACCOUNTING FOR<br/>MANAGERS I</b>  | <ol style="list-style-type: none"> <li>1. Prepare Journal, ledger, trial balance and cash book.</li> <li>2. To understand Subsidiary book, Bank Reconciliation Statement and Average Due Date.</li> <li>3. Prepare final accounts with adjustments.</li> <li>4. To understand Hire Purchase system.</li> <li>5. Prepare single and double entry system of accounting.</li> </ol>                                |

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| <b>MANAGERIAL ECONOMICS</b>       | <ol style="list-style-type: none"> <li>1. Analyze &amp; apply the various managerial economic concepts in individual &amp; business decisions.</li> <li>2. Explain demand concepts, underlying theories and identify demand forecasting techniques.</li> <li>3. Employ production, cost and supply analysis for business decision making.</li> <li>4. Identify pricing strategies.</li> <li>5. Classify market structures under competitive scenarios.</li> </ol> |
| <b>SEMESTER-II</b>                |   |
| <b>MARKETING MANAGEMENT</b>       | <ol style="list-style-type: none"> <li>1. To list and identify the core concepts of Marketing and its mix.</li> <li>2. To sketch the market segmentation, nature of product, PLC.</li> <li>3. To analyze the appropriate pricing methods.</li> <li>4. To determine the importance of various media and applications of digital marketing.</li> <li>5. To assess the sales force management.</li> </ol>  |
| <b>ACCOUNTING FOR MANAGERS II</b> | <ol style="list-style-type: none"> <li>1. Interpret cost sheet &amp; write comments Compare cost, management &amp; financial accounting.</li> <li>2. Analyze the various ratio and compare it with standards to assess deviations</li> <li>3. Evaluate cash flow related to finance and the importance.</li> <li>4. Estimate budget and use budgetary control.</li> <li>5. Evaluate marginal costing and its components.</li> </ol>                               |

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| <p><b>INTERNATIONAL<br/>BUSINESS</b></p>                            | <ol style="list-style-type: none"> <li>1. Discuss the Introduction of International Business.</li> <li>2. Explain international trade theories.</li> <li>3. Understand Foreign exchange market and FDI.</li> <li>4. Outline the Global Business Environment.</li> <li>5. Identify the relevance of international institutions and trading blocs.</li> </ol>  |
| <p><b>MANAGERIAL<br/>SKILL<br/>DEVELOPMENT</b></p>                  | <ol style="list-style-type: none"> <li>1. Identify the personal qualities that are needed to sustain in the world of work.</li> <li>2. Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.</li> <li>3. Acquire practical management skills that are of immediate use in management or leadership positions.</li> <li>4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.</li> <li>5. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.</li> </ol> |
| <p><b>BUSINESS<br/>ETIQUETTE AND<br/>CORPORATE<br/>GROOMING</b></p> | <ol style="list-style-type: none"> <li>1. Describe basic concepts of business etiquette And corporate grooming.</li> <li>2. Outline the etiquette and grooming and followed in business environment and the significance of communication.</li> <li>3. Create cultural awareness and moral practices in real life workplace scenarios.</li> <li>4. Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success.</li> <li>5. Apply the professionalism in the workplace considering diversity and courtesy.</li> </ol>   |
| <p><b>SEMESTER III</b></p>  |  |

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| <b>ORGANIZATIONAL<br/>BEH AVIOR</b>           | <ol style="list-style-type: none"> <li>1. To define Organisational Behaviour, Understand the opportunity through OB.</li> <li>2. To apply self-awareness, motivation, leadership and learning theories at workplace.</li> <li>3. To analyze the complexities and solutions of group behaviour.</li> <li>4. To impact and bring positive change in the culture of the organisaiton.</li> <li>5. To create a congenial climate in the organization.</li> </ol> |
| <b>FINANCIAL<br/>MANAGEMENT</b>               | <ol style="list-style-type: none"> <li>1. Understand the basics of finance and roles of finance manager.</li> <li>2. Evaluate Capital structure &amp; Cost of capital.</li> <li>3. Evaluate Capital budgeting.</li> <li>4. Assessing dividends.</li> <li>5. Appraise Working Capital.</li> </ol>   |
| <b>BUSINESS<br/>STATISTICS</b>                | <ol style="list-style-type: none"> <li>1. Measures of Central Tendency.</li> <li>2. Measures of Variation.</li> <li>3. Correlation and Regression.</li> <li>4. Analyze of Time Series.</li> <li>5. Understand Index Numbers</li> </ol>   |
| <b>SEMESTER IV</b>                            |  |
| <b>BUSINESS<br/>ENVIRONMENT</b>               | <ol style="list-style-type: none"> <li>1. To understand the concepts of Business Environment.</li> <li>2. To apply knowledge in the business and strategic decisions.</li> <li>3. To analyze the importance of business in various social groups.</li> <li>4. To evaluate the types of economic environment and its impact on business.</li> <li>5. To construct and assess the environment for real time business</li> </ol>                                |
| <b>BUSINESS<br/>REGULATORY<br/>FRAME WORK</b> | <ol style="list-style-type: none"> <li>1. explain Indian Contracts Act.</li> <li>2. Understand Sales of goods act and Contract of Agency.</li> <li>3. Understand Indian Companies Act.</li> </ol>  |

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|  | <ol style="list-style-type: none"> <li>Understand Consumer Protection Act – RTI.</li> <li>Understand Cyber law.</li> </ol>   |
| <b>OPERATION<br/>RESEARCH</b>                | <ol style="list-style-type: none"> <li>Analyse Linear Programming.</li> <li>Analyse Transportation problem.</li> <li>Analyse Assignment problem.</li> <li>Analyse Network models.</li> <li>Analyse Game Theory and Decision Theory.</li> </ol>   |
| <b>SEMESTER V</b>                            |  |
| <b>HUMAN RESOURCE<br/>MANAGEMENT</b>         | <ol style="list-style-type: none"> <li>Explain the concepts, functions and process of HRM.</li> <li>Examine the selection and placement process.</li> <li>Evaluate the training and performance appraisal.</li> <li>Understand the employee engagement and compensation.</li> <li>Understand the recent trends in HR, E-HRM.</li> </ol>  |
| <b>RESEARCH<br/>METHODOLOGY</b>              | <ol style="list-style-type: none"> <li>Understand the concepts and principles of Research.</li> <li>Comprehend and decide the usage of design and formulate hypothesis.</li> <li>Analyze data collection sources and tools.</li> <li>Summarize and establish solutions through data analysis.</li> <li>Compare and justify the process of writing and organizing a research report.</li> </ol> |
| <b>BUSINESS<br/>TAXATION</b>                 | <ol style="list-style-type: none"> <li>To define and understand the basic concepts of tax.</li> <li>To Examine and apply GST rules in real-time business situations.</li> <li>To analyze the elements of GST mechanism in India.</li> <li>To evaluate the rules of Income Tax and methods of valuation for customs.</li> <li>To prepare the needed documents under GST Compliance.</li> </ol>  |
| <b>MANAGEMENT<br/>INFORMATION<br/>SYSTEM</b> | <ol style="list-style-type: none"> <li>Understand MIS in decision making.</li> <li>Explain MIS, its structure and role in management functions.</li> <li>Classify &amp; discuss information system categories.</li> </ol>  |

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|                                       | <ol style="list-style-type: none"> <li>4. Discuss SDLC and functional information system categories .</li> <li>5. Outline functions of BPO, Data mining and the recent trends in information management</li> </ol>   |
| <b>Elective -DIGITAL MARKETING</b>    | <ol style="list-style-type: none"> <li>1. To provide basic knowledge about digital marketing.</li> <li>2. To understand and develop various digital marketing tools used for business.</li> <li>3. To know the digital analytics and measurement tools used for digital marketing.</li> <li>4. To familiarise online and Social Media Marketing .</li> <li>5. To Understand various data analytics and measurement tools in digital marketing</li> </ol> |
| <b>Elective -INDUSTRIAL RELATIONS</b> | <ol style="list-style-type: none"> <li>1. To educate about the Industrial legislation in India.</li> <li>2. To provide knowledge about maintaining harmonious relations in India and to resolve disputesetc.,</li> <li>3. To know about Labor Legislation.</li> <li>4. To provide knowledge about the Councils and Collective Bargaining.</li> <li>5. To educate about Trade Unions.</li> </ol>  |
| <b>Elective -FINANCIAL SERVICES</b>   | <ol style="list-style-type: none"> <li>1. Understand the types of financial services and its environment.</li> <li>2. Recognize role and functions of merchant banker and capital market.</li> <li>3. Compare and contrast leasing, hire purchase and consumer Finance.</li> <li>4. Understand Consumer Finance, Factoring, Venture capital and credit rating.</li> <li>5. Understand mutual funds and its functions.</li> </ol>                         |
| <b>ELECTIVE – PROJECT</b>             | <p>To Give Idea about Research Project .</p> <p>To identify the research problem.</p> <p>To review Literature .</p> <p>To give knowledge on Data Collection and Analysis .</p>   |



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|  | To Learn Project Preparation.  |
| <b>SEMESTER VI</b>                         |  |
| <b>ENTREPRENEURIAL DEVELOPMENT</b>         | <ol style="list-style-type: none"> <li>1. To impart knowledge on the concept of Entrepreneur and Entrepreneurship.</li> <li>2. To know the various ideas and implementation of business plan.</li> <li>3. To throw light on importance of the Business analysis and evaluation.</li> <li>4. To discuss the role of Government in developing entrepreneurship.</li> <li>5. To understand the problems and remedies of Entrepreneurial failure.</li> </ol> |
| <b>SERVICES MARKETING</b>                  | <ol style="list-style-type: none"> <li>1. To recall the basic concepts of Services Marketing.</li> <li>2. To know the Marketing Mix in Service Marketing.</li> <li>3. To examine effectiveness of Service Marketing.</li> <li>4. To discuss on delivering Quality Service.</li> <li>5. To analyze the Marketing of Services.</li> </ol>  |
| <b>PRODUCTION AND MATERIALS MANAGEMENT</b> | <ol style="list-style-type: none"> <li>1. To provide comprehensive outlook on basic concepts and practices of production.</li> <li>2. To understand types of layout facilities.</li> <li>3. To analyse work study methods and quality control.</li> <li>4. To enable the students to gain knowledge on Inventory control and Vendor rating.</li> <li>5. To give an insight to Purchase management.</li> </ol>  |
| <b>ELECTIVE– CONSUMER BEHAVIOUR</b>        | <ol style="list-style-type: none"> <li>1. Understand the different concepts relating to nature, scope and application of consumer behavior.</li> <li>2. Understand the various internal influences on consumer behavior</li> <li>3. Comprehend the various psychological factors that shape the</li> </ol>   |

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|   | <p>behavior and actions of the consumer in the global market.</p> <ol style="list-style-type: none"> <li>Learn about the various external influences on consumer behavior</li> <li>Understand the process of human decision making in a marketing context.</li> </ol>   |
| <b>INNOVATION<br/>MANAGEMENT</b>                                | <ol style="list-style-type: none"> <li>To have a broad understanding on the concept innovation management.</li> <li>To familiarize the students about the creativity and innovation in product development.</li> <li>To have a broad understanding of the innovation strategy and its competitive advantage.</li> <li>To provide the knowledge about the technical innovation and its need and importance.</li> <li>To understand the business strategy and objectives in current scenario</li> </ol> |
| <b>SECURITY<br/>ANALYSIS &amp;<br/>PORTFOLIO<br/>MANAGEMENT</b> | <ol style="list-style-type: none"> <li>Understand the basic concepts and terminologies relating to stock market.</li> <li>Evaluate the value of different equity and debt instruments.</li> <li>Comprehend the different methods of performing fundamental and technical analysis.</li> <li>Evaluate portfolio based on different portfolio theories.</li> <li>Possess a basic knowledge of derivatives, its types and characteristics.</li> </ol>  |
| <b>Fundamentals of<br/>Logistics Management</b>                 | <ol style="list-style-type: none"> <li>Understand the various basic concepts and terms relating to Logistics.</li> <li>Comprehend the importance of customer service and outsourcing relevant to logistics.</li> <li>Evaluate the importance and issues in global logistics.</li> <li>Possess an overall knowledge about the services and factors allied to logistics.</li> <li>Understand the technological impact of logistics.</li> </ol>  |

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| E-Business              | <ol style="list-style-type: none"> <li>1. To understand the basic concepts of electronic business.</li> <li>2. To identify web-based tools.</li> <li>3. To examine the security threats to e-business.</li> <li>4. To discuss the strategies on marketing.</li> <li>5. To analyze the business plan for e-business.</li> </ol>   |
| STRATEGIC<br>MANAGEMENT | <ol style="list-style-type: none"> <li>1. To understand the concept of strategy and strategic management process.</li> <li>2. To create awareness of evolving business environment.</li> <li>3. To understand strategic alternatives and make appropriate strategic choice.</li> <li>4. To know the basics of strategic implementation.</li> <li>5. To understand recent trends for competitive advantage</li> </ol> |

| NAME OF THE PROGRAMME: MASTER OF BUSINESS ADMINISTRATION–<br>PROGRAMME OUTCOME |  |
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| <b>PO1</b>   | <b>Problem Solving Skill</b> Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context |
| <b>PO2</b>   | <b>Decision Making Skill</b> Foster analytical and critical thinking abilities for data-based decision-making.   |
| <b>PO3</b>   | <b>Ethical Value</b> Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.                              |
| <b>PO4</b>   | <b>Communication Skill</b> Ability to develop communication, managerial and interpersonal skills.  |
| <b>PO5</b>   | <b>Individual and Team Leadership Skill</b> Capability to lead themselves and the team to achieve organizational goals.  |
| <b>PO6</b>   | <b>Employability Skill</b> Inculcate contemporary business practices to enhance  |

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|            | employability skills in the competitive environment.  |
| <b>PO7</b> | <b>Entrepreneurial Skill</b> Equip with skills and competencies to become an entrepreneur.          |
| <b>PO8</b> | <b>Contribution to Society</b> Succeed in career endeavors and contribute significantly to society. |

| <b>NAME OF THE PROGRAMME: MASTERS BUSINESS ADMINISTRATION –<br/>COURSE OUTCOMES</b> |  |
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| <b>SEMESTER - 1</b>   |  |
| Management Principles and Business Ethics   | <ol style="list-style-type: none"> <li>1. To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions.</li> <li>2. To provide insights on Planning &amp; Decision Making .</li> <li>3. To throw light on Organizing, Managing Change and Innovation.</li> <li>4. To elucidate on Leadership, Communication and Controlling.</li> <li>5. To create awareness and importance of Business Ethics and Social Responsibility.</li> </ol> |
| Quantitative Techniques and Research Methods in Business                            | <ol style="list-style-type: none"> <li>1. To provide the students with an introduction to probability theory and discuss how probability calculations may facilitate their decision making.</li> <li>2. To construct acoherent research proposal that includes an abstract, literature review, research questions, ethical</li> </ol>  |

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|                                   | <p>considerations and methodology.</p> <ol style="list-style-type: none"> <li>3. To understand the basic statistical tools for analysis &amp; interpretation of qualitative and quantitative data.</li> <li>4. To recognize the principles and characteristics of the multivariate data analysis techniques.</li> <li>5. To become familiar with the process of drafting a report that poses a significant problem</li> </ol>  |
| Managing Organizational Behaviour | <ol style="list-style-type: none"> <li>1. To familiarize the students to the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization.</li> <li>2. To provide in sights on Individual Differences, perception, learning, Attitudes values and motivation</li> <li>3. To throw light on Group Dynamics and Interpersonal Communication</li> <li>4. To elucidate on Leadership, Politics, Conflicts and Negotiation.</li> <li>5. To create awareness and importance of work stress and Emotional Intelligence and its influence on employees in an organization.</li> </ol> |
| Human Resources Development       | <ol style="list-style-type: none"> <li>1. To understand the requirements of HRD Professional in the present content with the developmental perspective of HRD.</li> <li>2. To analyse and explore the models and factors influencing employee behavior and Learning.</li> <li>3. To explore the developing needs of Human capacity and its impact of HRD initiatives.</li> </ol>   |

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|                        | <ol style="list-style-type: none"> <li>4. To understand the training need &amp; explore the technique for development.</li> <li>5. To explore there cent trends in career planning &amp; development.</li> </ol>   |
| Performance Management | <ol style="list-style-type: none"> <li>1. To summarize basic concepts of performance management.</li> <li>2. To employ, and design performance management process.</li> <li>3. To interpret optimal use of performance analysis techniques.</li> <li>4. To elucidate role of Performance Management system and standards in place.</li> <li>5. To constitute and appraise high performance teams.</li> </ol>   |
| <b>SEMESTER – 2</b>    |  |
| Accounting for Manager | <ol style="list-style-type: none"> <li>1. To acquaint the students with the fundamentals of principles of financial, cost and management accounting</li> <li>2. To enable the students to prepare, analyses and interpret financial statement</li> <li>3. To acquaint the students with the tools and techniques of financial analysis</li> <li>4. To enable the students to take decisions using management accounting tools.</li> <li>5. To enable the students to prepare there ports with the accounting tools and facilitate managerial decision making.</li> </ol> |
| ManagerialEconomics    | <ol style="list-style-type: none"> <li>1. To familiarize the students about managerial economics and to know the fundamental concepts affecting business decisions.</li> <li>2. To understand the concept of utility and demand analysis and</li> </ol>  |

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|                                | <p>demand forecasting</p> <ol style="list-style-type: none"> <li>3. To know about production function and market structure</li> <li>4. To have an idea and understanding about Macroeconomics like National Income, savings and investment, Indian economic policy and Planning.</li> <li>5. To Provide insights on Money Market ,Inflation and Deflation, Monetary and Fiscal policies ,FDI and cashless economy.</li> </ol>   |
| Legal Systems in Business Core | <ol style="list-style-type: none"> <li>1. To create knowledge and understanding on law of contracts</li> <li>2. To describe about sale of goods and Negotiable instrument act</li> <li>3. To have an over all understanding about partnership act and company law.</li> <li>4. To familiarize various labor laws for effective administration of Human Resource of an organization.</li> <li>5. To provide insights and awareness about consumer protection act, Cyber crimes, Intellectual property Rights.</li> </ol> |
| Organizational Development     | <ol style="list-style-type: none"> <li>1. To generalize a fair comprehension of basic concepts on OD.<br/>To as simulate design elements of OD.</li> <li>2. To summarize the effects of Organizational culture and reinforcing</li> <li>3. techniques.</li> <li>4. To illustrate the effectiveness of working in teams.</li> <li>5. To interpret constructs of well-being and approaches to achieving a balance</li> </ol>  |

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| Stress Management                      | <ol style="list-style-type: none"> <li>1. To understand the concept of stress management</li> <li>2. To understand the impact of stress</li> <li>3. To analyse the stress reduction techniques</li> <li>4. To study the strategies to cope up with stress</li> <li>5. To develop resilience to stress</li> </ol>  |
| Soft Skills I– Executive Communication | <ol style="list-style-type: none"> <li>1. To acquire communication awareness they are going to get for the industry.</li> <li>2. To make the customer realize that you can provide them with information and other essential things</li> <li>3. To explore the skill of writing business proposals</li> <li>4. To develop a plan for the meetings and interviews</li> <li>5. To analyze the skills required for non-verbal communication</li> </ol>   |
| <b>SEMESTER III</b>                    |   |
| Applied Operations Research            | <ol style="list-style-type: none"> <li>1. To provide the students with introduction on OR and its models to aid in understanding its applicability in the various functional areas of management.</li> <li>2. To understand the concept of linear programming models in determining profit maximization and cost minimization</li> <li>3. To learn about various methods adopted in transportation and Assignments models.</li> <li>4. To determine about inventory models, replacement models, job sequencing, networking model and Queuing model</li> <li>5. To throw light on dynamic model and game models and the</li> </ol> |



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|                           | application of pure and mixed strategies in competitive environment.   |
| Human Resource Management | <ol style="list-style-type: none"> <li>1. To embark importance of HRM role, functions and need</li> <li>2. To assimilate theoretical and practical implications of HRP</li> <li>3. To critically use appropriate training tools</li> <li>4. To analyze and implement an effective performance management</li> <li>5. To extrapolate and design compensation management techniques</li> </ol>   |
| Financial Management      | <ol style="list-style-type: none"> <li>1. To create an understanding and familiarize the students to the fundamentals of financial management and create awareness on the various sources of finance.</li> <li>2. To create awareness on the various investment techniques on the investment decision making.</li> <li>3. To throw light on the concept of cost of capital and familiarize on the technique of identifying the right source of capital.</li> <li>4. To educate on the concept of capital structure and the create understanding on the concept of dividend.</li> <li>5. To create an understanding on the concept of working capital, its need, importance, factors and forecasting technique</li> </ol> |
| Marketing Management      | <ol style="list-style-type: none"> <li>1. To develop an understanding and enhance the knowledge about marketing theories, principles, strategies and concepts and how they are applied.</li> <li>2. To provide with opportunities to analyze marketing activities</li> </ol>   |

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|                                   | <p>with in the firm.</p> <ol style="list-style-type: none"> <li>3. To analyze and explore the buyer behavior pattern in marketing situations.</li> <li>4. To understand the branding, pricing and strategies in marketing a product.</li> <li>5. To upgrade the knowledge and awareness of Consumer Rights in the Market.</li> </ol>   |
| Strategic HRM                     | <ol style="list-style-type: none"> <li>1. To familiarize the students with the basic concepts of Strategic Management</li> <li>2. To provide insights into Environmental Forecasting</li> <li>3. To throw light on Human Resource Strategy</li> <li>4. To elucidate on Strategic Human Resource Processes</li> <li>5. To create awareness and importance of New Economic Policy and HRM Strategy</li> </ol>      |
| Soft Skills II-Business Etiquette | <ol style="list-style-type: none"> <li>1. To analyze the Business etiquette at workplace</li> <li>2. To determine the Principles of exceptional work behavior</li> <li>3. To explore Tec etiquette in using various tele communication devices and channels</li> <li>4. To successfully handle Multi-cultural challenges</li> <li>5. To ascertain sensitivity to new and emerging issues in etiquette</li> </ol> |
| <b>SEMESTER IV</b>                |  |
| Information Systems               | <ol style="list-style-type: none"> <li>1. To enable students to understand the fundamentals of information system and its role of information in managerial</li> </ol>   |

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| for Business                      | <p>decision making</p> <ol style="list-style-type: none"> <li>2. To throw light on fundamentals of information systems like TPS, DSS, and EIS.</li> <li>3. To manage system applications and data to best support functional areas of business</li> <li>4. To provide insights in securely managing database and information using the process of</li> <li>5. To elucidate the need and importance of ERP, its selection and implementation in workplace</li> </ol>  |
| International Business Management | <ol style="list-style-type: none"> <li>1. To understand and analyze international situations and evaluate international collaborative arrangements and strategic alliances.</li> <li>2. To apply knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.</li> <li>3. To throw light on international trade theories and the management of business functional operations in an international context.</li> <li>4. To analyze and evaluate barriers, opportunities, market entry modes and the process of internationalization.</li> <li>5. To know about regional economic integration and contemporary issues in international business.</li> </ol> |
| Industrial and Labour Relations   | <ol style="list-style-type: none"> <li>1. To familiarize the students to the basic concepts of Industrial Relations in order to aid in understanding how an industry functions.</li> </ol>   |

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|                                      | <ol style="list-style-type: none"> <li>2. To provide insights on Industrial Harmony and Conflicts</li> <li>3. To throw light on Labour Relations, Joint consultation</li> <li>4.</li> <li>5. To explicate on Trade Union, Problems and role of Indian Trade Unions.</li> <li>6. To elucidate on Collective Bargaining, Tri partite Machinery</li> </ol>   |
| Soft Skills III–<br>Computing Skills | <ol style="list-style-type: none"> <li>1. To create awareness and understanding on the basic functions of MS Excel</li> <li>2. To elucidate the students on the various advanced functions of MS Excel</li> <li>3. To educate the students on MS Access and its application in data base management</li> <li>4. To enable the students to understand the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs</li> <li>5. To enable the students learn the functions and usage of Cloud based apps like Google Forms ,Google Slides and Google Cloud Printing.</li> </ol> |