

BMS			
Semester I/II/III/IV/V/V	All Subjects / Course	Objective of teaching the subject (Minimum 4)	OUTCOMES
V	Investment Analysis & Portfolio Management	To acquaint the learners with various concepts of finance. To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world. To understand various models of security and portfolio analysis. To understand various techniques of security and portfolio analysis.	-
V	Direct Taxes	To understand the provisions of determining residential status of individual. To study various heads of income. To study deductions from total income. To compute taxable income of individuals.	-
V	Financial Accounting	To acquaint the learners in preparation of final accounts of companies. To study provisions relating to underwriting of shares and debentures. To study accounting of foreign currency and investment. To understand the need of ethical behaviour in accountancy.	After learning this subject, the students shall be able to prepare as well as analyse the company final accounts. They would also be able to take underwriting decisions for their organisations as well as deal with accounts related to foreign currency and investment.
V	Risk Management	To familiarise the student with the fundamental aspects of risk management and control. To give a comprehensive overview of risk governance and assurance with special reference to insurance sector. To introduce the basic concepts, functions, process, techniques of risk management. To understand the need of ethical behaviour in accountancy.	-

V	Service Marketing	To understand distinctive feature of services and key elements in services marketing.	-
		To provide insight into ways to improve service quality.	
		To understand marketing of different services in indian context.	
		To provide insight into ways to improve productivity.	
V	E-Commerce and Digital Marketing	To understand increasing significance of E-commerce and its applications in business and various sectors.	-
		To provide insight into ways to improve service quality and productivity.	
		To understand latest trends and practices in E-commerce and digital marketing, alongwith its challenges and opportunities for an organisation.	
		Build and Develop E-Commerce Website	
V	Sales & Distribution management	To develop understanding of the sales & distribution processes in organisations.	-
		To get familiarised with concepts in sales management.	
		To get familiarised with apporaches and the practical aspects of the key decision making variables in sales management.	
		To get familiarised with concepts in distribution channel management.	
V	Customer Relationship Management	To understand concept of CRM	-
		To understand implementation of CRM.	
		To provide insight into CRM marketing inititatives, customer service and designing CRM strategy.	
		To understand new trends in CRM, challenges and opportunities for organisations.	
V	Finance for HR Professionals and compensation Management	To orient HR professionals with financial concepts to enable them to make prudent HR decisions.	-
		To understand the various compensation plans.	
		To study the issues related to compensation management.	
		To understand the legal framework of compensation management.	

V	Performance Management and Career Planning	To understand the concept of performance management in organisations.	-
		To review performance appraisal systems.	
		To understand the significance of career planning and practices.	
		To understand the process of career planning and practices.	
V	Industrial Relations	To understand the concept of performance management in organisations.	-
		To review performance appraisal systems.	
		To understand the significance of career planning and practices.	
		To study about various acts related to Labours & Trade Unions	
V	Corporate Communication & Public relations	To provide the students with basic understanding of the concepts of corporate communication and public relations.	-
		To introduce the various elements of corporate communication and consider their roles in managing organisations.	
		To examine how various elements of corporate communication must be coordinated to communicate effectively.	
		To develop critical understanding of the different practices associated with corporate communication.	
V	Logistic and Supply Chain Management	1) To understand the basics of supply chain- Customer satisfaction and demand forecasting	Learners will be able to analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain
		2) Explain the elements of logistics mix	
		3) Develop understanding of Green logistics and Reverse logistics	Learners will understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.
		4) Understand the concept of Modern Logistic infrastructure and global environment in logistics	

V	Strategic Human Resource Management & HR Policies	To understand HRM from a Strategic Perspective.	-
		To link HRM functions to Corporate Strategies in order to understand HR as a Strategic Resource	
		To Understand the relationship between SHRM & Organizational Performance	
		To Apply the theories & concepts relevant to SHRM in contemporary Organization	
VI	Operations Research	1) To understand the basics and area of application of Operations Research	Learners will be able to optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.
		2) Analyze problems with Linear Programming	
		3) Understand the concept of Transportation and Assignment Model	Learners will be able to determine optimal strategy for Minimization of Cost of shipping of products from source to Destination/ Maximization of profits of shipping products using various methods, Finding initial basic feasible and optimal solution of the Transportation problems
		4) Acquaint students with concept of Network Analysis	
VI	International Finance	To familiarise the student with the fundamental aspects of various issues related with international finance.	-
		To create an awareness of the role, functions and functioning of international finance in this globalised market.	
		To give a comprehensive overview of international finance as a separate area in international business.	
		To introduce the basic concepts, functions, process, techniques of global market.	
VI	Indirect Taxes	To understand the provisions of determining goods and service tax.	-
		To study various Levy & Collection of GST.	
		To study deductions i.e Input Tax Credit.	
		To compute amount payable as GST.	

VI	Project Management	To familiarise the learners with the fundamental aspects of various issues associated with Project Management	-
		To give a comprehensive overview of Project Management as a separate area of Management	
		To introduce the basic concepts, functions, process & techniques	
		To create an awareness of roles, functions & functioning of Project Management	
VI	Brand Management	To understand the meaning & significance of brand management	-
		To know how to build, sustain & grow brands	
		To know various sources of Brand Equity	
		To interpret the performance of Brands	
VI	Indian Ethos in Management	To understand the concept of Indian Ethos in Management	After learning this subject, the students shall be able to understand the various teachings of Indian style of management and apply them while they work in supervisory or managerial capacity in their future organisations
		To link the Traditional Management system to Modern Management System	
		To understand the techniques of Stress Management	
		To understand the evolution of Learning Systems in India	
VI	Strategic Financial Management	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.	-
		Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.	
		To acquaint learners with contemporary issues related to financial management.	
		To understand the Shareholder Value and Corporate Governance/Corporate Restructuring.	

VI	Retail Management	To familiarize the students with retail management concepts and operations.	-
		To provide understanding of retail management and types of retailers.	
		To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.	
		To acquaint the students with legal and ethical aspects of retail management.	
VI	International Marketing	To understand International Marketing, its Advantages and Challenges.	-
		To provide an insight on the dynamics of International Marketing Environment.	
		To understand the relevance of International Marketing Mix decisions.	
		To familiarize with the recent developments in Global Market.	
VI	Workforce Diversity	To understand the nature of workforce diversity.	-
		To familiarize the learners with the strategies to deal with work force diversity.	
		To understand the impact of technology in managing workforce diversity.	
		To be able to interlink between workforce diversity and HRM functions.	
VI	HRM in Global Perspective	To introduce the students to the study and practice of IHRM.	-
		To understand the concepts, theoretical framework and issues of HRM in Global Perspective.	
		To get insights of the concepts of Expatriates and Repatriates.	
		To find out the impact of cross culture on Human Resource Management.	
VI	Media Planning and Management (Markrting)	To understand Media Planning, Strategy and Management with reference to current business scenario	-
		To know the basic characteristics of all media to ensure most effective use of Advertising budget	
		To provide an insight on Media Planning, Budeting, Scheduling and Evaluating the different Media Buys	
		To provide an insight on Development in International Marketing - Media Measurement, Bechmarking Metrics, Plan Metrics	

VI	Organisational Development (HR)	To understand the concept of Organisational Development as its Relevance in the organisation	-
		To Study the Issues and Challenges of OD while undergoing Changes	
		To get and Understanding of Phases of OD Programme	
		To Study the OD Intervention to meet the Challenges faced in the Organisation	
VI	Project Work	To inculcate the elements of research analyse.	-
		To inculcate the elements of scientific temperament challenging.	
		To enquire and ability to interpret particular aspect of the study.	
		Make the awareness among the learners about the methodology of formulation, preparation and evaluation pattern of the project work.	
III	Organisation Behaviour & Human Resource Management	To introduce the basic concepts, functions and processes & create an awareness of the role, functions and functioning of Organizational Behaviour.	-
		The course aims to give a comprehensive overview of Organization Behaviour as a separate area of management.	
		To introduce the basic concepts, functions and processes & create an awareness of the role, functions and functioning of Human Resource Management.	
		The objective of this course is to familiarize the student with the fundamental aspects of Various issues associated with Human Resource Management as a whole.	
III	Information Technology in Business Management-I	1) To understand application and use of MS Office	Students will apprehend managerial decisionmaking and develop perspective of major functional areas of MIS along with conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation
		2) .Making students aware of various cyber threats and laws	
		3) Understanding applications of Email, and Internet	
		4) To describe the IT Support in Management	Learners will comprehend the concepts of data warehousing and data mining.

III	Business Planning & Entrepreneurial Management	1) Understand the function of the entrepreneur in the successful, commercial application of innovations	-
		2) Identify personal attributes that enable best use of entrepreneurial opportunities.	
		3) Understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.	
		4) Introduce students to the basic steps required to plan, start and run a business	
III	Strategic Management	To learn the management policies & strategies at every level to develop conceptual skills in this area as well as their applications in corporate world.	-
		Too critically examine the management of the entire enterprise from the top management view point	
		To deal with corporate level policy & strategy formulation areas.	
		To learn about various models used for strategic implementation.	
III	Corporate Finance	The objectives are to develop a conceptual framework of finance function.	-
		The course aims at explaining the core concepts of corporate finance and its importance in managing a business.	
		To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business.	
		Acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making.	
III	Introduction to Cost Accounting	i) To understand the Cost Statement	After learning this subject, the students shall be able to prepare cost statements as well as carry out reconciliations of the same. They shall be able to calculate the various types of costs related to the business and use them for product pricing decisions.
		ii) To reconcile between cost accounting & financial statement	
		iii) To calculate standard costs	
		iv) To understand the concept of Marginal costing of a product	

III	Consumer Behaviour	1) To explain the elements constituting Human Behaviour and their relevance towards consumption and purchase / Learners will pick up the concept of Consumer Behaviour, types of Consumers, Diversity of Consumers.	-
		2) To discuss the traits and trends in consumer behaviour, and apply them to the marketing of products and services / Learners will acquire basic knowledge about issues and dimensions of Consumer Behaviour.	
		3) To describe the marketing programs and strategies while keeping in mind factors that may influence consumer behaviour. / Learners would develop their skill of understanding and analyzing consumer information and using it to create consumer oriented marketing strategies.	
		4) To identify consumer decision making models and trends. / Learners will identify consumer decision making process and its applications in marketing function.	
III	Advertising	1) To discuss the advertising as an element of marketing communications / Learners will recognize and examine the growing need and importance of advertising, Theories of Advertising.	-
		2) To explain how the advertising planning process is managed with its key constituents and formats / Learners will emphasize the construction of an effective advertisement and able to articulate Advertising Planning process and Strategy.	
		3) To enlighten students about the laws and ethical practices in advertising and its management / Learners will comprehend Ethics and Laws in Advertising and the Social and Economic Impact of Advertising on society.	
		4) To explore the recent trends in advertising and career opportunities in advertising / Learners will explore the current trends in advertising and career opportunities available in advertising.	
III	Foundation Course - III (Environmental Management)	To teach importance of Environment and ways to Protect it	-
		To teach different Biogeochemical Cycles, Ecosystem & Ecology and Resources exist in Environment	
		To teach how to protect environment and Mother Earth from degradation and ways to overcome from it	
		To teach importance of Environmental Sustainability and innovations in Green Businesses	

III	Recruitment & Selection (HR)	To familiarize the Students with concepts and principles, Procedures of Recruitment & Selection in an Organization.	
		To give in an dept insight into various aspects of Human Resource Management and make them acquainted with practical aspect of the Subject.	
		To teach the importance of importance and relevance of Recruitment, Job Analysis, Job Design, Source / Types of Recruitment	
		To teach the importance and process of Selection, Screening, Interviewing and how to face the hurdles and how to overcome them in Selection Process	
III	Accounting for Managerial Decisions	i) To understand the Vertical Balance Sheet & Revenue Statement Account	After learning this subject, the students shall be able to prepare financial statements in various forms as well as analyse them using various various analytical tools learned during the course. They shall be also able to oversee the working capital management for their organisation.
		ii) To study Common Size Comparative Statement, Trend Analysis	
		iii) To understand the ratios carried out by company	
		iv) To manage Working Capital Management	
IV	Information Technology in Business Management-II	1) To understand the concept of Management Information System	Learners will identify traditional outsourcing and cloud computing.
		2) Explain the concepts of ERP	Learners will aware about the relationship between database management and data warehouse approaches, the requirements and applications of data warehouse apart from fundamental knowledge about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.
		3) Develop understanding of Database and Data warehouse	
		4) Understand concept of Outsourcing	
IV	Production & Total Quality Management	1) Gaining knowledge about managing production processes	
		2) Better understanding of modern production techniques.	
		3) Better understanding of quality management	
		4) Able to justify and understand philosophies/ contributions in Quality Management	

IV	Integrated Marketing Communication	To equip the students with knowledge about the nature, purpose & complex construction in the planning & execution of an effective IMC programme	-
		To understand the various tools of IMC & the importance of coordinating them for an effective marketing communication program.	
		To learn about various elements of IMC	
		To Study the current Trends in IMC	
IV	Training & Development in HRM	To understand how successful managerial performance helps to interpret the issues & modify the approach & behaviour of Superiors & Managers.	-
		To orient the students to tailor themselves to meet the specific needs of the organization in training & development activities.	
		To understand various forms of On the Job Training & Off the Job Training	
		To learn about various Traditional & Modern Methods of Performance Appraisal	
IV	Business Economics II	To learn Macro Economic Analysis using Keynesian Framework	Develop the skills required for analysis, correction and forecasting of business cycles
		To understand the concepts of money, inflation & effects of Monetary Policy	Introduction to various perspectives on an Interventionist system necessary for critical evaluation
		To study the details of Government intervention, Fiscal Policies & Government Budget	Be able to evaluate fiscal budget with all underlying implications
		To learn the different models of open economy trade & other relevant topics of International Economics	Develop the theoretical and quantitative analytical tools for international economic decisions
IV	Auditing	To enable students to get acquainted with the various concepts of Auditing	-
		To introduce students to the different techniques used for auditing	
		To ensure students understand & practice the various techniques of Auditing	
		To study the concept of Internal Audit	

IV	Strategic Cost Management	To develop the skills of analysis, evaluation and synthesis in cost and management accounting	-
		To study complex modern industrial organisations within which the various facets of decision making and controlling operations take place	
		To learn the methods of Activity Based Management and Activity Based Budgeting	
		To understand the computation of Variance Analysis and Responsibility Accounting	
IV	Rural Marketing	The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.	-
		The course aims to give a comprehensive overview of Rural Market in India.	
		To understand the Rural Marketing Mix.	
		To understand the Rural Marketing Strategies.	
IV	Foundation Course IV (Ethics and Governance)	To understand significance of ethics and ethical practices in business which are indispensable for progress of a country	-
		To learn the applicability of ethics in functional area like Marketing, Finance and Human Resource Management	
		To understand the emerging need and growing importance of good governance and CSR by organisations	
		To Study the Ethical Business practices, CSR and Corporate Governance practiced by various organisations	
IV	Change Management (HR)	To prepare students as Organizational Change facilitators using the knowledge and techniques of behavioural science	-
		To teach importance of Change and its impacts	
		To teach Resistance to change - how to overcome it and how to manage role stress	
		To teach effective implementation of Change in Organization with the help of Change Agents and effective Change Programs - with the help of Consultants and Leaders	

IV	Business Research Methods	1) To evolve the analytical abilities and research skills among the students / Learners will investigate about the concept about Research, its types, significance, sources of collecting Primary Data and Secondary Data, its advantages and disadvantages	-
		2) To explore practical experience and learning in Business Research / Learners will comprehend Data Processing, Analysis and Interpretation	
		3) To discuss advanced techniques of report writing / Learners will write Reports and identify types of research papers	
		4) To explain the techniques of data collection and plagiarism testing / Learners will beware of plagiarism and practice ethical data collection	
I	Business Statistics	1) To understand various ways of organizing and representing data.	Learners will be able to understand and critically discuss the issues surrounding sampling and significance
		2) Acquaint students with concepts of measures of Central tendencies, and dispersion	Learners will be able to discuss critically the uses and limitations of statistical analysis
		3) Apply concept of Co-variance, correlation, probability and decision theory.	Learners will be able to solve a range of problems using the techniques covered
		4) Understand Insurance and various concepts related to it.	
I	Foundation of Human Skills	To understand the human nature by learning about individual behaviour, personality, attitude, thinking, learning & perceptions.	-
		To learn about group dynamics, team effectiveness, power, politics, conflicts & their resolution from an organizational perspective	
		To know about organizational culture	
		To understand various theories of Motivation at workplace	
I	Introduction to Financial Accounts	To equip the students with the concept of Accounting Principles, Conventions and Standards.	-
		To know the Accounting Transaction in detail.	
		To learn the methods of Depreciation Accounting & Trial Balance.	
		To understand the Financial Statement of a Sole Proprietor.	

I	Business Law	To study the importance and concepts of the Indian Constitution	-
		To introduce the concepts of contract law and their provisions as per Indian Contract Act 1872	
		To explain the provisions and instruments as per The Negotiable Instruments Act 1881	
		To introduce the concept of movable properties and their sale in a legal framework	
I	Business Communication - I	To introduce and understand the importance of Communication and Tactics of Communication in Business / Corporate World	-
		To emergence of communication as a key concept in the corporate and global world and to understand the impact on the Technological advancements on Communication	
		To introduce and understand importance of Cultivating good Listening Skills	
		To Teach Various types of the letter writing which is useful in this fast moving Global Corporate World such as Business Correspondence and Personal Correspondence	
I	Business Economics	To introduce students to the detailed concepts of demand analysis, supply and market Equilibrium	To understand the theories fundamental for consumer behavior analysis
		To explain the various theories relating to production and their implications on business decisions	To develop the quantitative skills necessary for demand forecasting
		To study the diverse concepts of cost as explained and used in economic literature	To understand the economic implications of competition & market structure on firms
		To learn concepts of Market structure and various forms of competition that characterise the market.	Develop skills of cost, revenue, production and profitability analysis
I	Foundation Course I	To learn the provisions related to Consumer Rights	-
		To understand the terms, articles and basis of the India Constitution	
		To study the political structure of the Indian legal system	
		To make students well rounded about other foundational topics beyond the purview of the specialisation subjects	

II	Business Mathematics	1) To understand concepts of Simple and compound interest and Annuity	Students would be able to calculate and evaluate the profit or loss arising out of business transactions
		2) Acquaint students with functions.	Students would recall and relate the concepts of interest, rate of interest, annuity and instalments.
		3) Understanding derivatives and its application	Students after completion of the program will be able to understand the mathematical concepts and terminology involved in Algebra, Derivatives and basic arithmetic operations on Matrices.
		4) To develop understanding of Permutation Combination, and matrices and determinants	
II	Business Environment	1) Familiarize with the nature of business environment and its components.	-
		2) Understand how different factors and trends in the external environment are likely to impact upon a proposed business venture	
		3) Understand business models and tools to evaluate changes in an organization's business environment	
		4) Describe what business operations encompass	
II	Principles of Marketing	To understand about market & learn its evolution	-
		To learn about Micro & Macro Marketing Environment, Marketing Research	
		To study various Marketing Mix	
		To understand Segmentation, Targeting, Positioning & also Trends in Marketing	
II	Foundation Course II	To learn the concepts of LPG & B their impact on society	Develop a foundational insight towards the economic system in India
		To understand the concept, history & policies of Human Rights	To understand one's Constitutional Right and Duties endowed by the citizenship
		To learn about effects of ecosystem & its interactions to Human Behaviour	To comprehend the effects of various human activities on our ecosystem and the basic concepts required for analysing the same
		To learn the causes, effects & management methods of Stress	Develop conflict resolution skills and methods, and develop a better insight into causes and remedial measures of stress

II	Industrial Law	To introduce the provisions of the Industrial Dispute Act 1892	-
		To explain the process for registration of Trade Unions	
		To understand how the provident fund is useful for the betterment of employees	
		To understand how Gratuity is paid by the employer to the employees	
II	Business Communication II	1)Familiarize students with presentation and give them idea about how to give oral presentation before stakeholder. Learners will know some dos and don'ts of good presentation and also about the audio and visual aids that can be used while making a presentation.	-
		2) Student would be ready for group discussion and interview. Student could able to draft agenda, minutes and resolution of meeting.Studentwill learn how to handle the task of conducting conference. Learners will understand how good image can be developed with the help of PR measures	
		3) To discuss various types of Buisness Correspondence / Learners will be able to write letters	
		4) To discuss about Report writing / Learners will learn and write Reports and also be able to summarize the passge	
II	Principles of Management	i) To understand the nature of management, its principles, its importance and process	After learning this subject, the students shall be able to understand the nature of management as well as the various principles applied for effective management. They shall be able to implement their learnings when they carry out out various functions of management for the organisation they work for. They will be able to learn and emulate the methods of various successful business leaders in banking and insurance sectors for their progress and development. They shall be able to inculcate values of CSR and green management in their working.
		ii) To understand the importance of co-ordination and controlling	
		iii) To understand the importance of Green Audit	
		iv) To understand the practices followed by companies with regards to Corporate Social Responsibility	