

DEPARTMENT OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES AND COURSE OUTCOMES OF UNDER GRADUATE & POST GRADUATE PROGRAMME (2022 ONWARDS)

NAME OF THE PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION – PROGRAMME OUTCOME	
PO1	Understanding management techniques and emerging technologies in business
PO2	Providing global perspectives and ethical principles in order to commit to professional ethics, accountability, and management practice norms.
PO3	Enhancement of critical and analytical thinking skills.
PO4	Improvement of interpersonal skills
PO5	Creating social sensitivity and understanding CSR, ethical and sustainable business practices demonstrates sensitivity to social, ethical and sustainability issues.
PO6	Development of Entrepreneurship Acumen
MASTER OF BUSINESS ADMINISTRATION	
PO1	Apply research and business intelligence
PO2	Provide qualitative and quantitative problem-solving and decision-making techniques.
PO3	Ability to work individually and with a team in a multidisciplinary setting to be a leader in a diverse team.
PO4	Engage in independent and lifelong learning in the broadest context of technological change.

NAME OF THE PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION – COURSE OUTCOMES	
SEMESTER I	
BUSINESS MATHEMATICS AND STATISTICS I	<ol style="list-style-type: none">1. After the study of unit-1, the student will be able to apply basic terms of statistical data solving practical problems in the field of business.2. After the study of unit-2, the student will be able to explain basic methods of Measure of central tendency.3. After the study of unit-3, the student will be able to solve problems in the areas of simple and compound interest account, use of

	<p>compound interest.</p> <ol style="list-style-type: none"> After the study of unit-4, the student will be able to discuss the effects of various types and methods of interest account. After the study of unit-5, the student will be able to Connect acquired knowledge and skills with practical problems.
BUSINESS ORGANIZATION	<ol style="list-style-type: none"> After the study of Unit-1, the student understands the basic fundamentals of the business organization. After the study of Unit-2, the student attains the knowledge of various forms and types of the business organization. After the study of Unit-3, the student understands the main working aspects of organizations. After the study of Unit-4, the student acquires in depth understanding of the Stock Exchanges and its functions. After the study of Unit-5, the student gain knowledge about Trade Associations and Chamber of commerce
PRINCIPLES OF INSURANCE	<ol style="list-style-type: none"> After the study of Unit1, the student understands the basic functions and legal principles of insurance After the study of Unit2, the student attains the knowledge of various types of Insurance. After the study of Unit3, the student will be able to apply their knowledge on the insurance-related legal principles. After the study of Unit4, the student gains in -depth knowledge acquisition in Life Insurance. After the study of Unit5, the student acquires in depth understanding of Marine and Fire Insurance.
BUSINESS ETHICS	<ol style="list-style-type: none"> After the study of Unit1, the student understands the importance of Ethics and Values in Business. After the study of Unit2, the student acquires the knowledge of various types of Ethics. After the study of Unit3, the student learns the ethical practices to be followed in Human Resource and marketing activities. After the study of Unit4, the students learn to be socially responsible towards the stakeholders of Business After the study of Unit5, the students develop the social skills required for the successful practice of management within the framework of societal values.
SEMESTER- II	
BUSINESS ENVIRONMENT	<ol style="list-style-type: none"> After the study of unit-1, the student will be able to know the factors that affect the business environment After the study of unit-2, the student will be able to understand how Political Environment influence Business Organisation. After the study of unit-3, the student will be able to understand how Social Environment impact society After the study of unit-4, the student will be able to know how Economic Environment impact Business. After the study of unit-5, the student will be able to know how

	Financial Environment, and Financial institutions help Business Organizations
BUSINESS MATHEMATICS & STATISTICS-II	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to Identify statistical tools needed to solve various business problems. 2. After the study of unit-2, the student will be able to Solve Simultaneous Equation using matrix Method. 3. After the study of unit-3, the student will be able to able to apply Correlation & regression. 4. After studying unit-4, the student will be able to develop Time Series 5. After studying unit-5, Students can Use Index Number , Weighted and UN weighted Index Numbers in practical application .
CUSTOMER RELATIONSHIP MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will have a clear understanding of be able to know CRM 2. After the study of unit-2, student will be able to learn various stages and importance of CRM. 3. After the study of unit-3, student will know the components of CRM and how to measure effectiveness. 4. After the study of unit-4, students will be able to check out the framework of CRM 5. After the study of unit-5, student will be able to use of technology in CRM
PRINCIPLES OF BANKING SYSTEM	<ol style="list-style-type: none"> 1. After the study of unit-1, student will have a complete knowledge on the origin of Banks 2. After the study of unit-2, student will be able to know the Concept of Social Responsibility of Banks 3. After the study of unit-3, student will be able to understand the roles of various banks 4. After the study of unit-4, student will be able to understand the Functions of Modern Commercial Banks 5. After the study of unit-5, student will understand the various financial services in the Indian economy
FUNDAMENTALS OF COMPUTER	<ol style="list-style-type: none"> 1. After the study of unit-1, student will have knowledge about computer 2. After the study of unit-2, student will understand computer architecture 3. After the study of unit-3, student will know the functioning of parts 4. After the study of unit-4, student will be able to develop program 5. After the study of unit-5, student will be able to use computers effectively.
SEMESTER-III	
PRODUCTION AND MATERIALS MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, student will be able to understand the concept of operations and relationship between operations and other business functions. 2. After the study of unit-2, student will be able to analyses and evaluate various production and scheduling techniques, and to

	<p>identify appropriate location for factories.</p> <ol style="list-style-type: none"> 3. After the study of unit-3, student will be able to implement work and method study procedures 4. After the study of unit-4, student will be able to plan and implement suitable materials planning principles and practices in operations. 5. After the study of unit-5, student will be able to plan and implement store keeping and material handling and rating vendors.
FINANCIAL ACCOUNTING	<ol style="list-style-type: none"> 1. After the study of Unit-1, the student is able to know the basic concepts of accounting, principles, convention, rules of accounting and various books of accounting. 2. After the study of Unit-2, the student is able to know the trial balance method, depreciation and their needs and various method of charging depreciation. 3. After the study of Unit-3, the student is able to know the preparation of financial accounting, procedure for preparation of trading and profit and loss accounts and balance sheet. 4. After the study of Unit-4, the student is able to know the need for preparation of single entry system and their uses. 5. After the study of Unit-5, the student is able to know the meaning of shares and its type.
HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of Unit 1, the student understands the concepts and basic functions of Human Resource Management. 2. After the study of Unit 2, the student learns the process of employee recruitment and selection. 3. After the study of Unit 3, the student acquires knowledge in identifying the training needs and methods. 4. After the study of Unit 4, the student understands the need and methods of performance appraisal. 5. After the study of Unit 5, the student can analyse the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.
MANAGERIAL ECONOMICS	<ol style="list-style-type: none"> 1. After the study of Unit 1, the student understands the concepts and relationship between Micro and Macro Economics 2. After the study of Unit 2, the student can analyse the market supply and demand on market dynamics. 3. After the study of Unit 3, the student acquires knowledge on production and cost analysis. 4. After the study of Unit 4, the student will understand pricing methods. 5. After the study of Unit 5, the student will have knowledge about market structure.
OFFICE MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of Unit 1, the student understands the concepts and basic functions of an office and responsibilities and skills required by the office manager. 2. After the study of Unit 2, the student attains the knowledge of

	<p>Location, Layout and the environment of an Office</p> <ol style="list-style-type: none"> 3. After the study of Unit3, the student gains knowledge of various types of office furniture and its uses. 4. After the study of Unit4 the student can handle mail services. 5. After the study of Unit5, the student learns the skill of records management.
SERVICES MARKETING	<ol style="list-style-type: none"> 1. After studied Unit1, the student will have thorough understanding of marketing services, 2. After studied Unit2, the student acquires knowledge of services strategies including service product and delivery 3. After studied Unit3, the student gains Customer Service oriented mindset. 4. After studied Unit4, the student learns to Identify and fill the service gaps 5. After studied Unit5, the student acquires in depth understanding of the challenges in managing and delivering the quality services.
TOURISM MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of Unit1, the student understands the history, growth and development of tourism. 2. After the study of Unit2, the student gains knowledge in both national and international Tourism. 3. After the study of Unit3, the student acquires in depth understanding of economic and cultural environment of tourism. 4. After the study of Unit4, the student understands the pricing strategy of tourism industry 5. After the study of Unit5, the student understands the role/ service of government administrative system and Ministry of Tourism
BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1. After the study of Unit1, the student understands the concepts and basic functions of Communication 2. After the study of Unit2, the student will be able distinguish among various levels of organizational communication and its process. 3. After the study of Unit3, the student will be trained in effective business writing. 4. After the study of Unit4, the student will draft effective business correspondence and reports. 5. After the study of Unit5, the student understands the various traditional and modern equipment used for communication.
MANAGEMENT CONCEPTS	<ol style="list-style-type: none"> 1. After the study of Unit1, the student understand the concepts of management learns the roles, skills and functions of management related to Business. 2. After the study of Unit2, the student develop optimal managerial skills in planning and in taking decisions 3. After the study of Unit3, the students develop knowledge to organize program 4. After the study of Unit4, the student acquires in depth knowledge in Communication, Leadership, Controlling, Motivation and Delegation

	5. After the study of Unit5, the student can control and coordinate.
SEMESTER-IV	
ORGANIZATIONAL BEHAVIOUR	<ol style="list-style-type: none"> 1. After the study of Unit- 1, student will be able to know the importance of organizational behavior. 2. After the study of Unit- 2, student will be able to know the dynamics of groups in organizations. 3. After the study of Unit- 3, student will be able to understand the leadership concept 4. After the study of Unit- 4, student will be able to understand the significance of organizational culture in functioning an organization. 5. After the study of Unit- 5, student will be able to learn concept of change and its significance in organizations
TAXATION	<ol style="list-style-type: none"> 1. After the study of Unit-1 student will be able to understand the concept of indirect tax and to know current taxation structure prevailing in India. 2. After the study of Unit-2 student will be able to understand the concepts of central sales taxes in India and to know the categories of collection taxes and offence and penalties for not paying sales taxes. 3. After the study of Unit-3 student will be able to understand the concepts of custom duties 4. After the study of Unit-4 student will be able to understand the Authorities of customs and excise officers 5. After the study of Unit-5 student will be able to understand the concept of goods and service tax
MANAGEMENT ACCOUNTING	<ol style="list-style-type: none"> 1. After the study of Unit- 1, students will acquire the basic knowledge required for application of tools for decision making. 2. After the study of Unit- 2, students can describe the fundamental concepts of ratio analysis and uses of ratios. 3. After the study of Unit- 3, students will be able to know the budgets and budgetary control and prepare the budgets 4. After the study of Unit- 4, student is able to know the concept of fund flow management and its objectives. To know the various method to find out the profit and to select the projects. 5. After the study of Unit- 5, the student is able to know the meaning of cash flow statement and its significance.
OPERATION RESEARCH	<ol style="list-style-type: none"> 1. After studied unit-1, the student will be able to Identify and develop operation research models from the verbal description of the real system 2. After studied unit-2, the student will be able to knowledge and understanding the characteristics 3. After studied unit-3, the student will be able to Understand the mathematical tools that are needed to solve optimization problems 4. After studied unit-4, the student will be able Use mathematical tools to solve the proposed model

	<ol style="list-style-type: none"> 5. After studied unit-5, the student will be able develop the report that describes the and the solving and techniques, analysis the result an propose recommendations.
RETAIL MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of Unit1, the student will understand the concepts and functions of retailer. 2. After the study of Unit2, the student will gain knowledge about retail property development in India 3. After the study of Unit3, the student will apply the technology tool that aid merchandise planning. 4. After the study of Unit4, the student will be able to determine retails pricing strategies. 5. After the study of Unit5, the student will be able to identify the opportunities offered in retail as a career.
PROJECT MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to apply the fundamentals of project management in their job. 2. After the study of unit-2, the student will be able to analyse the projects on various aspects. 3. After the study of unit-3, the student will be able to plan and design the approach to project management. 4. After the study of unit-4, the student will be able to know about the information on financial sources and project financial institutions 5. After the study of unit-5, the student will be aware of becoming a better project manager.
HOTEL MANAGEMENT	<ol style="list-style-type: none"> 1. After the completion of the Unit1, students will be able to understand the historical background of hospitality industry. 2. After completion of the Unit2, students will be able to understand the Major and the minor departments in the hotels 3. At the end of the Unit3 students shall be able to understand the different types of guests and their needs 4. At the end of the Unit4 the students will be able to get acquainted with the underlining principles and concepts of marketing and their relevance in hospitality industry 5. After the completion of the Unit5 students shall be able to understand the licensing laws and regulations of the hospitality industries
ENTREPRENEURSHIP DEVELOPMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to understand the enterprise, entrepreneur and entrepreneurship. 2. After the study of unit-2, the student will be able to get the complete picture of government programs available for entrepreneurs. 3. After the study of unit-3, the student will be able to understand and prepare business plan make presentation 4. After the study of unit-4, the student will be able to write project report for starting an entrepreneur. 5. After the study of unit-5, the student will be able to assess the qualities of an entrepreneur and learn to be a successful

	entrepreneur
TRAINING AND DEVELOPMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will know the basic concepts of training, identify training needs and functions of training department. 2. After the study of unit-2, the student will know the various on-the-job and off the job techniques of training. 3. After the study of unit-3, the student will have a clear picture about career planning and development 4. After the study of unit-4, the student understands the different techniques of management development programmed 5. After the study of unit-5, the student will know the information about the different management training institutes in India.
SEMESTER- V	
MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to identify the primary marketing activities of an Organization. 2. After the study of unit-2, the student will be able to use marketing information and research to develop marketing strategies for targeting customers. 3. After the study of unit-3, the student will be able to create and analyse product positioning, brand building process, with appropriate product portfolio structure which contributes to the success of products or services. 4. After the study of unit-4, the student will be able to understand the price elasticity and how it can be used to set price for a product. The student will be able to evaluate how to use distribution channels to market the products / services effectively 5. After the study of unit-5, the student will be able to use the appropriate promotional tools for the promotion of products/ services.
BUSINESS LAW	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to understand the fundamental legal principles in developing various contracts. 2. After the study of unit-2, the student will be able to understand the commercial laws in the business world. 3. After the study of unit-3, the student will be able to identify the common forms of business associations and elements of Corporate Governance. 4. After the study of unit-4, the student will be able to understand the legality and statute of frauds in contracts. 5. After the study of unit-5, the student will be able to develop insights regarding the laws and transactions related to sales of goods

<p style="text-align: center;">RESEARCH METHODOLOGY</p>	<ol style="list-style-type: none"> 1. After studied unit-1, the student will be able to understand the basic framework of research process 2. After studied unit-2, the student will be able to develop an understanding of various research designs and techniques. 3. After studied unit-3, the student will be able to identify various sources of sampling techniques 4. After studied unit-4, the student will be able to identify various sources of information for data collection. 5. After studied unit-5, the student will be able to conduct a research and prepare a report.
<p style="text-align: center;">COMPUTER APPLICATION IN BUSINESS</p>	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will know about the emergence of computers and various software solution used for business 2. After the study of unit-2, the student will be learn to use MS word and its functions 3. After the study of unit-3, the students will learn the application of Excel in problem solving and decision 4. After the study of unit-4, the student will be familiar with uses of PPT and also learn to design presentations 5. After the study of unit-5, the student will know about the emerging trends of computer applications in business
<p style="text-align: center;">INDUSTRIAL RELATIONS AND LABOUR LAWS</p>	<ol style="list-style-type: none"> 1. After the study of unit-1 student will be able to understand the importance of industrial relation and know the role of trade union and the industrial disputes and their resolutions. 2. After the study of unit-2 the student will be able to understand the meaning of participative management and its structure and know the different committee and find the pre requisite for successful participation in collective bargaining systems. 3. After the study of unit-3 the student will understand the meaning of industrial unrest and the reasons for employee dissatisfaction and disciplinary action. The student also understand the various method of strike and prevention. 4. After the study of unit-4 the student is able to understand the Indian factories Act and provisions regarding welfare, safety and health of workers. 5. After the study of unit-5 the students is able to understand the concepts of workmen"s compensation act and its provisions and also know the international labour organisation role and its various functions.
<p style="text-align: center;">REWARD MANAGEMENT</p>	<ol style="list-style-type: none"> 1. After the study of unit-1, student is able to understand the importance of employee compensation and equity. To know the wages policy and its structure and different levels of wages and major decisions. 2. After the study of unit-2, the student is able to understand the factors of fixation of wages and job pricing. To know the rationalizing and developing wages structures.

	<ol style="list-style-type: none"> 3. After the study of unit-3, the student is able to understand the concepts of fringe benefits and other allowances and know the consumer price index and bonus regulations. 4. After the study of unit-4, the student is able to know wages incentives and linking wages to productivity. To know the different types of incentives and productivity sharing plans. 5. After the study of unit-5, the student is able to understand meaning of reward and statutory provision.
CHANGE MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to provide an over view of the change process. 2. After the study of unit-2, the student will be able to review the spectrum of reactions to change. 3. After the study of unit-3, the student will be able to offer techniques for preparing for change. 4. After the study of unit-4, the student will be able to create and stimulate the culture for change. 5. After the study of unit-5, the student will be able to give suggestion for managing uncertainty
E-BUSINESS	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to define appreciate the difference between traditional and electronic business 2. After the study of unit-2, the student will know basic infrastructure required to build an EBusiness and secure it 3. After the study of unit-3, the student will be equipped with using electronic as a tool to perform business effectively 4. After the study of unit-4, the student will be familiar electronic data interchange and how does it help in transaction besides learning the importance of Web. 5. After the study of unit-5, the student will be able to use various electronic governance media and tools.
SEMESTER-VI	
STRATEGIC MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, student will be able to understand objectives, mission and vision. Appreciate strategic analysis of corporate goals and its capabilities. 2. After the study of unit-2, student will be able to understand the corporate strategy, process of strategic planning, formulation of strategy, project life cycle, portfolio analysis and SWOT analysis 3. After the study of unit-3, student will be able to learn generic strategic alternatives - horizontal and vertical diversification 4. After the study of unit-4, student will be able to understand external growth strategy, mergers, acquisition, amalgamation, joint ventures, problems of organizational structure and the management of change 5. After the study of unit-5, student will be able to learn the implementation of strategy, elements of strategy, significance of leadership and organizational climate, planning and control of

	implementation.
INTERNATIONAL BUSINESS	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to define and explain the importance of globalization and international business 2. After the study of unit-2, the student will be known the options used and various modes of entering globalmarkets. 3. After the study of unit-3, the student will understand how governments use trade policies to restrict movement of goods abroad 4. After the study of unit-4, the student will be familiar with how various regional co operational organization work and their functions. 5. After the study of unit-5, the student will be able make decisions of setting up MNCs and know how to invest abroad to establish MNC
FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to calculate time value for money 2. After the study of unit-2, the student will be able to explain Capital structure decision and suggest the best mix of capital structure using theories 3. After the study of unit-3, the student will calculate cost of capital how it is affected 4. After the study of unit-4, the student will be familiar with capital budgeting and develop a basic budget format. 5. After the study of unit-5, the student will know how to make funds available for routine operations.
FINANCIAL SERVICES	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to define Financial services and have knowledge on its types, will also be able explain in the Indian context 2. After the study of unit-2, the student will be able to explain how merchant banking works and how securitization is done 3. After the study of unit-3, the student will gain understanding on hire purchasing and leasing finance 4. After the study of unit-4, the student will be familiar with Factoring and RBI regulates them. 5. After the study of unit-5, the student will gain skills on venture capital process.
INVESTMENT MANAGEMENT	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to understand the various alternatives available for investment 2. After the study of unit-2, the student will be able to measure risk and return. 3. After the study of unit-3, the student will be able to find the relationship between risk and return. 4. After the study of unit-4, the student will be able to value the equity and bonds 5. After the study of unit-5, the student will be able to gain knowledge of the various strategies followed by investment practitioners.

<p style="text-align: center;">MARKETING RESEARCH</p>	<ol style="list-style-type: none"> 1. After studied unit-1, the student will be able to understand scope and concept of marketing research. 2. After studied unit-2, the student will be able to define the Marketing Research process 3. After studied unit-3, the student will be able to identify the appropriate tool for collecting data. 4. After studied unit-4, the student will be able to choose the correct sampling method. 5. After studied unit-5, the student will be able to apply the concepts of marketing research in sales, product, market and advertising.
<p style="text-align: center;">RURAL MARKETING MANAGEMENT</p>	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to explore the special areas in rural marketing environment and to identify opportunities and emerging challenges in upcoming rural markets. 2. After the study of unit-2, the student will be able to aware of categorizing the rural products and branding the products in rural areas. 3. After the study of unit-3, the student will be able to make sound marketing decisions n pricing strategies in rural market. 4. After the study of unit-4, the student will be able to analyse the distribution channels marketing strategies etc in the context of rural markets in India 5. After the study of unit-5, the student will be able to identify the appropriate promotion mix for rural market.
<p style="text-align: center;">ADVERTISING AND SALES MANAGEMENT</p>	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to set up advertising objectives and know the legal implications of advertising 2. After the study of unit-2, the student will be able to design copy of advertisement 3. After the study of unit-3, the student will be able to select the appropriate media for promotion 4. After the study of unit-4, the student will be able to know the functions of salesmen 5. After the study of unit-5, the student will be able to discover and demonstrate various sales promotion technique and their advantages.
<p style="text-align: center;">CREATIVITY AND INNOVATION MANAGEMENT</p>	<ol style="list-style-type: none"> 1. After the study of unit-1, the student will be able to define Creativity 2. After the study of unit-2, the student will be able to think creativity 3. After the study of unit-3, the student will be able to practice Creativity Exercises. 4. After the study of unit-4, the student will be able to learn Innovation. 5. After the study of unit-5, the student will be able to compare various creativity techniques

NAME OF THE PROGRAMME: MASTER OF BUSINESS ADMINISTRATION – COURSE OUTCOMES	
SEMESTER I	
MANAGEMENT PRINCIPLES	<ol style="list-style-type: none"> 1. To understand the basics of management theory, its functions and practice. 2. To understand the functions of management. 3. To understand individual, group and organizational components of organizational behavior. 4. To learn and develop skills related to staffing and directing. 5. To learn the importance of co-ordination.
ACCOUNTING FOR MANAGERS	<ol style="list-style-type: none"> 1. To understand the fundamental concepts and principles of financial accounting and apply in business activities. 2. To analyze and compare the financial statements of an organization with the help of different ratios and how these ratios help users in decision making. 3. To understand the concepts and objectives of cost accounting, various costing methods used in manufacturing and non-manufacturing concerns. 4. To understand the relationship of costs and revenues to output with the use of marginal costing, break- even analysis, CVP analysis etc. 5. To make various types of budgets at organizational level for cost control and efficiency.
MANAGERIAL ECONOMICS	<ol style="list-style-type: none"> 1. Describe the nature and scope of managerial economics, demand analysis and firm & its organization. 2. Learn the techniques of production function, cost analysis and forms of market. 3. Apply the pricing techniques to determine the price of factors of production. 4. Apply the knowledge of national income accounting, inflation and monetary and fiscal policies in real world situations. 5. Describe the trade cycles in the open economy and exchange rate determination
RESEARCH METHODOLOGY	<ol style="list-style-type: none"> 1. To obtain knowledge on various kinds of research problems and various types of data collection. 2. To obtain the knowledge on various kinds of scaling techniques. 3. To exhibit good practices in conducting parametric and non-parametric test. 4. To obtain the knowledge on ANOVA and regression analysis. 5. To explain various steps involved in writing the Research report.
BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1. Recall the basics of communication and its process, elements and importance 2. Communicate in an effective manner and to shine as a better leader and guide the team with effective communication skills. 3. Evaluate the effectiveness of revising and checking the messages.

	<ol style="list-style-type: none"> 4. Use of appropriate technology for business presentations and digital communication and write E-mails in a structured pattern 5. Employ the art of report preparation and writing various types of letters.
ORGANIZATIONAL BEHAVIOUR	<ol style="list-style-type: none"> 1. Explain the OB Model and its contributing discipline. 2. Apply motivational theories to resolve problems related to organizational Performance 3. Evaluate the behavior of individual and groups in terms of the key factors that influence organizational behavior. 4. Identify organizational factors affecting teams and culture in which the groups function. 5. Assess the potential factors like power, politics. Culture, climate and change on organizational behavior.
KNOWLEDGE MANAGEMENT	<ol style="list-style-type: none"> 1. To explain the evolution of knowledge management and its relevance in competitive environment. 2. To manage the entire process of KM & knowledge creation. 3. To develop knowledge leadership capabilities. 4. To apply knowledge management systems and tools. 5. To leverage knowledge as strategic resource using enabling technologies
COMMUNICATION SKILLS FOR MANAGERS	<ol style="list-style-type: none"> 1. Becomes good at public speaking skills and presentation skills. 2. Become good at oral and written communication. 3. Become good at pronunciation. 4. Ability to communicate and develop presentation skills with confidence. 5. Discover the impact of changing communication methods on society
COMPENSATION MANAGEMENT	<ol style="list-style-type: none"> 1. To acquaint with the basic legal framework envisaged under the statutes for compensation and welfare of employees in different modes. 2. To understand the principles involved and premise of the grant of bonus, wages, and minimum wages to workers. 3. To be well versed with working in the maintenance and compliance vertical of compensation structuring department. 4. To handle the organizations scenarios having large scale variation of minimum wages both within the country and internationally. 5. To have insights about the employment benefits for women envisaged under compensation laws of India.
OPERATION RESEARCH	<ol style="list-style-type: none"> 1. Define and formulate linear programming problems and appreciate their limitations and to understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method. 2. To comprehend the concept of a Transportation Model and develop the initial solution for the same and the concept of an Assignment model and develop the optimum schedule and optimum cost. 3. Identify and select procedures for various sequencing problems. 4. Elucidate the potential or proven relevance of game theory and its

	<p>impact in many fields of human endeavour which involve conflict of interest between two or more participants.</p> <p>5. Identify various inventory models Investigate network analysis on elements of scheduling by CPM and PERT techniques.</p>
SEMESTER II	
HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. Explain the importance of HRM in the organization through their roles, responsibilities, challenges etc. 2. Assess the major HRM functions and processes of HRM planning. 3. Explain how training helps to improve the employee performance. 4. Analyze the emerging trends, opportunities and challenges in performance appraisal. 5. Apply the Concept of job application and how it is practically applied in the organization and application of concept of employer and legal system to manage the employment relations.
FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 1. Identify the theoretical and practical role of financial management in business corporations. 2. Evaluate different capital budgeting techniques & its application on investment decisions. 3. Assess the importance of risk within the context of financial decision making. 4. Analyze the different pattern of capital structure of the firm & its impact on the shareholders wealth. 5. Estimate cost of capital for long term source of finance.
MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. Understand importance and nature of marketing, evolution of major marketing philosophies, marketing management tasks and process, meaning and impact of marketing environment on marketing decision making, and nature buying process of household and institutional customers. 2. Describe target market selection and positioning process. 3. Know issues and process involved with product planning and price determination. 4. Describe issues and process involved with promotion planning and distribution strategy. 5. Identify and describe developments and contemporary issues in marketing.
OPERATIONS MANAGEMENT	<ol style="list-style-type: none"> 1. Reveal the ability to apply some mathematical forecasting techniques. 2. Summarize the Facility Location concepts and to classify the Layouts. 3. Describe the inventory implementation system. 4. Study the work study features. 5. To understand basic Maintenance Planning and Control concepts.
CUSTOMER RELATIONSHIP MANAGEMENT	<ol style="list-style-type: none"> 1. Candidates will be enriched with the knowledge on customer behaviour, customer perception and customer profile analysis. 2. Students would be knowing about the structure and models of CRM for business Applications.

	<ol style="list-style-type: none"> 3. Able to understand the tools of CRM, role of CRM managers in implementation and customer retention plans. 4. Candidates could be equipped with knowledge on service quality gaps, dimensions and methods of measurement. 5. Gain information about data mining, data warehousing and changing corporate Culture.
SOCIAL PSYCHOLOGY	<ol style="list-style-type: none"> 1. The fundamentals of social psychology. 2. Social perception and impression management. 3. Social cognition and comparison. 4. Social Identity and interpersonal attraction and relations. 5. Social influence and the application of social psychology
COMPANY LAW	<ol style="list-style-type: none"> 1. Students would be able to understand the meaning and basic characteristics of company and how it differs from other forms of businesses. 2. Students will be equipped on the issue of shares, bonus and rights shares. 3. Able to identify the independent directors and key managerial personnel of the company. 4. Students could get sound knowledge on various kinds of meetings and resolutions. 5. Can acquire knowledge about various methods of winding-up of a company.
CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. To learn and understand the importance of consumer behavior in marketing and differential consumer behavior in Indian context. 2. To understand role of marketing in influencing consumer behavior. 3. To analyze the role of marketer & the consumer in adverteng. 4. To sensitize the students to the changing trends in consumer behavior. 5. To understand Post purchase behavior.
MANAGERIAL BEHAVIOR AND EFFECTIVENESS	<ol style="list-style-type: none"> 1. The learners will gain knowledge about appropriate style of managerial behavior. 2. The learners will acquaint with different streams of managerial effectiveness. 3. The learners shall be competent in the current practices of managerial effectiveness. 4. The learners can solve environmental issues in managerial effectives. 5. The learners are effective in developing a winning edge in creativity and innovation
HUMAN RIGHTS AND DUTIES	<ol style="list-style-type: none"> 1. The course is geared towards equipping the students with conceptual and theoretical understanding of the subject in a very broad sense. 2. This is an essential introductory course to understand the beginnings of norm setting efforts at the international and regional level. 3. The course seeks to sharpen the epistemological skills of students in relation to the various theoretical aspects of human rights. 4. The course deals with the constitutional provisions and institutional

	<p>arrangements for Human Rights and Human Rights violations in India.</p> <p>5. Society, Economy, Polity, Religion and Culture analyzing how the IHL strengthens / enhances the enjoyment of human rights as also to encourage the students to devise ways of accommodating human rights concerns in a situation of armed conflict at the national level.</p>
SEMESTER III	
MANAGEMENT INFORMATION SYSTEM	<ol style="list-style-type: none"> 1. Understand the System concepts and the use of Information Technology. 2. Understand the Information Reporting System. 3. Understand the decision-making process. 4. Understand the use of Information Technology with its impact in managing a business and gaining the competitive advantage in business. 5. Understand Societal challenges of Information technology.
HUMAN RESOURCE DEVELOPMENT	<ol style="list-style-type: none"> 1. To build an understanding and perspective of Human Resource Development as discipline appreciating learning. 2. To learn the skills of developing a detailed plan for need and implementation of HRD program in the organization. 3. To learn role of learning in action as an individual, group and an organization in order to develop creative strategies to organizational problems. 4. To develop a perspective of HRD beyond organizational realities including national HRD. 5. To understand contemporary realities of HRD and its interface with technology.
INDUSTRIAL AND LABOUR RELATIONS	<ol style="list-style-type: none"> 1. know the development and the judicial setup of Labour Laws. 2. Be aware of the present state of Industrial relations in India. 3. Be acquainted with the concepts, principles and issues connected with trade unions 4. Collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution. Understand the various processes and procedures of handling Employee Relations. 5. Understanding basic worker welfare legislations.
MODERN BANKING	<ol style="list-style-type: none"> 1. To enhance the functions of Commercial Banks and Central Bank. 2. To learn the various types of deposits. 3. To understand the E-Banking and Internet Banking & Mobile Banking 4. To enhance Electronic fund transfers system. 5. To learn about Electronic payment systems
TRAINING AND DEVELOPMENT	<ol style="list-style-type: none"> 1. Learn the practical applications of training and development theories in recent times. 2. Learn to design training programmes for diverse workforce. 3. Understand the role of development officers. 4. Evaluate training and development programmes. 5. Recognize the mechanism of career development programmes.

PERFORMANCE MANAGEMENT	<ol style="list-style-type: none"> 1. To study the role of performance management in an organization. 2. Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems. 3. Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities. 4. Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development. 5. Arrange the appropriate current trend in performance management system
NEGOTIATION AND CONFLICT MANAGEMENT	<ol style="list-style-type: none"> 1. The fundamentals of Negotiation, Types, process and techniques 2. Strategies and tactics in Negotiation. 3. The basics of Conflict management, models, approaches and process. 4. Managing interpersonal, group and organizational conflict. 5. Conflict resolution models and cost of workplace conflict
RETAIL MANAGEMENT	<ol style="list-style-type: none"> 1. Illustrate the various types of retailing formats. 2. Educate them with the importance of retailers and manufacturers brands 3. Emphasize the importance of retail location. 4. Learn the strategy to improve on the retail promotion. 5. Update the latest technological intervention in retailing.
PERSONAL EFFECTIVENESS	<ol style="list-style-type: none"> 1. The learners can develop a better understanding of themselves and others. 2. The learners can develop themselves to be a better person. 3. The learners will gain knowledge about appropriate style of managerial communication. 4. The learners will acquaint with the ability to influencing others. 5. The learners are competent in the process of transactional analysis.
INTERNATIONAL BUSINESS	<ol style="list-style-type: none"> 1. In Depth knowledge of driving factors of international Business. 2. Understanding of theories of trade and investment practiced in the global world. 3. Deep Insights in to various market entry strategies followed by Global Organizations. 4. Ability to identify the various global production and suppl chain issues and have an understanding of foreign exchange determination system. 5. Enhance the cognitive knowledge of managing business across the cultures
SEMESTER IV	
ENTREPRENEURIAL DEVELOPMENT	<ol style="list-style-type: none"> 1. To aiming to develop students about Role and Responsibility of Entrepreneurs in Indian context. 2. To create awareness on various Entrepreneurship Development Programme. 3. To enable them to understand project formulation.

	<ol style="list-style-type: none"> 4. To familiarize the students with various financial institutions. 5. To enable them to understand Growth Strategies in Small Business.
BUSINESS ENVIRONMENT	<ol style="list-style-type: none"> 1. To learn the various elements internal as well as external affecting business environment. 2. To enhance the techniques like SWOT analysis. 3. To students learn the terms like inflation, GDP, etc. 4. To learn the consequences with regard to BOP. 5. To learn economic trends and effect of Govt. policies as LPG
STRATEGIC HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. Identify the key HRM functions and operations. 2. Comapre the linkages between HRM functions and operations and organizational strategies, structures and culture. 3. Analyze how training helps to improve the employee performance. 4. Calculate the Concept of Competency mapping and potential assessment center. 5. Exhibit behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work.
ORGANISATIONAL DEVELOPMENT	<ol style="list-style-type: none"> 1. To understand the need and philosophy of organization change and development in the changing times. 2. To learn OD as an applied field of change. 3. To understand techniques of collection and analyses of organizational diagnosis information and the significance of feedback in delivering diagnostic information. 4. To comprehend designing and evaluation of different types and levels of interventions and their ability to address organizations survival. 5. To explore the role of OD in addressing issues relating to globalization, OD research practice interface and challenges faced by OD.
HR ANALYTICS	<ol style="list-style-type: none"> 1. To understand role of analytics in human resource management. 2. To develop knowledge about HR metrics and types of analytics in HR. 3. To critically analyze the HR effectiveness and its impact on employee life cycle & experience. 4. To analyze data driven insights out of HR analytics. 5. To help in implementation of predictive modeling and dashboards in HR.
INTERNATIONAL HUMAN RESOURCES MANAGEMENT	<ol style="list-style-type: none"> 1. The basics of IHRM, models and practices. 2. Strategic orientation and cultural context towards IHRM. 3. International practices on recruitment and selection. 4. International perspectives on Training, development, performance appraisal. 5. International practices on Compensation management
LOGISTICS AND SUPPLY CHAIN	<ol style="list-style-type: none"> 1. Able to Understand the basics of Logistics and Supply chain Management.

MANAGEMENT	<ol style="list-style-type: none"> 2. Able to understand the different modes of Transportation. 3. Able to understand the concept of Containerization. 4. Able to understand the strategic role of Logistics and Supply chain Management in the cost reduction and offering improved service to the customers. 5. Combining the traditional physical distribution activity with modern Information Technology to have sustainable competitive advantage to the organization globally.
SERVICES MARKETING	<ol style="list-style-type: none"> 1. Knowledge on classification of services. 2. Familiarity on marketing strategies in service firms. 3. Obtain knowledge in innovation in services. 4. Gain information on marketing of non-profit firms. 5. More ideas on customer relationship management.
QUALITY MANAGEMENT	<ol style="list-style-type: none"> 1. Define the quality based on the quality gurus. 2. Acquire knowledge on the various techniques of TQM. 3. Recognize the implementation of SPC tools. 4. Degree of variation, defect and opportunity based on six sigma. 5. Understand the concept of BPR.