

**PROGRAMME NAME: BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED)**

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

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

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

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

**BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM I**

**PROGRAMME CODE: M00151**

**COURSE NAME: INTRODUCTION TO FINANCIAL ACCOUNTS**

**COURSE OUTCOME:**

**CO1:** Students developed the understanding of basic accounting concepts.

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

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

**CO4:** Learners acquired understanding of preparing Trial Balance.

## **COURSE NAME: BUSINESS LAW**

### **COURSE OUTCOME:**

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

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

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

## **COURSE NAME: BUSINESS STATISTICS**

### **COURSE OUTCOME:**

**CO1:** The students learn the basic concepts of Statistics.

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

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

## **COURSE NAME: BUSINESS COMMUNICATION - I**

### **COURSE OUTCOME:**

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

**CO2:** Students developed different skills required for effective communication.

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

## **COURSE NAME: FOUNDATION COURSE -I**

### **COURSE OUTCOME:**

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

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

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

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

### **COURSE OUTCOME:**

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

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

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

**CO4:** Students acquired the skill of creativity in problem solving

## **COURSE NAME: BUSINESS ECONOMICS - I**

### **COURSE OUTCOME:**

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

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

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

## **BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM II**

**PROGRAMME CODE: M00152**

### **COURSE NAME: PRINCIPLES OF MARKETING**

#### **COURSE OUTCOME:**

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

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

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

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

### **COURSE NAME: INDUSTRIAL LAW**

#### **COURSE OUTCOME:**

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

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

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

**CO4:** Students comprehend laws related to compensation management

### **COURSE NAME: BUSINESS MATHEMATICS**

#### **COURSE OUTCOME:**

**CO1:** Learners understand elementary financial mathematics

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

**CO3:** Students understand derivatives and applications of derivatives.

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

### **COURSE NAME: BUSINESS COMMUNICATION – II**

#### **COURSE OUTCOME:**

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

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

**CO3:** Students have developed presentation skills of the students.

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

#### **COURSE OUTCOME:**

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

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

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

### **COURSE NAME: BUSINESS ENVIRONMENT**

#### **COURSE OUTCOME:**

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

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

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

### **COURSE NAME: PRINCIPLES OF MANAGEMENT**

#### **COURSE OUTCOME:**

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

**CO2:** Students understand the various functions of management

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

### **BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM III**

#### **PROGRAMME CODE: M00153**

### **COURSE NAME: INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT – I**

#### **COURSE OUTCOME:**

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

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

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

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

### **COURSE NAME: FOUNDATION COURSE (ENVIRONMENTAL MANAGEMENT) - III**

#### **COURSE OUTCOME:**

**CO1:** Learners have developed basic understanding of the environmental concepts

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

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

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

### **COURSE NAME: BUSINESS PLANNING & ENTREPRENEURIAL MANAGEMENT**

#### **COURSE OUTCOME:**

**CO1:** Learners understand the concept of Entrepreneurship.

**CO2:** The course has developed entrepreneurial skills among learners

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

### **COURSE NAME: ACCOUNTING FOR MANAGERIAL DECISIONS\**

#### **COURSE OUTCOME:**

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

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

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

## **COURSE NAME: STRATEGIC MANAGEMENT**

### **COURSE OUTCOME:**

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

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

**CO3:** Students have developed conceptual skills in corporate level policy

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

## **FINANCE ELECTIVES**

### **COURSE NAME: BASICS OF FINANCIAL SERVICES**

#### **COURSE OUTCOME:**

**CO1:** Learners understand various concepts of financial services

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

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

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

### **COURSE NAME: INTRODUCTION TO COST ACCOUNTING**

#### **COURSE OUTCOME:**

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



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

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

### **COURSE NAME: EQUITY & DEBT MARKET**

#### **COURSE OUTCOME:**

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

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

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

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

### **COURSE NAME: CORPORATE FINANCE**

#### **COURSE OUTCOME:**

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

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

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

### **MARKETING ELECTIVES**

#### **COURSE NAME: CONSUMER BEHAVIOUR**

**COURSE OUTCOME:**

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

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

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

**COURSE NAME: PRODUCT INNOVATIONS MANAGEMENT****COURSE OUTCOME:**

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

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

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

**CO4:** Learners understand the process of new product development

**COURSE NAME: ADVERTISING****COURSE OUTCOME:**

**CO1:** Students understand and examine the growing importance of advertising

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

**CO3:** Learners understand the role of advertising in contemporary scenario

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

**COURSE NAME: SOCIAL MARKETING**

**COURSE OUTCOME:**

**CO1:** Students understand the concept of social marketing

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

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

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

**CO5:** Students understand social marketing in various key factors.

**HUMAN RESOURCE ELECTIVE**

**COURSE NAME: RECRUITMENT & SELECTION**

**COURSE OUTCOME:**

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

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

**COURSE NAME: MOTIVATION AND LEADERSHIP**

**COURSE OUTCOME:**

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

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

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

**COURSE NAME: EMPLOYEES RELATIONS & WELFARE**

**COURSE OUTCOME:**

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

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

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

**COURSE NAME: ORGANISATION BEHAVIOUR & HRM**

**COURSE OUTCOME:**

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

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

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

**BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM IV**

**PROGRAMME CODE: M00154**

**COMPULSORY COURSES**

**COURSE NAME: INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT - II**

**COURSE OUTCOME:**

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

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

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

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

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

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

#### **COURSE OUTCOME:**

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

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

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

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

### **COURSE NAME: BUSINESS ECONOMICS-II**

#### **COURSE OUTCOME:**

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

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

**CO3:** Students understand the constituents of Fiscal Policy

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

## **COURSE NAME: BUSINESS RESEARCH METHODS**

### **COURSE OUTCOME:**

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

**CO2:** Learners understand the techniques of data analysis and Interpretation

**CO3:** Students inculcated the analytical abilities and research skills.

**CO4:** Students gained hands on experience in Business Research.

## **COURSE NAME: PRODUCTION & TOTAL QUALITY MANAGEMENT**

### **COURSE OUTCOME:**

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

**CO2:** Learners understand the designing aspect of production systems

**CO3:** Students apply what they have learnt theoretically.

## **FINANCE ELECTIVES**

### **COURSE NAME: FINANCIAL INSTITUTIONS & MARKETS**

#### **COURSE OUTCOME:**

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

**CO2:** Students understand the evolution of financial systems.

## **COURSE NAME: AUDITING**

### **COURSE OUTCOME:**

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

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

## **COURSE NAME: STRATEGIC COST MANAGEMENT**

### **COURSE OUTCOME:**

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

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

## **COURSE NAME: CORPORATE RESTRUCTURING**

### **COURSE OUTCOME:**

**CO1:** Students develop a conceptual frame work of corporate restructuring

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

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

## **MARKETING ELECTIVE**

### **COURSE NAME: INTEGRATED MARKETING COMMUNICATION**

#### **COURSE OUTCOME:**

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

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

### **COURSE NAME: RURAL MARKETING**

#### **COURSE OUTCOME:**

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

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

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

### **COURSE NAME: EVENT MARKETING**

#### **COURSE OUTCOME:**

**CO1:** Learners understand basic concepts of Event Marketing.

**CO2:** Students gain knowledge about categories of Events.

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

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

### **COURSE NAME: TOURISM MARKETING**

#### **COURSE OUTCOME:**

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

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

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



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

### **HUMAN RESOURCE ELECTIVE**

#### **COURSE NAME: HUMAN RESOURCE PLANNING AND INFORMATION SYSTEM**

##### **COURSE OUTCOME:**

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

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

**CO3:** Students understand the concept of Strategic Human Resource Planning

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

#### **COURSE NAME: TRAINING & DEVELOPMENT IN HRM**

##### **COURSE OUTCOME:**

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

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

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

#### **COURSE NAME: CHANGE MANAGEMENT**

##### **COURSE OUTCOME:**

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

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

## **COURSE NAME: CONFLICT & NEGOTIATION**

### **COURSE OUTCOME:**

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

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

**CO3:** Students get insight into negotiations and negotiation process

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

## **BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM V**

### **PROGRAMME CODE: M00155**

## **COMPULSORY COURSES**

### **COURSE NAME: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

#### **COURSE OUTCOME:**

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

**CO2:**Learners understand key activities performed by the logistics function

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

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

### **COURSE NAME: CORPORATE COMMUNICATION & PUBLIC RELATIONS**

#### **COURSE OUTCOME:**

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

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

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

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

## **FINANCE ELECTIVE**

### **COURSE NAME: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT**

#### **COURSE OUTCOME:**

**CO1:** The course acquaints learners with various concepts of finance

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

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

### **COURSE NAME: COMMODITIES & DERIVATIVES MARKET**

#### **COURSE OUTCOME:**

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

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

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

### **COURSE NAME: WEALTH MANAGEMENT**

#### **COURSE OUTCOME:**

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

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

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

**CO4:** Students understand various components of retirement planning

**COURSE NAME: FINANCIAL ACCOUNTING**

**COURSE OUTCOME:**

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

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

**CO3:** Learners understanding accounting of foreign currency and investment

**CO4:** Students understand the need of ethical behaviour in Accountancy

**COURSE NAME: RISK MANAGEMENT**

**COURSE OUTCOME:**

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

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

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

**COURSE NAME: DIRECT TAXES**

**COURSE OUTCOME:**

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

**CO2:**Learners comprehend various heads of income

**CO3:** Learners deductions from total income

**CO4:** Students learn to compute taxable income of Individuals

## **MARKETING ELECTIVE**

### **COURSE NAME: SERVICES MARKETING**

#### **COURSE OUTCOME:**

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

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

**CO3:** Students understand marketing of different services in Indian context

### **COURSE NAME: E-COMMERCE & DIGITAL MARKETING**

#### **COURSE OUTCOME:**

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

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

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

### **COURSE NAME: SALES & DISTRIBUTION MANAGEMENT**

#### **COURSE OUTCOME:**

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

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

## **COURSE NAME: CUSTOMER RELATIONSHIP MANAGEMENT**

### **COURSE OUTCOME:**

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

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

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

## **COURSE NAME: INDUSTRIAL MARKETING**

### **COURSE OUTCOME:**

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

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

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

**CO4:** Learners are acquainted with trends in Industrial Marketing

## **COURSE NAME: STRATEGIC MARKETING MANAGEMENT**

### **COURSE OUTCOME:**

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

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

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

## **HUMAN RESOURCE ELECTIVE**

### **COURSE NAME: FINANCE FOR HR PROFESSIONALS & COMPENSATION MANAGEMENT**

#### **COURSE OUTCOME:**

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

**CO2:** Learners understand the various compensation plans

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

### **COURSE NAME: STRATEGIC HUMAN RESOURCE MANAGEMENT & HR POLICIES**

#### **COURSE OUTCOME:**

**CO1:** Students understand human resource management from a strategic perspective

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

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

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

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

### **COURSE NAME: PERFORMANCE MANAGEMENT & CAREER PLANNING**

#### **COURSE OUTCOME:**

**CO1:** Learners understand the concept of performance management in organizations

**CO2:** Students learn about performance appraisal systems

**CO3:** Learners understand the significance of career planning and practices

## **COURSE NAME: INDUSTRIAL RELATIONS**

### **COURSE OUTCOME:**

**CO1:** Students understand the concept and significance of Industrial Relations

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

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

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

## **COURSE NAME: TALENT & COMPETENCY MANAGEMENT**

### **COURSE OUTCOME:**

**CO1:** Students understand key talent management & competency management concepts

**CO2:** Students understand the concept and importance of competency mapping

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

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

## **COURSE NAME: STRESS MANAGEMENT**

### **COURSE OUTCOME:**

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

**CO2:** Students are familiarized with the stress prevention mechanism

**CO3:** Learners understand the strategies that help cope with stress

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



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

## **BACHELOR OF MANAGEMENT STUDIES (CHOICE BASED) SEM VI**

**PROGRAMME CODE: M00156**

### **COMPULSORY COURSES**

#### **COURSE NAME: OPERATION RESEARCH**

##### **COURSE OUTCOME:**

**CO1:** Learners understand operations research methodologies

**CO2:** Learners understand how to solve various problems practically

**CO3:** Learners become proficient in case analysis and interpretation

#### **COURSE NAME: PROJECT WORK**

##### **COURSE OUTCOME:**

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

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

### **FINANCE ELECTIVES**

#### **COURSE NAME: INTERNATIONAL FINANCE**

##### **COURSE OUTCOME:**

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

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

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

### **COURSE NAME: INNOVATIVE FINANCIAL SERVICES**

#### **COURSE OUTCOME:**

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

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

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

### **COURSE NAME: PROJECT MANAGEMENT**

#### **COURSE OUTCOME:**

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

**CO2:**Students have an overview of project management

**CO3:** Learners understand basic concepts and functioning of Project Management

### **COURSE NAME: STRATEGIC FINANCIAL MANAGEMENT**

#### **COURSE OUTCOME:**

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

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

**CO3:** Students are given insights into banking as a career

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

### **COURSE NAME: FINANCING RURAL DEVELOPMENT**

#### **COURSE OUTCOME:**

**CO1:** Learners understand the concept of rural banking

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

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

### **COURSE NAME: INDIRECT TAXES**

#### **COURSE OUTCOME:**

**CO1:** Students understand the basics of GST

**CO2:** Learners understand the registration process and computation of GST

**CO3:** Learners are acquainted with filing of returns in GST

### **MARKETING ELECTIVE**

#### **COURSE NAME: BRAND MANAGEMENT**

#### **COURSE OUTCOME:**

**CO1:** Students understand the meaning and significance of Brand Management

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

**CO3:** Learners are acquainted with various sources of brand equity

## **COURSE NAME: RETAIL MANAGEMENT**

### **COURSE OUTCOME:**

**CO1:** Learners are familiarized with retail management concepts and operations

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

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

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

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

## **COURSE NAME: INTERNATIONAL MARKETING**

### **COURSE OUTCOME:**

**CO1:** Students understand International Marketing, its Advantages and Challenges

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

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

## **COURSE NAME: MEDIA PLANNING & MANAGEMENT**

### **COURSE OUTCOME:**

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

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

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

## **COURSE NAME: SPORTS MARKETING**

### **COURSE OUTCOME:**

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

**CO2:** Learner understand environmental factors influencing sports marketing

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

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

## **COURSE NAME: MARKETING OF NON-PROFIT ORGANIZATION**

### **COURSE OUTCOME:**

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

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

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

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

## **HUMAN RESOURCE ELECTIVE**

### **COURSE NAME: HRM IN GLOBAL PERSPECTIVE**

#### **COURSE OUTCOME:**

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

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

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

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

**CO5:** Students have information about Global Workforce Management

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

### **COURSE NAME: ORGANIZATIONAL DEVELOPMENT**

#### **COURSE OUTCOME:**

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

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

**CO3:** Learners get an understanding of phases of OD Programme

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

**CO5:** Learners get an insight into ethical issues in OD

### **COURSE NAME: HRM IN SERVICE SECTOR MANAGEMENT**

#### **COURSE OUTCOME:**

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

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

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

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

### **COURSE NAME: WORKFORCE DIVERSITY**

#### **COURSE OUTCOME:**

**CO1:** Students understand the nature of workforce diversity

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

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

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

### **COURSE NAME: HUMAN RESOURCE ACCOUNTING & AUDIT**

#### **COURSE OUTCOME:**

**CO1:** Students understand the value of human resource in organizations

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

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

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

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

### **COURSE NAME: INDIAN ETHOS IN MANAGEMENT**

#### **COURSE OUTCOME:**

**CO1:** Learners understand the concept of Indian Ethos in Management

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

**CO3:** Learners are given insights about techniques of Stress Management

**CO4:** Students understand the Evolution of Learning Systems in India