POs, PSOs and COs

FACULTY OF COMMERCE & MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT
BACHELOR OF COMMERCE (B.COM)
PROGRAMME CODE: 01UGR001

PROGRAMME EDUCATIONAL OBJECTIVE
➢ Any kind of developing economy, the learning and understanding of commerce discipline attributes are more significant.
➢ Students will be provided with advance concepts and practical knowledge in the field of commerce to contribute to nation building while upholding ethical practices.
➢ To provide entrepreneurial skill so that job opportunities can be generated.
➢ Utilize qualitative and quantitative methods to investigate and solve critical business problems.
➢ Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, banking, computer application, etc.) to solve business problems.
➢ Various promotional activities to develop the commerce curriculum, especially distance mode education. It has reached to all kind of young minds throughout the country.

PROGRAMME OUTCOME
On successfully completing the program the student will be able to:
➢ Student will be able to critically analyze issues in collection, recording and reporting of commercial activity; develop accounting information systems giving cost effective decision useful information.
➢ Locate, extract and critically appraise decision useful information related to economic activity from sources within an organization and from external sources.
➢ Relate the significance of commercial events and issues to the business and investing community using effectively structured financial communication and appropriate language.
➢ Take responsibility for self-directed learning and the development of a career long attitude of continuing professional development.
➢ Respond to the global outlook on opportunities and challenges in Accounting and Financial Services.
➢ Apply an ethical approach to analyzing and reporting commercial activities, advising clients, demonstrate leadership and the ability to delegate tasks to ensure timely outcomes. Work independently to achieve agreed outcomes.

PROGRAMME SPECIFIC OUTCOME
On successfully completing the program the student will be able to:
➢ Student will gain higher level knowledge and understanding of contemporary trends in commerce and business finance.

- ➢ Prepare the students to apply Statistical methods and proficient use of tools for modeling and analysis of business data.
- ➢ Prepare the students for an in depth analysis of investment, portfolio management, investment banking and liquidation of investments.
- ➢ Develop competency in the students about the laws , rules and regulations, and roles of commercial, government and central banks in controlling money market and inflation.
- ➢ Review the research literature, identify and analyze management research problems.
- ➢ Identify business opportunities, design and implement innovations in work space.
- ➢ For a commerce graduates, opportunities are not only limited to commercial jobs in public & private companies; students are groomed to become entrepreneurs.
- ➢ Apply ethical principles and make ethical choices.

Course Name: ENGLISH LANGUAGE AND INDIAN CULTURE
Course Code: 3HBEL201

Course Objective
- To Study the basic concept and Language Skills of English Language.
- Comprehensive study of different kinds of vocabulary in English Language.
- To Study the different era in every story and moods in poems.

Course Outcomes
- Students will be able to understand the basic concept and Language Skills of English Language.
- Students will be able to understand the different use of vocabulary in their sentences.
- Students will be able to understand the varieties of stories on different issues and on different format.

Course Name: FUNDAMENTALS OF ENTREPRENEURSHIP
Course Code: 3MBFE101

Course Objective
- Understanding basic concepts of entrepreneurship and key steps in the elaboration of business ideas Developing personal creativity and entrepreneurial initiative.

Course Outcomes
- Understanding basic concepts in the area of entrepreneurship, understanding the stages of the entrepreneurial process, adopting of the key steps in the elaboration of business ideas, Developing personal creativity and

Course Name: BUSINESS ORGANIZATION & MANAGEMENT
Course Code: 3CBCO101

Course Objective
- The objective of this subject is to develop a basic understanding about the fundamental concepts and techniques of management in an organization.

Course Outcomes
- After learning this subject student will get familiarize with the fundamentals of management concepts so as to use this concept for effective management process within the organization

Course Name: FINANCIAL ACCOUNTING
Course Code: 3CBCO102

Course Objective
- The objectives of the subject is to give exposure to the students, about fundamental accounting principles, techniques and their application in the business decision making process.

Course Outcomes
- After learning this subject student will understand the fundamental principles and techniques of financial accounting so as to use these concepts for effective utilization and maintenance of funds for the betterment of society.

Course Name: MICRO ECONOMICS
Course Code: 3CBCO103

Course Objective
- Objective of the course is to acquaint the students with the concepts of micro economics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms.

Course Outcomes
- The students would be able to apply tools of Economic aspects and firm theory to business situations.

Course Name: INDIAN BANKING SYSTEM
Course Code: 3CBCB103

Course Objective
- The aim of this subject is to develop a basic understanding about the fundamental concepts and functions of Banking industry.

Course Outcomes
- After studying this subject student will get basic understanding about the fundamental concepts and functions of banking industry.

Course Name: TAX PROCEDURE AND MANAGEMENT
Course Code: 3CBCT103

Course Objective
- To provide basic knowledge of business tax procedures and management under different provisions of the Income tax.

Course Outcomes
- On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyze and synthesize complex legal information

Course Name: PRINCIPLES OF ECONOMICS
Course Code: 3CBCE103

Course Objective
- The objective of this subject is to develop a basic understanding about the fundamental concepts of Economics and techniques of Economics in an organization.

Course Outcomes
- After learning this subject student will get familiarize with the fundamentals of Economics concepts so as to use this concept for effective Business process within the organization.

Course Name: FUNDAMENTAL OF COMPUTER
Course Code: 3CBCA103

Course Objective
- To Review the Basic Concept and Functional Knowledge in the field of Computer Application and to Expose the Students to Computer Application in the Field of Business.

Course Outcome
- Understanding Basic Concepts in the area of Computer. Student will be able to understand use of Computer and working of Computer System.

Course Name: हिन्दी भाषा और संरचना
Course Code: 3HBHL101

पाठ्यक्रम के उद्देष्य

- विद्यार्थियों में राष्ट्र प्रेम की भावना का विकासकरना।
- हिन्दी के समृद्ध साहित्य को नयी पीढ़ी तक पहुँचाना ।
- पत्र–लेखन, सार लेखन, भाव पल्लवन एवं साक्षात्कार के कौशल का विकास करना।
- डायरी, संस्मरण, लेखन, पारिभाषिक, शब्दावली, तत्सम, तद्भव, देशज, विदेशी शब्दों इत्यादि के ज्ञान का परिमार्जन करना।

अपेक्षित परिणाम

- विद्यार्थी भारत भूमि से प्रेम व स्नेह के भावों को बढ़ा सकेगें।
- विद्यार्थियों की हिन्दी की शब्द संपदा में वृद्धि होगी।
- पत्र–लेखन ,सार लेखन, भाव पल्लवन साक्षात्कार के कौशल का विकास होगा।
- डायरी एवं संस्मरण लेखन विद्या का परिमार्जन होगा।
- हिन्दी के समृद्ध साहित्य कोष से लाभान्वित होगें।

Course Name: BASIC COMPUTER & INFORMATION TECHNOLOGY-I
Course Code: 3CBCA201

Course Objective
- To educate students to analyze, design, integrate & manage information systems using information technology.

Course Outcome
- Student will be able to use computer system easily and they will get knowledge about how to use different type of operating system.

Course Name: QUANTITATIVE TECHNIQUES
Course Code: 3CBCO201

Course Objective
- The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts, application and cases rather than derivations.

Course Outcome
- After learning this subject student will gain the knowledge and develop the analytical skill with respect to the usage of mathematical and statistical methods in management decisions.

Course Name: BUSINESS LAWS
Course Code: 3CBCO202

Course Objective
- To introduce the students to various Business Regulations and familiarize them with common issues of relevance.

Course Outcome

- The students would be able to deal with the legal aspect of different Business situations.

Course Name: MACRO ECONOMICS
Course Code: 3CBCO203
Course Objective
- The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

Course Outcome
- Students would be able to apply the modern tools of macro-economic analysis so as to minimize the adverse impact of macro-economic factors on business.

Course Name: CORPORATE GOVERNANCE AND ETHICS IN BANKS
Course Code: 3CBCB203

Course Objective
- The objective of this course is to expose students to the Principles, Policies and Practices of Corporate Governance. The Course also presents theories, models and issues. The course prepares the students for ethical practices and leadership.

Course Outcome
- After studying this subjects' students would able to understand ethical practices and leadership under banking sector. This course also aims to make students understand the Principles, Policies and Practices of Corporate Governance.

Course Name: INCOME TAX LAW AND PRACTICE
Course Code: 3CBCT203

Course Objective
- This subject provides an introduction and overview of, fundamental concepts of income Tax; include Introduction to Law and Indian Income Tax Act 1961.

Course Outcomes
- On successful completion of this subject, students will be able to: understanding of tax, Income from Salary, House Property, Income from Business and Profession, Capital Gains and Income from other Sources etc.

Course Name: Indian Economics System
Course Code: 3CBCE203

Course Objective
- The objective of the Subject to prepare the students will be able for a better understanding about Structure of Indian Economy.

Course Outcomes
- After learning this subject student will get the knowledge about all the Indian Economics factors effecting business process and develop so that they could able to take business decisions accordingly.

Course Name: WINDOWS & MS OFFICE
Course Code: 3CBCA203

Course Objective
- To enable the students to acquire basic knowledge in the various office automation tools and its applications in the various areas of business.

Course Outcome
- Demonstrate the basic mechanics of creating Word documents, presentation and excel calculation for office use, demonstrate introductory formatting techniques and presentation styles, Demonstrate the use of basic functions and formulas, demonstrate working knowledge of using clip art to enhance ideas and information in a PowerPoint presentation.

Course Name: ENGLISH LANGUAGE AND SCIENTIFIC TEMPER
Course Code: 3HBEL402

Course Objective
- To Study the basic language skills (speaking, listening, reading, and writing) and grammar.
- Comprehensive study of different kinds of letters and

Course Outcome
- Student will be able to understand correct use of grammar and language skills.
- Student will be familiar with different prose and poetry.
- Student should be able to write analytically in a variety of formats, including essays, report writing and application.

Course Name: ENVIRONMENTAL STUDIES
Course Code: 3SBES501

Course Objective
- Student will be able to become proficient in the natural and physical sciences, as well as to be aware of social and cultural influences upon environmental problems facing society today.

Course Outcome
- The Environmental Studies minor supplements other majors to facilitate students' understanding of complex environmental issues from a problem- oriented, interdisciplinary perspective.
- Enable the student to acquire basic ideas about environment and emerging issues about environment problems.
- Aware about the need and importance of Natural Resources.
- Develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.

Course Name: COST AND MANAGEMENT ACCOUNTING
Course Code: 3CBCO301

Course Objective

- The aim of this subject is to develop a basic understanding about the cost accounting principles and the methods of cost accounting and budget related aspects in business organization

Course Outcome

- After learning this subject student will able to develop a basic understanding about the cost and budgeting related aspects in business organizations

Course Name: INDIAN COMPANY ACT
Course Code: 3CBCO302

Course Objective

- This objective of this course is to provide basic knowledge of the provision companies Act 1956, along with relevant case law.

Course Outcome

- After studying this subject Students gains knowledge about the Company using basic tools of Company act 1956.

Course Name: PRINCIPLE OF INSURANCE
Course Code: 3CBCO303

Course Objective

- To enable the students to acquire knowledge about basics of insurance.

Course Outcome

- Student will acquire practical knowledge of working mechanism of Insurance industries in India.

Course Name: BANKING AND INSURANCE
Course Code: 3CBCB303

Course Objective

- The aim of this subject is to provides students with a basic knowledge of how international financial markets, understanding of exchange rates, currency values fluctuate.

Course Outcome

- After studying this student will get familiarize with the fundamental concepts and working aspects of Banks and Insurance companies which helps them to smoothen their financial decisions with respect to organizations. of Insurance industries in India.

Course Name: PERSONAL TAX PLANNING
Course Code: 3CBCT303

Course Objective

- To provide basic knowledge of income tax and wealth tax laws to students in easily comprehensible manner with a view to equip them to use the legitimate tool of tax planning in their economic life.

Course Outcome
- After learning this subject student will be able to understand the basic knowledge of income tax and wealth tax laws.

Course Name: MONETARY ECONOMICS
Course Code: 3CBCE303
Course Objective
- The Main Objectives of the Paper To prepare the students with a better understanding about measures of Money and value of Money. To provide a better understanding our students with Banking system of India.

Course Outcome
- After learning this subject student will get the knowledge about all the Indian economics factors effecting business process and develop so that they could able to take business decisions accordingly.

Course Name: PROGRAMMING IN –C
Course Code: 3CBCA303

Course Objective
- Develop a greater understanding of the issues involved in programming language design and implementation, develop an in-depth understanding of functional, logic, and object- oriented programming paradigms, Develop an understanding of the compilation process.

Course Outcome
- An ability to write structured program using C language. An ability to understand common syntax errors and logical errors in program with C. An ability to understand concept of C language.

Course Name: हिन्दी भाषा संवेदना एवं संचारसाधन– 2
Course Code: 3HBHL302

पाठ्यक्रम के उद्देष्य–
- विद्यार्थियों को भारतीय संवेदना, संस्कृति, वैश्विक चेतना से परिचित कराना।
- धर्म, दर्शन, न्याय, नीति, साहित्य की प्राचीन व नवीन मान्यताओं से परिचित करवाना।
- संचार संसाधनों से परिचित करवाना।
- सिनेमा, रंगमंच, संगीत, चित्रकला इत्यादि से परिचित करवाना।

परिणाम :–
- विद्यार्थिगढ़ हिन्दी भाषा ज्ञान और उसमे सम्प्रेषण कौशल अर्जित कर पाएंगे, साथ ही विकासशील देशों की समस्याओं, संचार क्रांति से परिचित हो सकेंगे।

Course Name: INTRODUCTION TO SOFT SKILL & TEAM BUILDING
Course Code: 3HBEL501

Course Objective
By the end of the soft skills training program, the students should be able to:
- Develop effective communication skills (spoken and written).
- Develop effective presentation skills.
- Conduct effective business correspondence and prepare business reports which produce results.
- Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
- Develop all-round personalities with a mature outlook to function effectively in different circumstances.
- Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.
- Take part effectively in various selection procedures adopted by the recruiters.

Course Outcomes
- The teaching methods in the soft skills training include lectures, projects, role plays, quizzes, and various other participatory sessions. The emphasis will be on learning by doing.
- Since the method of training is experiential and highly interactive, the students imbibe the skills and attributes in a gradual and subtle way over the duration of the program. The students will not only learn the skills and attributes but also internalize them over a period of time.
- Internalization ensures that the skills and attributes become part of the students' nature. Subtle changes are bound to occur in their behavior and outlook, and these will make them more self-assured and confident. Moreover, the behavior changes will be gradual and natural and will not appear artificial or put on. Thus, the changes in them will be genuine and positive.
- The Soft Skills training program is a credit course and the evaluation of the students takes place on a continuous basis. Active participation in activities, interest displayed by the students in acquiring the necessary attributes and skills and the commitment shown by them to improve in terms of attitudes are the main criteria for evaluation.

Course Name: FINANCIAL MARKET AND BANKING INSTITUTIONS
Course Code: 3CBCO401

Course Objective
- To enable the students to understand overview of Financial Markets in India.

Course Outcome
- After studying this subject student gains knowledge about overview of Financial Markets in India.

Course Name: FINANCIAL MANAGEMET
Course Code: 3CBCO402

Course Objective
- This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Course Outcomes
- After learning this subject student will be able to understand the concepts and process of Fund Management in financial aspects of business areas.

Course Name: PRINCIPLES OF MARKETING
Course Code: 3CBCO403

Course Objective
- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Course Outcome
- After the completion of this paper, the students will able to identify marketing components and fit them in the value chain along with the various marketing strategies.

Course Name: BANKING THEORY REGULATORY MECHANISM
Course Code: 3CBCB403

Course Objective
- The objective of this subject is to develop a basic understanding about the fundamental concepts and techniques of Banking and Banking Regulation act 1949 in an organization.

Course Outcome
- After learning this subject student will understand the fundamental principles and techniques of Banking as to use these concepts for effective Banking business decisions.

Course Name: GOODS & SERVICES TAX
Course Code: 3CBCT403

Course Objective
- This Course is designed to develop the basic understanding of the student to understand the Concept of Goods and Services Tax and its computation. It also aims to give insight about the tax regime and registration process.

Course Outcomes
- After learning these subject students will able to understand the concept of GST and will be able to ascertain the computation of tax and will also be able to register and deal with other GST related Issues.

Course Name: ECONOMICS PLANNING
Course Code: 3CBCE403

Course Objective
- To prepare the students with appropriate Statistical skills for analysis of economic Planning and development.

Course Outcomes
- After learning this subject student will get familiarize with the fundamentals of Economics concepts so as to use this concept for effective Business process within the organization.

Course Name: VISUAL BASIC.NET
Course Code: 3CBCA403

Course Objective
- Introduction to computer programming using the Visual BASIC programming language with object-oriented programming principles. Emphasis is on event-driven programming methods, including creating and manipulating objects, classes, and using object-oriented tools such as the class debugger. Make students to be able to design, code, test and debug at a beginning level.

Course Outcome
- Design, create, build, and debug Visual Basic applications. Explore Visual Basic's Integrated Development Environment (IDE). Write and apply procedures. Create one- and two-dimensional arrays for sorting, calculating, and displaying of data.

Write Visual Basic programs using object-oriented programming techniques including classes, objects, methods, instance variables, composition, and inheritance, and polymorphism.

Course Name: Basic Computer & Information Technology-II
Course Code: 3CBCA502

Course Objective
- To educate students to analyze, design, integrate & manage information systems using information technology.

Course Outcome
- Student will be able to use computer system easily and they will get knowledge about how to use different type of operating system.

Course Name: Human Values and Ethics
Course Code: 3HBHP401

Course Objective
- To help students understand the basic guidelines, content and process of Human value and value crisis in contemporary Indian Society.
- To help students understand the meaning of happiness and prosperity for a human being.
- To help students reflect critically on gender violence .
- To facilitate the students to understand harmony at all the levels of human living, and live accordingly.

Course Outcomes
On completion of this course, the students will be able to:
- Understand the significance of value inputs in a classroom and start applying them in their life and profession.
- Understand the value of harmonious relationship based on trust and respect in their life and profession.
- Students will develop a sense of appreciation of women in all walks of life.
- Understand the role of a human being in ensuring harmony in society and nature.

Course Name: BUSINESS ECONOMICS
Course Code: 3CBCO501
Course Objective
- The basic objective of this subject is to provide knowledge about the concepts and tools of Business Economics as applicable to decisions making in contemporary business environment

Course Outcomes

- After studying this subject student will able to understand the development aspect of entrepreneurs and will also get insights about working and development of small-scale industries

Course Name: INDIAN TAX SYSTEM
Course Code: 3CBCO502

Course Objective

- This course aims at imparting basic knowledge about major Indian Income Tax Act. And Goods and Services Tax.

Course Outcomes

- After studying this paper students will able to understand the fundamentals of Income tax law and Basic knowledge about Goods and services tax.

Course Name: BANKING LAW & PRACTICE IN INDIA
Course Code: 3CBCO503

Course Objective

- To enable the students to acquire knowledge about basics of banking law and practice.

Course Outcome

- After the completion of this paper, the student will acquire practical knowledge of working mechanism of banking industries in India.

Course Name: TECHNOLOGY IN BANKING
Course Code: 3CBCB503

Course Objective

- The aim of this subject is to develop a basic understanding about the fundamental, Technology, concepts and functions of Banking and industry.

Course Outcome

- After learning this subject student will get familiarize with the fundamentals of Banking concepts so as to use this concept for effective banking process and Technology.

Course Name: CORPORATE TAX PLANNING
Course Code: 3CBCT503

Course Objective

- This subject provides an introduction to, and overview of, fundamental concepts of income Topics include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

Course Outcome
- On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyze and synthesize complex legal information.

Course Name: INTERNATIONAL ECONOMICS
Course Code: 3CBCE503

Course Objective
- The aim of this subject is to develop a basic understanding about the fundamental concepts and functions of Banking industry.

Course Outcome
- After learning this subject student will get familiarize with the fundamentals of Economics concepts so as to use this concept for effective Business process within the organization.

Course Name: E-COMMERCE
Course Code: 3CBCA503

Course Objective
- To provide computer skill and knowledge for commerce students and to enhance the students understands of E-commerce & digital working Concept in commerce.

Course Outcome
- Student will be able to use computer system and Basic concept of E-Commerce and student will be able to use E-Commerce concept.

Course Name: BUSINESS AUDITING
Course Code: 3CBCO601

Course Objective
- This Course aims at imparting knowledge about the principles and methods of auditing and application.

Course Outcome
- After studying this paper students will able to understand the fundamentals of Auditing along with various elements of Audit and Vouching.

Course Name: CORPORATE ACCOUNTING
Course Code: 3CBCO602

Course Objective
- The objectives of the subject is to give exposure to the students, about fundamental of Corporate accounting principles, techniques and their application in the business decision making process.

Course Outcome
- After learning this subject student will understand the fundamental principles and techniques of corporate accounting so as to use these concepts for effective business decisions.

Course Name: MONEY & FINANCIAL SYSTEM
Course Code: 3CBCO603

Course Objective
- To enable the students to understand the basic knowledge about the structure, organization and working of financial system in India.

Course Outcome
- After completion of this paper, the student will be able to understand the structure and role of financial system, financial intermediaries and regulators in the Indian economy.

Course Name: CREDIT & RISK MANAGEMENT IN BANKING
Course Code: 3CBCB603

Course Objective
- The aim of this subject is to develop efficiency in risk management of banking and to develop decision making skill.

Course Outcome
- At the completion of this subject, students should be able to become efficient in risk management of banking and credit management of banking and decision-making skill is developed

Course Name: E-FILLING OF RETURNS
Course Code: 3CBCT603

Course Objective
- To provide basic knowledge of computation of tax procedures and e-filling of return of the income tax.

Course Outcome

- After learning these subject students will able to develop a basic understanding about tax procedures followed under Income and Services tax in India and its Return Filling Procedures.

Course Name: QUANTITATIVE TECHNIQUES
Course Code: 3CBCE603

Course Objective

- To prepare the students with appropriate Statistical skills for analysis of economic factors and to prepare the students with appropriate introductory Mathematical skills for learning.

Course Outcome

- After learning this subject student will get familiarize with the fundamentals of Economics concepts so as to use this concept for effective Business process within the organization.

Course Name: COMPUTER APPLICATION IN BUSINESS
Course Code: 3CBCA603

Course Objective

- To provide computer skill and knowledge for commerce students and to enhance the students understands of information technology tools for Business operations.

Course Outcome

- Student will be able to use computer System and students will be understands of information and Data Process.

Course Name: Tally ERP 9
Course Code: SCOM 201

Course Objective

- To enable the students to acquire basic knowledge in the computerized accounting Systems. The accounting software solutions influence the control in the hands of a non-accounting audience, as they are designed to give numbers meaning and to perform automated calculations. With little to spend on training costs, these systems enable the business owners to complete all accounting operations and comply with legal standards with ease and simplicity.

Course Outcome

- Tally is the job-oriented course by this student will be able to get the knowledge of computer accounting and it will be helpful in getting job.

Course Name: MULTIMEDIA
Course Code: SCOM 302

Course Objective
- Learn Basics of Multimedia
- Define the basics of Animation
- Visualize the basic concept of Flash
- Recognize the elements of Multimedia Tools
- Introduce basics concept of Graphics Design

Course Outcome
- Create an ad that uses animation, draw a hierarchy of information (flow chart) to show an interactive site, import graphics and textures created on other applications into a multimedia software program, create a movie using simple animation, create an effective interactive site for use on the internet, create sound file, put a QuickTime movie into an interactive piece

Course Name: Data Analyst
Course Code: SCOM 803

Course Objectives
- To familiarize students with basics of research and the research process.
- To train students with s in Statistical packages SPSS Software.
- To equip the students to develop data analytics skills, meaningful interpretation on data sets.

Course Outcomes
- The outcome of the course is to provide the knowledge about the basics of research methods and report writing.
- Develop understanding on types of research, research process, research designs and sampling.
- Have adequate knowledge on the analysis of statistical data and hypothesis testing

MASTER OF COMMERCE (M.COM)
PROGRAMME CODE: 01PGR001

PROGRAMME EDUCATIONAL OBJECTIVE
The major objectives of the M. Com programme are:
- To impart knowledge in advanced concept and application in various fields of commerce.
- To provide students the avenues of studies in parallel professional courses in commerce discipline.
- To equip the students to occupy the important positions in business, industries and related organizations.
- To select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- Students will have innovative skills and drive the businesses through multifaceted skills.
- The all-inclusive outlook of the course offers a number of values based and job-oriented courses ensures that students are well trained to take up the new challenges and opportunities.

PROGRAMME OUTCOME
- Any kind of developing economy, the learning and understanding of commerce discipline attributes are more significant.
- Students will be provided with advance concepts and practical knowledge in the field of commerce to contribute to nation building while upholding ethical practices.
- To provide entrepreneurial skill so that job opportunities can be generated.
- Utilize qualitative and quantitative methods to investigate and solve critical business problems. Integrate tools and concepts from multiple functional areas (i.e. Finance, Management, Banking, Computer Application, Taxation) to solve business problems.
- Various promotional activities to develop the commerce curriculum especially distance mode education. It has reached to all kind of young minds throughout the country.

PROGRAMME SPECIFIC OUTCOME
On successfully completing the program the student will be able to:
- Student will gain higher level knowledge and understanding of contemporary trends in commerce and business finance.
- Prepare the students to apply Statistical methods and proficient use of tools for modeling and analysis of business data.
- Prepare the students for an in-depth analysis of investment, portfolio management, investment banking and liquidation of investments.
- Develop competency in the students about the laws , rules and regulations, and roles of commercial, government and central banks in controlling money market and inflation.
- Review the research literature, identify and analyze management research problems.

- Identify business opportunities, design and implement innovations in work space.
- For a commerce graduates, opportunities are not only limited to commercial jobs in public & private companies; students are groomed to become entrepreneurs.
- Apply ethical principles and make ethical choices.
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Communication Skill will be enhanced to effectively communicate with all stakeholders.
- Train the students on teamwork, lifelong learning and continuous professional development.

Course Name: **MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR**
Course Code: 6CMCO101

Course Objective
- The objective of the course is to provide the student with an understanding of basic management and organizational behavior concepts, principles and practices.

Course Outcomes
- Students would be able to make use of different management and organizational behavior principles in the course of decision making in different forms of business organizations.

Course Name: **MANAGERIAL ECONOMICS**
Course Code: 6CMCO102

Course Objective
- This subject aims at enabling the managers in different spheres to take wise managerial decisions in the areas like production, pricing, distribution and Marketing to benefit all the stake holders.

Course Outcomes
- By studying this subject student will be able to get knowledge about diverse areas like production, pricing, distribution, marketing and stake holders which will be useful for their future.

Course Name: **ENVIRONMENTAL ANALYSIS**
Course Code: **6CMCO103**

Course Objective
- As the environment in which an executive in taking business decisions are keep changing from time to time the Managers are expected to know about that he/she guess the situation and takes the wise Managerial decisions.

Course Outcomes

- Students will learn about taking decisions in various aspect of business environment and they will also get knowledge about various government aspects of economy such as EXIM Policy, Fiscal Policy, Monitory Policy, FEMA etc.

Course Name: **ADVANCED FINANCIAL ACCOUNTING**
Course Code: **6CMCO104**

Course Objective

- The objective of this paper is to help students to acquire knowledge of Advance accounting and to impart skills for recording various kinds of business transactions.

Course Outcomes

- The course structure of this paper would equip the students to get in-depth knowledge of Advance accounting along with its practical application thereby giving an opportunity to gain easy access to this competitive business world.

Course Name: **ENTREPRENEURIAL SKILL DEVELOPMENT**
Course Code: **6CMCO105**

Course Objective

- The aim of this subject is to develop a basic understanding about the fundamental concepts and functions of Entrepreneurship and Management.

Course Outcomes

- After studying this subject student will able to understand the theoretical and practical aspects of Entrepreneurship and establishment of a new venture.

Course Name: **COMPUTER APPLICATION FOR MANAGERS**
Course Code: **6CMCO201**

Course Objective

- The objective of this subject is to provide an understanding about Computers, operating system and application of relevant software's in managerial decisions making.

Course Outcomes

- After learning this subject student will become familiar with the fundamentals and working of Computers and Software's so as to use them in Problem solving and decisions making.

Course Name: **COST ANALYSIS & CONTROL**
Course Code: **6CMCO202**

Course Objective
- The aim of this subject is to develop a basic understanding about the cost principles and the methods of cost and budget related aspects in business organization.

Course Outcomes
- Student will learn about costing methods and technique, which will be helpful in getting job and taking various decisions related to cost.

Course Name: **STRATEGIES MANAGEMENT**
Course Code: **6CMCO203**

Course Objective
- This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

Course Outcomes
- After learning this subject student will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organizations.

Course Name: **CORPORATE LEGAL FRAMEWORK**
Course Code: **6CMCO204**

Course Objective
- This paper aims at familiarizing the executives of the corporate bodies the legal frame work in which he/she is working. The knowledge of this part may help him/ her from not committing any mistake but taking wise decisions within the legal frame work

Course Outcomes
- Student will get knowledge about the executives of the corporate legal bodies and it will be helpful in taking a sorted decision by keeping in mind all the legal matters.

Course Name: **ADVANCED STATISTICAL ANALYSIS**
Course Code: **6CMCO205**

Course Objective
- The purpose of this paper is to includes and analytical ability among the students.

Course Outcomes

- After learning this subject student will get the knowledge about various statistical and operations tools used for decision making in business.

Course Name: INTERNATIONAL BUSINESS
Course Code: 6CMCO301

Course Objective

- This paper aims to impart the knowledge of import and export process, international marketing and direct and indirect trading.

Course Outcomes

- The outcome from this paper will be to tech student about the international marketing, the market environment and the direct and indirect trading which will be helpful in their future.

Course Name: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY
Course Code: 6CMCO302

Course Objective

- The objective of this subject is to provide an understanding about providing corporate related ethical values, creating awareness about good and bad practices in corporate and corporate social responsibilities.

Course Outcomes

- After learning this subject student will be able to develop ethical abilities when they enter into corporate and refrain from doing any bad practices.

Course Name: ADVANCED CORPORATE ACCOUNTING
Course Code: 6CMCO303

Course Objective

- The objective of this paper is to help students to acquire knowledge of Advance accounting and to impart skills for recording various kinds of business transactions.

Course Outcomes

- After learning this subject student will understand the fundamental principles and techniques of corporate accounting so as to use these concepts for effective business decisions.

Course Name: **CORPORATE TAX PLANNING & MANAGEMENT**
Course Code: **6CMCO401**

Course Objective
- This subject provides an introduction to an overview of fundamental concepts of income tax include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

Course Outcomes
- By learning tax planning student will get the theoretical and practical knowledge of tax planning and implementation.

Course Name: **RESEARCH METHODOLOGY**
Course Code: **6CMCO402**

Course Objective
- This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Course Outcomes
- After learning this subject student will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

Course Name: **SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**
Course Code: **6CMCF301**

Course Objective
- This subject aims in understanding the changing domestic and global investments scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges.

Course Outcomes
- On the successful completion of this subject the student will be able to understand the various alternatives available for investment. Learn to measure risk and return, value of the equities and bonds.

Course Name: **FINANCIAL INSTITUTION & SERVICES**
Course Code: **6CMCF302**

Course Objective
- This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

Course Outcomes
- On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyze interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed

Course Name: **HUMAN RESOURCE MANAGEMENT**
Course Code: **6CMCM301**

Course Objective
- The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

Course Outcomes
- This paper can enhance the capability of the students to manage the most important assets of organization and human beings which is much needed to ensure growth of that organization.

Course Name: **MARKETING MANAGEMENT**
Course Code: **6CMCM302**

Course Objective
- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Outcomes
- After completion of this subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Course Name: **PRINCIPLES & PRACTICES OF BANKING**
Course Code: **6CMCB301**

Course Objective
- The basic objectives of this subject to provide knowledge about the various functions associated with banking. Practice and procedures relating to deposit and credit, documentation, monitoring and control.

Course Outcomes
- After learning this subject student will get familiarize with the fundamentals of banking concepts so as to use this concept for effective banking process.

Course Name: **FUNDS MANAGEMENT IN BANKS**
Course Code: **6CMCB302**

Course Objective
- The basic objectives of this subject to provide knowledge about the various Funds associated with banking. Practice and procedures relating to Liquidity, Bank Deposits, Bank Investment and credit, documentation, monitoring and control.

Course Outcomes
- After learning this subject student will get familiarize with the fundamentals of Banking Funds concepts so as to use this concept for effective banking process.

Course Name: **TECHNOLOGY ASSESSMENT & FORECASTING**
Course Code: **6CMCA301**

Course Objective
- To understand the technology growth, changes, forecasting techniques, Assessment competitiveness.

Course Outcome
- To adopt recent technological changes, assess alternatives and Compete in Industry

Course Name: **TECHNOLOGY COMMERCIALIZATION & TRANSFER**
Course Code: 6CMCA302

Course Objective
- To understand Technology Commercialization, Negotiation, Transfer Mechanisms, Licensing.

Course Outcomes

- After learning this course, students will understand the insights of Commercialization Process, Modernization, Material Transfer Agreements, Technology valuation methods, Technology Investment Practices.

Course Name: **DIRECT TAX**
Course Code: **6CMCT301**

Course Objective

- To provide basic knowledge and equip students with the application of principles and provisions of Income Tax Act.

Course Outcomes

- This paper would provide the understanding of various provisions of Income Tax Act as well as equip the students to make practical applications of the provisions for taxation purpose.

Course Name: **GOODS & SERVICES TAX**
Course Code: **6CMCT302**

Course Objective

- This Course is designed to develop the basic understanding of the student to understand the Concept of Goods and Services Tax and its computation. It also aims to give insight about the tax regime and registration process.

Course Outcomes

- After learning this course, students will be able to understand the concept of GST and the computation of tax and will also be able to register and deal with other GST related Issues.

Course Name: **FINANCIAL DERIVATIVES**
Course Code: **6CMCF401**

Course Objective

- To understand issues pertaining to pricing and hedging with options on individual stocks and indexes, to examine forwards and futures contracts for equity indexes, commodities, and currencies.

Course Outcomes

- At the end of this course students should be able to understand the concepts of derivative market and have a discussion and explain in detail financial instruments such as options, futures, swaps and other derivative securities.

Course Name: **BUSINESS PROMOTION & PROJECT PLANNING**
Course Code: **6CMCM401**

Course Objective
- The objective of this course is to make student aware about the concepts and principle of business promotion and project planning.

Course Outcomes
- At the end of the course student will know how to work in business organization and business trade.

Course Name: **INTERNATIONAL BANKING**
Course Code: **6CMCB401**

Course Objective
- The objective of this subject is to develop a basic understanding about the fundamental concepts and techniques of International Banking Scenario and its various related aspects.

Course Outcomes
- After learning this course student will be able to understand about the fundamental concepts and techniques of International Banking Scenario and its various related aspects.

Course Name: **SOFTWARE PROJECT & QUALITY MANAGEMENT**
Course Code: **4CMCA401**

Course Objective
- To understand project management cycle in software development and also to study various project estimation and quality models in software development.

Course Outcomes
- After learning this course, students gain the Knowledge of software development process and quality models. They will also accumulate the Knowledge of software project estimation and quality assurance.

Course Name: **BUSINESS TAXATION**
Course Code: **6CMCT401**

Course Objective
- This paper would provide the understanding of various provisions of Income Tax Act as well as equip the students to make practical applications of the provisions for taxation purpose.

Course Outcomes

- By learning this student will get the knowledge about implementation of tax and they will also learn how to calculate Income tax in various forms of business.

Course Name: **Tally ERP 9**
Course Code: SCOM 201

Course Objective

- To enable the students to acquire basic knowledge in the computerized accounting Systems The accounting software solutions influence the control in the hands of a non-accounting audience, as they are designed to give numbers meaning and to perform automated calculations. With little to spend on training costs, these systems enable the business owners to complete all accounting operations and comply with legal standards with ease and simplicity.

Course Outcome

- Tally is the job-oriented course by this student will be able to get the knowledge of computer accounting and it will be helpful in getting job.

Course Name: **MULTIMEDIA**
Course Code: **SCOM 302**

Course Objective

- Learn Basics of Multimedia
- Define the basics of Animation
- Visualize the basic concept of Flash
- Recognize the elements of Multimedia Tools

Course Outcome

- Create an ad that uses animation, draw a hierarchy of information (flow chart) to show an interactive site, import graphics and textures created on other applications into a multimedia software program, create a movie using simple animation, create an effective interactive site for use on the internet, create sound file, put a QuickTime movie into an interactive piece

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
PROGRAMME CODE: 02 UGR001

PROGRAMME EDUCATIONAL OBJECTIVE
The major objectives of the BBA programme are:
- **PEO's 1.** The B.B.A program at Dr. C.V. Raman University aims to prepare our students from choosing various verticals of business & management. We provide strong foundation for students on core business & managerial areas.
- **PEO's 2**. Developing a functional as well as holistic view of management practices among students.
- **PEO's 3.** This enables students to become job ready professionals and helps them to take up managerial & entrepreneurial roles in future.
- **PEO's 4.** Developing strong soft-skills among student, when they complete BBA course.
- **PEO's 5.** Further students do have scope for pursing higher studies in M.B.A, Event Management, Retail Management, Hospitality Management, etc.

PROGRAMME OUTCOME
- **PO's 1.** This program focuses to create entrepreneurs capable of handling family business or can start their own business.
- **PO's 2.** Developing a functional as well as holistic view of management practices among students.
- **PO's 3.** Developing analytical and original thinking abilities among students in understanding business contexts.
- **PO's 4.** Developing strong soft-skills among students, so that they become industry-ready, when they complete BBA Programme.

PROGRAMME SPECIFIC OUTCOME
On successfully completing the program the student will be able to:
- **PSO's 1.** For a management graduates, opportunities are not only limited to managerial jobs in public & private companies; students are groomed to become entrepreneurs.
- **PSO's 2.** There are always various managerial, executive & non-executive positions are open in private as well as public companies. Companies like Deloitte, L & T Finance, Vedanta, ICICI Prudential Ltd. are major recruiters in line.
- **PSO's 3.** Identify business opportunities, design and implement innovations in work space. Understand the dynamic and complex working environment of Business.
- **PSO's 4.** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PSO's 5.** Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations.

- **PSO's 6.** Engage in independent and life-long learning process.

Course Name: FUNDAMENTALS OF ENTREPRENEURSHIP
Course Code: 3MBFE101

Course Objective
- Understanding basic concepts of entrepreneurship and key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

Course Outcome
- Understanding basic concepts in the area of entrepreneurship, understanding the stages of the entrepreneurial process, adopting of the key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

Course Name: PRINCIPLES OF MANAGEMENT
Course Code: 3MBBA102

Course Objective
- Controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods

Course Outcome
- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. Practice the process of management's four functions: planning, organizing, leading, and controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

Course Name: BUSINESS MATH
Course Code: 3MBBA103

Course Objective
- The objective of the business mathematics which are required to solve the managerial problems & different calculation methods will make the students to equip with mathematical analysis of the issues.

Course Outcome

- Understanding of basics of mathematics which are required to solve the managerial problems & different calculation methods will make the students to equip with mathematical analysis of the issues

Course Name: BUSINESS ENVIRONMENT
Course Code: 3MBBA104

Course Objective

- The course aims at acquainting the students with emerging issues is business at the national and international level in the light of the policies of liberalization and globalization

Course Outcome

- After learning this subject student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly.

Course Name: MANAGERIAL ECONOMICS
Course Code: 3MBBA105

Course Objective

- The basic objective of this subject is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment

Course Outcome

- At the end of the course the students will be able to identify the major economic problems that may affect an economy and to apply simple microeconomic theory to some practical problems.

Course Name: हिन्दी भाषा और संरचना – 1
Course Code: 3HBHL101

हिन्दी आधार / पाठ्यक्रम– पाठ्यक्रम के उद्देष्य

- विद्यार्थियों में राष्ट्र प्रेम की भावना का विकास करना हिन्दी के समृद्ध साहित्य को नयी पीढ़ी तक पहुँचाना पत्र–लेखन, सार लेखन, भाव पल्लवन एवं साक्षात्कार के कौषल का विकास करना डायरी,संस्मरण, लेखन, पारिभाषिक, षब्दावली, तत्सम, तद्भव, देषज, विदेषी षब्दों इत्यादि के ज्ञान का परिमार्जन करना।

अपेक्षित परिणाम

- विद्यार्थी भारत भूमि से प्रेम व स्नेह के भावों को बढ़ा सकेगे विद्यार्थियों की हिन्दी की षब्द संपदा में वृद्धि होगी पत्र–लेखन, सार लेखन, भाव पल्लवन साक्षात्कार के कौषल का विकास

होगा डायरी एवं संस्मरण लेखन विद्या का परिमार्जन होगाहिन्दी के समृद्ध साहित्य कोष से लाभान्वित होगें।

Course Name: ORGANIZATIONAL BEHAVIOR
Course Code: 3MBBA202

Course Objective
- At the completion of this paper students should be able to analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour. Assess the potential effects of organizational level Factors (such as structure, culture and change) on organizational behaviour. Critically evaluate the potential Effects of important developments in the external environment (such as globalization and advances in technology) on organizational behaviour, to analyze organizational behavioral Issues in the context of organizational behavior theories, models and concepts.

Course Outcome
- Upon completing the requirements for this course, the student will be able to identify the elements of a contract, to describe the structure of the Indian court system & to identify laws, conditions and regulations in national and international work environments

Course Name: BUSINESS COMMUNICATION
Course Code: 3MBBA203

Course Objective
- The objective of the COURSE is to provide the knowledge of Business Communication to the students so as to enhance their overall communication skill for effective business communications

Course Outcome
- After learning this subject student will come to know about the insights of communication and acquired with right communication skills for effective business communications

Course Name: INTRODUCTION TO ACCOUNTANCY
Course Code: 3MBBA204

Course Objective
- A general overview of accounting principles relating to the preparation of financial and managerial reports will be presented; the primary focus is to illuminate how accounting information is utilized by a variety of stakeholders in planning, controlling and investing decisions. Topics included: accounting information in its decision-

making context; record of accounting transactions; external financial reports; financial statement analysis; cost behavior, determination of product costs, cost-volume-profit analysis; performance management; and budgeting.

Course Outcome
- To provide an introductory knowledge of accounting to first-year students from a wide range of disciplines. While a general overview of accounting principles relating to the preparation of financial and managerial reports will be presented, how accounting information is utilized by a variety of stakeholders in planning, controlling and investing decisions.

Course Name: MACRO ECONOMICS
Course Code: 3MBBA205

Course Objective
- This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.

Course Outcome
- The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Course Name: BRIEFING AND PRESENTATION SKILLS
Course Code: SMGT 201

Course Objective
- To make the students understand the basics of Briefing, along with the Presentation skills.

Course Outcome
- After the completion of this course the learner will be able to Groom up the negotiation's skills.

Course Name: ENGLISH FC II ENGLISH LANGUAGE AND SCIENTIFIC TEMPER
Course Code: 3HBEL402

Course Objectives
- To Study the basic language skills (speaking, listening, reading, and writing) and grammar.
- Comprehensive study of different kinds of letters and applications.
- To study the different kinds of prose and poetry.

Course Outcomes

- Student will be able to understand correct use of grammar and language skills.
- Student will be familiar with different prose and poetry.
- Student should be able to write analytically in a variety of formats, including essays, report writing and application.

Course Name: BUSINESS STATISTICS
Course Code: 3MBBA302

Course Objective

- The programme provides opportunities to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the areas of Intellectual skills & Practical skills based upon statistical tools & techniques required in business practices.

Course Outcome

- The programme provides opportunities to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the areas of Intellectual skills & Practical skills based upon statistical tools & techniques required in business practices.

Course Name: BUSINESS LAW
Course Code: 3MBBA303

Course Objective

- The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

Course Outcome

- After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

Course Name: BUSINESS ETHICS AND CSR
Course Code: 3MBBA304

Course Objective

- This course is to identify, analyze, and resolve ethical issues in business decision making. Students will also learn how to deal with conflicts between their personal values and those of the organization

Course Outcome

- This course is to allow students to enhance this ability by providing them with a pragmatic framework that they can use to identify, analyze, and resolve ethical issues

in business decision making. Students will also learn how to deal with conflicts between their personal values and those of the organization.

Course Name: RETAIL MANAGEMENT
Course Code: 3MBBA305

Course Objective
- The aim of this subject is to provide fundamental knowledge about retail and retailing concepts in India along with various aspects of retail operations.

Course Outcome
- After completing this subject student becomes familiarize with the concepts and various aspects of retail and able to manage the entire retail operations.

Course Name: RESOLVING CONFLICTS AND NEGOTIATION SKILLS
Course Code: SMGT 301

Course Objective
- To make the students understand the basics of conflicts, along with the negotiation process.

Course Outcome
- After the completion of this course the learner will be able to Groom up the Negotiations skills.

Course Name: INTRODUCTION TO SOFT SKILL & TEAM BUILDING
Course Code: 3HBEL501

Course Objective
- By the end of the soft skills training program, the students should be able to: Develop effective communication skills (spoken and written)

Course Outcome
- The teaching methods in the soft skills training include lectures, projects, role plays, quizzes, and various other participatory sessions. The emphasis will be on learning by doing.

Course Name: FINANCIAL MANAGEMENT
Course Code: 3MBBA402

Course Objective
- Students should able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

Course Outcome
- After completing this course, the students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

Course Name: MARKETING MANAGEMENT
Course Code: 3MBBA403

Course Objective
- Facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Outcome
- After completion of these subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Course Name: PRODUCTION AND OPERATION MANAGEMENT
Course Code: 3MBBA404

Course Objective
- To facilitate understanding of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

Course Outcome
- After completion of this subject students will able to understand various processes and aspects associated with production and operations in a production unit and will able to take effective decisions for smoothening the entire process.

COURSE NAME: HUMAN RESOURCE MANAGEMENT
Course Code: 3MBBA405

Course Objective
- This subject aims at preparing students for various aspects of HRM including HRM, HRP, and Performance Appraisal etc.

Course Outcome
- After completion of this course, students would be able to understand basics of human resource management.

Course Name: HUMAN VALUES & ETHICS
Course Code: 3HBHP401

Course Objective
- To help students understand the basic guidelines, content and process of Human value and value crisis in contemporary Indian Society and help students understand the meaning of happiness and prosperity for a human being.

Course Outcomes
On completion of this course, the students will be able to:
- Understand the significance of value inputs in a classroom and start applying them in their life and profession understand the value of harmonious relationship based on trust and respect in their life and profession Students will develop a sense of appreciation of women in all walks of life. Understand the role of a human being in ensuring harmony in society and nature.

Course Name: PUBLIC RELATION & CORPORATE IMAGE
Course Code: 3MBBA502

Course Objective
- This subject aims at preparing students for various aspects of Public Relation & Corporate Image

Course Outcome
- After completion of this course, students would be able to understand basics of Public Relation & Corporate Image

Course Name: CASE STUDY ANALYSIS
Course Code: 3MBBA503

Course Objective
- In this course you will learn how to develop a case study from inception of the idea to the

writing and completion of the final study. You will also learn about using the case study in the workplace and classroom, as well as other fields that successfully use case studies and enhance personality development of students and improve their creative and analytical skills.

Course Outcome

- After Completing this, student acquire inter personal skills and be an effective goal-oriented team player, develop professionalism with idealistic, practical exposure, acquire communication and problem-solving skills and re-engineering their attitude and understand its influence on behavior.

Course Name: CONSUMER BEHAVIOR
Course Code: 3MBBA504

Course Objective

- The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Course Outcome

- After studying this subjects' students would able to understand the behavior of consumers which helps them to craft effective marketing strategies

Course Name: ADVERTISING & SALES MANAGEMENT
Course Code: 3MBBA505

Course Objective

- To acquaint the students with concepts, techniques and give experience in the application of an effective advertising & sales promotion programme and management of sales force.

Course Outcome

- Upon successful completion of the requirements for this course, students will be able to understand the three major influences on customer choice, the process of human decision making in a marketing context, the individual customers make up, the environment in which the customer is embedded, apply this understanding to marketing strategies of the supplier, develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities.

Course Name: RETAIL & RURAL MARKETING
Course Code: 3MBBA506

Course Objective

- The course enables students to appreciate the importance of retailing and to explore rural marketing environment for contributing to the emerging challenges in the upcoming global

economic scenario.

Course Outcome
- After studying these subject students gets the knowledge about retailing and rural marketing environment which helps them to contribute to the emerging challenges in the upcoming global economic scenario.

Course Name: MANAGEMENT TRAINING & DEVELOPMENT
Course Code: 3MBBA507

Course Objective
- This subject deals with training & developmental aspects of employees, various training methods & techniques, management development program etc

Course Outcome
- After completion of this course, students will understand the importance of training & development from the perspective of fresher & existing employees

Course Name: HUMAN RESOURCE PLANNING & DEVELOPMENT
Course Code: 3MBBA508

Course Objective
- This subject focuses on human resource planning & development, various job-related aspects like analysis, description, welfare & safety issues etc.

Course Outcome
- After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory

Course Name: LEGAL FRAMEWORK GOVERNING HUMAN RELATION
Course Code: 3MBBA509

Course Objective
- This course deals with various acts governing the rights establishment of factories, rights of employees, welfare, trade union etc.

Course Outcome
- After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

Course Name: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
Course Code: 3MBBA510

Course Objective
- This subject aims in understanding the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges

Course Outcome
- On the successful completion of this subject the student will be able to understand the various alternatives available for investment. Learn to measure risk and return, value of the equities and bonds.

Course Name: FINANCIAL INSTITUTION & SERVICES
Course Code: 3MBBA511

Course Objective
- This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

Course Outcome
- On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyze interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed

Course Name: TAX MANAGEMENT & PLANNING
Course Code: 3MBBA512

Course Objective:
- This subject provides an introduction to, and overview of, fundamental concepts of income Topics include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

Course Outcome
- On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyze and synthesize complex legal information

Course Name: BRAND MANAGEMENT
Course Code: 3MBBA513

Course Objective
- The aim of this subject is to provide fundamental knowledge and concepts of Branding along with various aspects of brand.

Course Outcome
- After leaning this subject student will able to understand the concepts of brand along with its various aspects and develop the ability to manage the brand of company effectively.

Course Name: RETAIL TECHNIQUES & SKILLS
Course Code: 3MBBA514

Course Objective
- The aim of this subject is to provide insights about the various techniques used and skills required for managing retail operations.

Course Outcome
- After studying this subject student get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

Course Name: RETAIL MARKETING
Course Code: 3MBBA515

Course Objective
- The aim of this subject is to provide new insights and ideas about the various strategies used and skills required for managing Retail market.

Course Outcome
- After studying this subject student get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

Course Name: TECHNOLOGY MANAGEMENT
Course Code: 3MBBA516

Course Objective
- The subject knowledge is to create a strategic plan to manage the disruptive nature of technology and management strategies to develop ethical solutions for business problems.

Course Outcome

- At the end of the course student get contemporary business knowledge to create a strategic plan to manage the disruptive nature of technology and Research business innovation and technology management strategies to develop ethical solutions for business problems.

Course Name: PRODUCTIVITY
Course Code: 3MBBA517

Course Objective

- Students will identify operations by investigation of all the factors affecting the jobs and applying work-study as a means of enhancing the production efficiency (productivity) of the firm by elimination of waste and unnecessary operation.

Course Outcome

- Students will identify operations by investigation of all the factors affecting the jobs and applying work-study as a means of enhancing the production efficiency (productivity) of the firm by elimination of waste and unnecessary operation.

Course Name: MATERIAL MANAGEMENT
Course Code: 3MBBA518

Course Objective

- The students understand the meaning of materials management and are able to manage and plan material flows and related information flows of the company's logistics process. The Case Work will create good basic for understanding the need for life-long learning.

Course Outcome

- The students understand the meaning of materials management and are able to manage and plan material flows and related information flows as part of the company's logistics process. Students understand the connection between company's internal materials management and the network in supply chain.
- EUR-ACE Engineering Practice: The students are creating practical engineering solutions to solve existing conflicts between good customer satisfaction and working capital
- TELWM Logistics Professional skills: Students will understand the importance of accurate plan and product data management as a part of Logistics Management.
- YHTOP Learning skills: The Case Work will create good basic for understanding the need for life-long learning.

Course Name: BUSINESS RESEARCH
Course Code: 3MBBA601

Course Objective
- This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Course Outcome
- After learning this subject student will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

Course Name: CORPORATE STRATEGY
Course Code: 3MBBA602

Course Objective
- This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

Course Outcome
- After learning this subject student will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organizations.

Course Name: ENTREPRENEURIAL PROJECT WORK & VIVA VOCE
Course Code: 3MBBA603

Course Objective
- After completing fifth semester, the faculty members will be assigned as guides to the students to work on the topic selected from their area of specialization for conducting a field research or research work with reference to their selected organization / firm / company etc. where they learn the actual research process to come up with a solution to the problems identified. After the final semester exams, reports of the research will be submitted in the department which is evaluated by the external examiner followed by viva voce/presentation. The research report should show how a student has conducted the research and what solutions will they able to provide based on their analytical capabilities and experience.

Course Outcome
- After successful completion of research project, students will able to know the actual research process and its usefulness in the organization as a problem-solving

technique. They will also able to know the potential opportunities persist in the market for extending the business operations and come up with the ways to tap the opportunities.

Course Name: SERVICE MARKETING
Course Code: 3MBBA604

Course Objective

- The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

Course Outcome

- After studying this subject student get an insight about aspects of services and service marketing which helps them to take effective decisions related to services offered by the organization.

Course Name: DIGITAL MARKETING
Course Code: 3MBBA605

Course Objective

- The basic purpose of this paper is to familiarize the students with the preliminary aspects of Digital marketing so that they may have overviews while applying the concept of this subject

Course Outcome

- After learning this subject student will get familiarize with all aspects of digital marketing as this is the new development in the field and today all firms were slightly shifted their traditional promotions to digital promotions.

Course Name: INTERNATIONAL MARKETING
Course Code: 3MBBA606

Course Objective

- The major objective of this course is to provide an exposure to the area of Marketing in the International perspective due to ever increasing business dealings in the foreign markets

Course Outcome

- After getting the knowledge of this subject students will able to understand the different aspects of international marketing so as to take decision for expansion of the organization and increasing business dealings in the foreign markets.

Course Name: MANAGEMENT OF INDUSTRIAL RELATIONS
Course Code: 3MBBA607

Course Objective
- This course is dealing with various factors that influence the relationship between management & employees with respect to working condition, safety, pay etc& serves as a path to solve various work-related issues.

Course Outcome
- After the completion of course, students not only understand how industrial relations work, but also learns various sills like leadership problem solving and decision-making skills.

Course Name: ORGANIZATIONAL CHANGE & INTERVENTION STRATEGIES
Course Code: 3MBBA608

Course Objective
- The main focus of this course is teaching various situations like organizational development, culture & climate etc. happening across hierarchy & organizational structure

Course Outcome
- After completion of this course, students will understand various conditions like organizational conflicts, organizational culture etc and its effect on employees.

Course Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Course Code: 3MBBA609

Course Objective
- This subject focuses on human resource planning & development, various job-related aspects like analysis, description, welfare & safety issues etc.

Course Outcome
- After completion of this course, students will be able to understand international aspects of human resource management.

Course Name: WORKING CAPITAL MANAGEMENT
Course Code: 3MBBA610

Course Objective
- This course emphasizes the management of current assets and current liabilities, it covers planning a firm's overall level of liquidity, stressing cash management and credit policies. And also discuss how to reduce the adverse funding effects caused

by working capital.

Course Outcome
- Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility

Course Name: FINANCIAL DERIVATIVES
Course Code: 3MBBA611

Course Objective
- To understand issues pertaining to pricing and hedging with options on individual stocks and indexes, to examine forwards and futures contracts for equity indexes, commodities, and currencies

Course Outcome
- At the end of this course students should be able to understand the concepts of derivative market and have a discussion and explain in detail financial instruments such as options, futures, swaps and other derivative securities.

Course Name: BANKING & FINANCE
Course Code: 3MBBA612

Course Objective
- It provides students with a basic knowledge of how international financial markets, understanding of exchange rates, currency values fluctuate. It provides an in-depth understanding of the process and techniques used to make international investment decisions

Course Outcome
- On successful completion of the course students will be able to: Describe the basic concepts and theories that explain the function and evolution of banking and finance, analyze the role of the Bank of International Settlements and the functioning of international banking and financial markets.

Course Name: SUPPLY CHAIN MANAGEMENT
Course Code: 3MBBA613

Course Objective
- The basic aim of this subject is to provide the knowledge about supply chain management exists in the organization so as to understand the key focus area for optimizing it.

Course Outcome

- After learning this subject student will able to understand the key focus area in the entire supply chain which need to focused and optimized for improving delivery and efficiency of the supply chain.

Course Name: MALL & RISK MANAGEMENT
Course Code: 3MBBA614

Course Objective

- The basic aim of this subject is to provide the knowledge about various aspects of malls and risk associated within the operations and management of malls.

Course Outcome

- After learning this subjects' students will able to understand the various key aspects of malls and major areas need to be focus and taken care of for minimizing the risk in entire management of malls.

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT
Course Code: 3MBBA615

Course Objective

- The objective of the course is to invoke critical thinking and analysis of the concept of customer relationship management and enabling them to develop and manage CRM strategy.

Course Outcome

- After learning this subject, students are introducing customer centric operations, process and implications of CRM

Course Name: QUALITY MANAGEMENT & ISO
Course Code: 3MBBA616

Course Objective

- Learning objectives of the subjects are: to evaluate the principles of quality management, to identify the key aspects of the quality improvement tools and techniques for controlling, improving and measuring quality, to critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.

Course Outcome

- learning Outcomes of the subjects are: to evaluate the principles of quality management and to explain how these principles can be applied within quality management systems, to identify the key aspects of the quality improvement cycle

and to select and use appropriate tools and techniques for controlling, improving and measuring quality, to critically appraise the organizational & communication and teamwork requirements for effective quality management, to critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans

Course Name: PROCESS PLANNING AND CONTROL
Course Code: 3MBBA617

Course Objective
- Considering Production as a separate section for managerial This particular subject provides a basic understanding of project management, demonstrate an awareness of the importance of facility layouts, explain the importance of quality control, apply techniques to measure quality control, demonstrate a basic understanding of the problems of waiting lines, demonstrate an understanding of the concept of aggregate planning, demonstrate an understanding of the problems involved in inventory management, demonstrate an understanding of the principles underlying materials requirements planning, develop basic materials requirement schedules, demonstrate an understanding of the concepts of operations scheduling.

Course Outcome
- At the end of the course to understand the core features of the production planning and control function at the operational and strategic levels, specifically the relationships between people.

Course Name: PROCESS REENGINEERING
Course Code: 3MBBA618

Course Objective
- The subject knowledge provides solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering projects.

Course Outcome
- To be able to provide the most feasible practical solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering project.

MASTER OF BUSINESS ADMINISTRATION (MBA)
PROGRAMME CODE: 02PGR001

PROGRAMME EDUCATIONAL OBJECTIVE

The major objectives of the MBA programme are:

- **PEO's 1**. To impart knowledge of the fundamental of Management theories and its application in problem solving.
- **PEO's 2**. To select and apply appropriate tools for decision making required for solving complex managerial problems.
- **PEO's 3**. To develop capabilities in students to independently conduct theoretical as well as applied research.
- **PEO's 4**. To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students. Students will have innovative skills and drive the businesses through multifaceted skills.
- **PEO's 5**. To produce industry ready graduates having highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning

PROGRAMME OUTCOME

- **PO's 1.** Students will be provided with advance concepts and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.
- **PO's 2.** To provide entrepreneurial skill so that job opportunities can be generated. Utilize qualitative and quantitative methods to investigate and solve critical business problems.
- **PO's 3.** Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, human resource, etc.) to solve business problems
- **PO's 4.** Evaluate and integrate ethical considerations when making business decisions. Incorporate diversity and multicultural perspectives when making business decisions.

PROGRAMME SPECIFIC OUTCOME

On successfully completing the program the student will be able to:

- **PSO's 1.** For a management graduates, opportunities are not only limited to managerial jobs in public & private companies; students are groomed to become entrepreneurs.
- **PSO's 2.** Demonstrate the knowledge of management science to solve complex corporate problems using limited resources
- **PSO's 3.** Research literature and identify and analyses management research problems. Identify business opportunities, design and implement innovations in work space.
- **PSO's 4.** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to management practice.

- **PSO's 5.** Apply ethical principles and make ethical choices. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PSO's 6.** Communication Skill will be enhanced to effectively communicate with all stakeholders of his/her role as a manager.
- **PSO's 7.** Engage in independent and life-long learning process.

Course name: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR
Course Code: 6MMBA 201

Course Objective
- The objective of this subject is to develop a basic understanding about the management concepts as well as of behavior of employees/human in various managerial processes in organization.

Course Outcome
- After learning this subject student will get familiarize with the fundamentals of management concepts and Problem –Solving and Decision-Making skills Working Leadership Skills.

Course name: QUANTITATIVE METHOD
Course Code: 6MMBA 202

Course Objective
- The basic aim of this course is to impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.

Course Outcome
- After learning this subject student will gain the knowledge and develop the analytical skill with respect to the usage of statistical methods in management decisions

Course name MANAGERIAL ECONOMICS
Course Code: 6MMBA 203

Course Objective
- The basic objective of this subject is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment

Course Outcome

- After learning this subject, student become familiar with the concepts and tools of Economics as applicable to decisions making in the business organization, and support societal growth by origination of different entrepreneurship and job opportunities.

Course name: ENVIRONMENT ANALYSIS AND MANAGEMENT
Course Code: 6MMBA 204

Course Objective

- The subject aims to educate the student with the different environmental factors which effect business. This subject aims to develop ability to understand and scan business environment in order to analyze the opportunities and take decisions under the uncertainty.

Course Outcome

- After learning this subject student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly

Course name: MANAGERIAL SKILL DEVELOPMENT
Course Code: 6MMBA 205

Course Objective

- The objective of the subject is to provide the knowledge of Business Communication to the students so as to enhance their overall communication skill for effective business communications.

Course Outcome

- After learning this subject student will come to know about the insights of communication and acquired with right communication skills for effective business communications

Course name: ACCOUNTING FOR MANAGERS
course Code: 6MMBA 206

Course Objective

- The objectives of the subject is to give exposure to the students, about accounting principles, techniques and their application in the business decision making process.

Course Outcome

- After learning this subject student will understand the fundamental principles and techniques of financial accounting so as to use these concepts for effective utilization and maintenance of funds for the betterment of society.

Course name: COMPUTER APPLICATION FOR MANAGERS
Course Code: 6MMBA 207

Course Objective

- The objective of this subject is to provide an understanding about Computers, operating system and application of relevant software's in managerial decisions making.

Course Outcome

- After learning this subject student will become familiar with the fundamentals and working of Computers and Software's so as to use them in Problem solving and decisions making.

Course name: BUSINESS ETHICS & CSR
Course Code: 6MMBA 208

Course Objective

- The objective of this subject is to provide an understanding about providing corporate related ethical values, creating awareness about good and bad practices in corporate and corporate social responsibilities.

Course Outcome

- After learning this subject students will be able to develop ethical abilities when they enter into corporate and refrain from doing any bad practices

Course name: BUSINESS POLICY & STRATEGIC ANALYSIS
Course Code: 6MMBA 201

Course Objective

- This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate

Course Outcome

- After learning this subject students will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organizations.

Course Name: MANAGEMENT SCIENCE
Course Code: 6MMBA 202

Course Objective
- The basic aim of this course is to impart knowledge of basic statistical tools & techniques and operations research with emphasis on their application in Business decision process and Management.

Course Outcome
- After learning this subject student will get the knowledge about various statistical and operations tools used for decision making in business.

Course Name: HUMAN RESOURCE MANAGEMENT
Course Code: 6MMBA 203

Course Objective
- After completion of this course, the student shall be able to understand basics of human resource management.

Course Outcome
- This subject aims at preparing students for various aspects of HRM including HRD, HRP, and Performance Appraisal etc.

Course Name: FINANCIAL MANAGEMENT
Course Code: 6MMBA 204

Course Objective
- The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

Course Outcome
- After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

Course Name: MARKETING MANAGEMENT
Course Code: 6MMBA 205

Course Objective
- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints

Course Outcome

- After completion of this subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Course Name: PRODUCTION & OPERATION MANAGEMENT
Course Code: 6MMBA 206

Course Objective

- To facilitate understanding of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

Course Outcome

- After completion of this subject students will able to understand various processes and aspects associated with production and operations in a production unit and will able to take effective decisions for smoothening the entire process.

Course Name: RESEARCH METHODOLOGY
Course Code: 6MMBA 207

Course Objective

- This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Course Outcome

- After learning this subject students will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

Course Name: I NTERNATIONAL BUSINESS
Course Code: 6MMBA 208

Course Objective

- This course exposes the student to the environmental dynamics of international business and its impact on international business operations of a firm

Course Outcome

- After learning this subject student will get familiarize the dynamic environment in international business scenario and its impact on business operations so as to take

effective decisions for the firm with respect to global challenges and business dealings in the foreign markets.

Course Name: ENTREPRENEURSHIP DEVELOPMENT
Course Code: SMGT 802

Course Objective
- The content will be multidisciplinary with the view to cover a whole range of issues pertaining to entrepreneurship and small scale industry.

Course Outcome
- After completion of this course the students would be able to understand the relevance of entrepreneurship as a means of management practice in the context of a fast-changing organizational structure in a global environment.

Course Name: BUSINESS LEGISLATION
Course Code: 6MMBA 301

Course Objective
- Understanding basic concepts of entrepreneurship and key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

Course Outcome
- After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

Course Name: CONSUMER BEHAVIOUR
Course Code: 6MMBA302

Course Objective
- The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Course Outcome
- After studying this subjects' students would able to understand the behaviour of consumers which helps them to craft effective marketing strategies

Course Name: ADVERTISING & SALES PROMOTION
Course Code: 6MMBA303

Course Objective
- To acquaint the students with concepts, techniques and give experience in the formulating of an effective advertising & sales promotion strategy for gaining competitive advantage

Course Outcome
- After studying this subject student will able to understand the insights about advertisement techniques and effective sales promotion & management which improves their decision related to marketing communications for achieving competitive advantage

Course Name: MARKETING OF NON-PROFIT ORGANISATIONS
Course Code: 6MMBA304

Course Objective
- The course aims at familiarizing the students with the application of the concept &need of marketing in non-Profit organization.

Course Outcome
- After studying this subjects' students would able to understand the tricks and tactics used for marketing of Non-profit organizations so as to build effective strategies

Course name: INDUSTRIAL MARKETING
Course Code: 6MMBA305

Course Objective
The purpose of this course is to develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods.

Course Outcome
After studying this subjects' students would able to differentiate methods adopted for Industrial goods marketing from Consumer goods and able to develop analytical skills required for marketing Industrial Goods.

Course Name: PRODUCT & BRAND MANAGEMENT
Course Code: 6MMBA306

Course Objective
- To understand the methods and strategy development for effective product and brand management.

Course Outcome
- After completion, students will able to understand the challenges in product and brand management so as to successfully establish and sustain brands and lead to extensions.

Course Name: MANAGEMENT TRAINING & DEVELOPMENT
Course Code: 6MMBA307

Course Objective
- This subject deals with training & developmental aspects of employees, various training methods & techniques, management development program etc.

Course Outcome
- After completion of this course, students will understand the importance of training & development from the perspective of fresher & existing employees

Course Name: HUMAN RESOURCE PLANNING & DEVELOPMENT
Course Code: 6MMBA308

Course Objective
- This subject focuses on human resource planning & development, various job-related aspects like analysis, description, welfare & safety issues etc.

Course Outcome
- After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

Course Name: LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS
Course Code: 6MMBA309

Course Objective
- This course deals with various acts governing the rights establishment of factories, rights of employees, welfare, trade union etc.

Course Outcome

- After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

Course Name: COMPENSATION MANAGEMENT
Course Code: 6MMBA310

Course Objective

- This course is designed to promote understanding of issues related to the compensation or rewarding human resources in the corporate sector, public services and other forms or organizations and to impart skills in designing, analysing and restructuring reward management systems, policies and strategies

Course Outcome

- Students will be able to understand the different compensation and benefits which can be given to employees and also maintain a healthy environment in the organization whether public or private

course name: PERFORMANCE MANAGEMENT
course Code: 6MMBA311

COURSE OBJECTIVE
Performance management is the most critical function and strong determinant of organizational excellence. This course is designed to develop appreciation and skills essential for designing and instituting effective performance management systems.

COURSE OUTCOME
Students will be able to understand the different skills as how to appraise performance of employee, so that strategies and polices regarding it can be formulated.

course name: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
course Code: 6MMBA312

COURSE OBJECTIVE
This subject aims in understanding the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges.

COURSE OUTCOME
On the successful completion of this subject the student will be able to understand the various alternatives available for investment. Learn to measure risk and return, value of the equities and bonds.

Course Name: TAX MANAGEMENT & PLANNING
Course Code: 6MMBA313

Course Objective
- This subject provides an introduction to, and overview of, fundamental concepts of income Topics include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

Course Outcome
- On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyses and synthesize complex legal information

Course Name: FINANCIAL INSTITUTION & SERVICES
Course Code: 6MMBA314

Course Objective
- This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

Course Outcome
- On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyse interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed

Course Name: MANAGEMENT CONTROL SYSTEM
Course Code: 6MMBA315

Course Objective
- This course is to appraise the students the about the concepts of management control system as well as its role in efficient management of public system organizations

Course Outcome
- from this course students will able to identify relevant issues of the design, implementation and follow-up of an organization's control system

Course Name: BEHAVIOURAL FINANCE
Course Code: 6MMBA316

Course Objective
- To help students identify persistent or systematic behavioral factors that influence investment behavior.

COURSE OUTCOME
- This course is intended to develop team work skills and will able to apply behavioral finance in corporate financial decisions.

Course name: ENTERPRISE RESOURCE PLANNING
Course Code: 6MMBA317

COURSE OBJECTIVE
- To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.

COURSE OUTCOME
- Enhanced Evaluation of ERP systems, Business Analytics, Future trends in ERP systems.

Course Name: SYSTEM ANALYSIS & DESIGN
Course Code: 6MMBA318

Course Objective
- This subject introduces established and evolving methodologies for the analysis, design, and development of an information system

Course Outcome
- After reading this subject, students should be able to define and describe the five phases of the system development life cycle, describe how systems analysts interact with users, management, and other information systems professionals. Develop data flow diagrams and decision tables. Perform a feasibility study. Evaluate systems development alternatives. All these skills help them to find various job and entrepreneurship opportunities in the field of IT sectors.

Course Name: TECHNOLOGY ASSESSMENT & FORECASTING
Course Code: 6MMBA319

Course Objective
- To understand the technology growth, changes, forecasting techniques, Assessment and competitiveness

Course Outcome

To adopt recent technological changes, assess alternatives and Compete in Industry

Course Name: TECHNOLOGY COMMERCIALIZATION & TRANSFER
Course Code: 6MMBA320

Course Objective
- To understand Technology Commercialization, Negotiation, Transfer Mechanisms, Licensing

Course Outcome
- After learning this course, students will understand the insights of Commercialization Process, Modernization, Material Transfer Agreements, Technology valuation methods, Technology Investment Practices.

Course Name: RESEARCH & DEVELOPMENT MANAGEMENT
Course Code: 6MMBA321

Course Objective
- To understand how to design and lead R& D processes and manage R & D Organization.

Course Outcome
- After learning this course, students will able to ensure an effective, efficient and sustainable Research & Development.

Course Name: SEED PRODUCTION TECHNOLOGY
Course Code: 6MMBA322

Course Objective
- This subject is a aim to provide the students with the knowledge of agro-chemical industry, its regulatory authorities & agro-chemical.

Course Outcome
- The result will be students get basic knowledge of seed development and structures and apprise students with its relevance to production of quality seed.

Course Name: TECHNOLOGY & MANAGEMENT OF LIVESTOCK PRODUCTS
Course Code: 6MMBA323

Course Objective
- The subject deals with the livestock product management such as poultry, dairy etc, along with the extension activities & quality control in the particular field.

Course Outcome

- At the end of the study students will Identify achievable LDOs and design an LDS to achieve the LDOs for all important production systems within the country (region), placing particular emphasis on assessing.

Course Name: TECHNOLOGY & MANAGEMENT OF AGRO CHEMICALS
Course Code: 6MMBA324

Course Objective

- The subject discusses the role & status of the technology intervention in agri-business and provides the guidelines for the use of agrochemical, adulteration & legal requirements.

Course Outcome

- At the end of the study students will Identify achievable LDOs and design an LDS to achieve the LDOs for all important production systems within the country (region), placing particular emphasis on assessing

Course Name: PROBLEMATIC SOILS & THEIR MANAGEMENT
Course Code: 6MMBA325

Course Objective

- To study about sampling techniques and provide an understanding of soil and plant analysis along with a review of nutrient management.
- To knowledge of soil science and help the student understand the principles behind the soil science.
- To study about the nutrient's sources and fertilizers application in soil.

Course Outcome

- To knowledge about nutrient management programme.
- To knowledge of soil and to help understand the save of soil.
- To study about the nutrients, use efficiency and their application in soil.

Course Name: FUNDAMENTALS OF AGRONOMY
Course Code: 6MMBA326

Course Objective

- To study about crop water requirement and water use efficiency.
- To study about application methods of manures and fertilizers
- To study about herbicide application methods and their management.

Course Outcome

- To knowledge about methods of herbicide and fertilizer application.

- To knowledge about application methods of fertilizer.
- To knowledge about herbicide application methods and their management.
- To identified of weeds in crops.

Course Name: RETAIL PRACTICES
Course Code: 6MMBA327

Course Objective
- With this subject the students will understand the basic concepts of retailing & its application for analyzing the current market scenario & contemporary issues along with the opportunities on retailing.

Course Outcome
- This course provides students with a comprehensive understanding of retailing, an analysis of the retail environment and exposure to issues and developments in the retail Industry.

Course Name: RETAIL MARKETING
Course Code: 6MMBA328

Course Objective
- The subjects have the objective to give a deep understanding about the application of marketing concepts in to the retail business.

Course Outcome
- Students develop an in-depth understanding of retail and services management as well as non-store retailing overview of retail marketing; retail marketing, financial and location strategy; merchandising; pricing and distribution; promotion including communications, store layout, store design, visual merchandising; and customer service.

Course Name: STORES MANAGEMENT
Course Code: 6MMBA329

Course Objective
- The operation of retail stores is different; therefore, it requires the different understand with different terminologies. To fulfil this object this particular subject has an aim to elaborate the concerned areas.

Course Outcome
- The student will analyse the improvement business process in service and manufacturing concern and will learn how to increase productivity and deliver higher quality standards.

Course Name: BRAND MANAGEMENT
Course Code: 6MMBA330

Course Objective
- The aim of this subject is to provide fundamental knowledge and concepts of Branding along with various aspects of brand.

Course Outcome
- After leaning this subject student will able to understand the concepts of brand along with its various aspects and develop the ability to manage the brand of company effectively.

Course Name: RETAIL TECHNIQUES & SKILLS
Course Code: 6MMBA331

Course Objective
- The aim of this subject is to provide insights about the various techniques used and skills required for managing retail operations

Course Outcome
- After studying this subject student get familiarize with the various techniques Involved in retail and develops the skills to manage the retail operations and Functions.

Course Name: OPERATIONS PLANNING & CONTROL
Course Code: 6MMBA332

Course Objective
- To acquaint the students with fundamental concepts and techniques used in managing operations and manufacturing within the organization.

Course Outcome
- After studying this subject student will able to get the insights about various factors which need to be managed for smooth manufacturing and handling organizations operations effectively

Course Name: SUPPLY CHAIN MANAGEMENT
Course Code: 6MMBA333

Course Objective
- To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

Course Outcome

- Ability to build and manage a competitive supply chain using strategies, models, techniques and information technology

Course Name: QUALITY MANAGEMENT
Course Code: 6MMBA334

Course Objective

- The basic aim of this subject is to acquaint the students with the fundamental aspects of quality so that they will able to work upon it for stainable growth and enhancing overall productivity.

Course Outcome

- After learning this subject students will able to understand the various aspects of quality and able to implement quality principles and techniques for sustainable growth and efficient working of the organization.

Course Name: LOGISTIC MANAGEMENT
Course Code: 6MMBA335

Course Objective

- To learn the need and importance of logistics in product flow.

Course Outcome

- To enable an efficient method of moving products with optimization of time and cost.

Course Name: MAINTENANCE MANAGEMENT
Course Code: 6MMBA336

Course Objective

- To understand maintenance strategies, Failure time Distributions, Overhaul and Repair, Recent techniques on maintenance.

Course Outcome

- Maintainability Prediction, Designing Maintenance Polices, Reengineering Maintenance process.

Course Name: TOURISM PRINCIPLES & PRACTICES
Course Code: 6MMBA337

Course Objective

- The aim of this subject is to provide basic introduction about various principles of tourism and various policies related with it.

Course Outcome

- After completion of this subject students will able to understand the basic concepts related to tourism industry and able to practice it.

Course Name: TOURISM PRODUCTS OF INDIA
Course Code: 6MMBA338

Course Objective

- The basic objective of this subject is to impart knowledge about the tourism products and tourism attraction points in India

Course Outcome

- After completion of this subject students will able to understand the importance of each type of tourist destinations present in India which will be the point of attraction for tourists.

Course Name: DESTINATION PLANNING & DEVELOPMENT
Course Code: 6MMBA339

Course Objective

- This subject deals with designing of destination plan as per the requirement of places to be visit and development of plans as per the different elements of places according to the requirement of the tourists.

Course Outcome

- After completion of this subject students will able to develop and design attractive tour plans including the destinations of importance and as per requirement of the tourists.

Course Name: TRAVEL AGENCY & TOUR OPERATIONS MANAGEMENT
Course Code: 6MMBA340

Course Objective

- This subject provides insights about the various elements associated with travel and tourism operations and also with different kinds of people associated in it.

Course Outcome

- After completion of this subject students will able to understand the operative mechanism of travel and tourism and also able to deal with various types of people associated in the operations of tourism.

Course Name: EVENT MANAGEMENT
Course Code: 6MMBA341

Course Objective
- This subject deals with various types of events associated with tourism and teaches the effective management of such events.

Course Outcome
- After completion of this subject students will able to understand the various types of events associated it tourism industry and able to manage such events for enhancing tourists experience and satisfaction.

Course Name: SUMMER TRAINING PROJECT & VIVA
Course Code: 6MMBA 342

Course Objective
- After completing second semester, the students will be required to undergo 6-8 weeks training with any organization / firm / company etc. where they learn the practical aspects of management. After the training the student is required to submit the report of training to the institution / department within three weeks after the start of the third semester along with the certificate and attendance issued and duly signed by the respective organization / firm / company etc. The report will be evaluated by one external and internal examiner followed by viva voce/presentation. The training report should show what student has learnt during the training period.

Course Outcome
- After successful completion of training, students will get familiarize with the actual business environment and working conditions and able to map up the differences in the concepts written in the books and implemented in actual business scenario. This training empowers student with the analytical and innovative thinking which makes them able to modify the basic concept into useful business operations.

Course Name: MIS & DECISION SUPPORT SYSTEM
Course Code: 6MMBA 401

Course Objective
- The objective of this subject is to develop an understanding of the structure and role of management information systems in business.

Course Outcome
- After learning this subject student will be able to understand the importance and role of management information systems in business and will able to use such systems for effective decision making.

Course Name: SERVICE MARKETING
Course Code: 6MMBA402

Course Objective
- The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

Course Outcome
- After studying this subject student get an insight about aspects of services and service marketing which helps them to take effective decisions related to services offered by the organization.

Course Name: INTERNATIONAL MARKETING
Course Code: 6MMBA403

Course Objective
- The major objective of this course is to provide an exposure to the area of Marketing in the International perspective due to ever increasing business dealings in the foreign markets.

Course Outcome
- After getting the knowledge of this subject students will able to understand the different aspects of international marketing so as to take decision for expansion of the organization and increasing business dealings in the foreign markets

Course Code: 6MMBA404
Course Name: DIGITAL MARKETING

Course Objective
- The basic purpose of this paper is to familiarize the students with the preliminary aspects of Digital marketing so that they may have overviews while applying the concept of this subject

Course Outcome
- After learning this subject student will get familiarize with all aspects of digital marketing as this is the new development in the field and today all firms were slightly shifted their traditional promotions to digital promotions?

Course Name: RETAIL MANAGEMENT
Course Code: 6MMBA405

Course Objective
- The aim of this subject is to provide fundamental knowledge about retail and retailing concepts in India along with various aspects of retail operations.

Course Outcome
- After completing this subject student becomes familiarize with the concepts and various aspects of retail and able to manage the entire retail operations.

Course Name: AGRICULTURAL & RURAL MARKETING
Course Code: 6MMBA406

Course Objective
- The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Course Outcome
- After studying the subject students understands the insights of Agricultural and Rural marketing environment and different issues pertaining in it so as to draw suitable measures for tapping the wide available opportunity

Course Name: MANAGEMENT OF INDUSTRIAL RELATIONS
Course Code: 6MMBA407

Course Objective
- This course is dealing with various factors that influence the relationship between management & employees with respect to working condition, safety, pay etc & serves as a path to solve various work-related issues.

Course Outcome
- After the completion of course, students not only understand how industrial relations work, but also learns various sills like leadership problem solving and decision-making skill

Course Name: ORGANIZATIONAL CHANGE & INTERVENTION STRATEGIES
Course Code: 6MMBA408

Course Objective
- The main focus of this course is teaching various situations like organizational development, culture & climate etc. happening across hierarchy & organizational structure.

Course Outcome
- After completion of this course, students will understand various conditions like organizational conflicts, organizational culture etc and its effect on employees.

Course Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Course Code: 6MMBA409

Course Objective
- This subject focuses on human resource planning & development, various job-related aspects like analysis, description, welfare & safety issues etc.

Course Outcome
- After completion of this course, students will be able to understand international aspects of human resource management

Course Name: STRESS MANAGEMENT
Course Code: 6MMBA410

Course Objective
- This course is dealing with various factors that influences the relationship between management & employees with respect to working condition, safety, pay etc & serves as a path to solve various work-related issues.

Course Outcome
- Students will be able to understand the management of work-related stress at an individual and organizational level and will help them to develop and implement effective strategies to prevent and manage stress at work.

Course Name: INDIAN PHILOSOPHY & LEADERSHIP EXCELLENCE
Course Code: 6MMBA411

Course Objective
- The main focus of this course is teaching various grant has, teaching of different saints, their principles. So that they can learn about inner self of once and ethics, values and morality as a result of which they can become a good human being.

Course Outcome

- Students will be able to understand the true Indian values and ethics which will help them to become a responsible person and a excellent leader.

Course Name: WORKING CAPITAL MANAGEMENT
Course Code: 6MMBA412

Course Objective

- This course emphasizes the management of current assets and current liabilities, it covers planning a firm's overall level of liquidity, stressing cash management and credit policies. And also discuss how to reduce the adverse funding effects caused by working capital.

Course Outcome

- Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility

Course Name: FINANCIAL DERIVATIVES
Course Code: 6MMBA413

Course Objective

- To understand issues pertaining to pricing and hedging with options on individual stocks and indexes, to examine forwards and futures contracts for equity indexes, commodities, and currencies,

Course Outcome

- At the end of this course students should be able to understand the concepts of derivative market and have a discussion and explain in detail financial instruments such as options, futures, swaps and other derivative security

Course Name: BANKING & FINANCE
Course Code: 6MMBA414

Course Objective

- It provides students with a basic knowledge of how international financial markets, understanding of exchange rates, currency values fluctuate. It provide an in-depth understanding of the process and techniques used to make international investment decisions

Course Outcome

- On successful completion of the course students will be able to: Describe the basic concepts and theories that explain the function and evolution of banking and finance,

analyse the role of the Bank of International Settlements and the functioning of international banking and financial markets.

Course Name: RISK MANAGEMENT
Course Code: 6MMBA415

Course Objective
- The objective of this course is to impart knowledge to students regarding the techniques of measurement and control of risk.

Course Outcome
- The course aims to provide the students with a broad understanding of risk and as a means to manage it. This forms the foundation to facilitate the students in their further studies on risk management.

Course Name: ENTREPRENEURIAL FINANCE
Course Code: 6MMBA416

Course Objective
- This course examines the corporate finance issues confronting entrepreneurial firms. The primary areas of study for the course are: financial forecasting, identification and evaluation of real options, assessment of financial needs, and valuation.

Course Outcome
- This course is intended to be 'hands on' and provide a theoretical framework useful for addressing typical financial issues of entrepreneurial ventures

Course Name: INTELLECTUAL PROPERTY RIGHTS
Course Code: 6MMBA417

Course Objective
- To understand Intellectual Property Rights, Patents, GATT, Copyright, Trademarks and Geographical Indications.

Course Outcome
- Importance of IPR, International Protection of IPR, Filing of Patents, Trademark Registration, Infringement of Patents and Remedies.

Course Name: MANAGING TECHNOLOGICAL INNOVATION
Course Code: 6MMBA418

Course Objective

- To understand Innovation types, Technology Change, Innovation Strategy, Management and Entrepreneurship

Course Outcome
- After learning this course, students will able to understand Creativity Techniques, Entrepreneurs opportunities, and formulating innovation strategy.

Course Name: E – BUSINESS MANAGEMENT
Course Code: 6MMBA419

Course Objective
- To understand the practices and technology to start an online business

Course Outcome
- After learning this course, students will able to understand Creativity Techniques, Entrepreneurs opportunities, and formulating innovation strategy for starting and managing online business.

Course Name: SOFTWARE PROJECT & QUALITY MANAGEMENT
Course Code: 6MMBA420

Course Objective
- To understand project management cycle in software development and also to study various project estimation and quality models in software development.

Course Outcome
- After learning this course, students gain the Knowledge of software development process and quality models. They will also accumulate the Knowledge of software project estimation and quality assurance.

Course Name: DATA MINING & BUSINESS INTELLIGENCE
Course Code: 6MMBA421

Course Objective
- To know how to derive meaning form huge volume of data and information and also to understand how knowledge discovering process is used in business decision making.

Course Outcome
- After learning this course, students will able to understand the concepts of Big Data Management and appreciate the techniques of knowledge discovery for business applications.

Course Name: MANAGEMENT OF FLORICULTURE & LANDSCAPING
Course Code: 6MMBA422

Course Objective
- Recent advancements in floriculture industry provokes the importance of this subject, hence this particular subject has an aim to understand the industry completely.

Course Outcome
- Student will increase their science literacy by learning how to access information regarding food safety, through reading material taken from scientific literature, mainstream media, industry guidelines and press releases dealing with the modern issues of food safety we face today.

Course Name: FUNDAMENTALS OF SOIL SCIENCE
Course Code: 6MMBA423

Course Objective
- To study about Soil physical properties: soil-texture, structure, density and porosity, soil colour, consistence and plasticity.
- To study about soil organic matter: composition, properties and its influence on soil properties
- To study about Soil pollution - behaviour of pesticides and inorganic contaminants, prevention and mitigation of soil pollution.

Course Outcome
- To knowledge about Soil sampling tools, collection of representative soil sample, its processing and storage.
- To knowledge about soil acidity and alkalinity, buffering, effect of pH on nutrient availability
- To knowledge about soil organisms: macro and micro-organisms, their beneficial and harmful effects.

Course Name: RAINFED AGRICULTURE & WATERSHED MANAGEMENT
Course Code: 6MMBA424

Course Objective
- To study about soil and water conservation techniques.
- To study about contingent crop planning for aberrant weather conditions.
- To solution the problems and prospects of rainfed agriculture in India.

Course Outcome
- Knowledge about mulching and its effects on soil moistures conservation.
- Knowledge about new water harvesting techniques.

Course Name: FARMING SYSTEM AND SUSTAINABLE AGRICULTURE
Course Code: 6MMBA425

Course Objective
- To study about efficient cropping system and their evaluation, Allied enterprises and their importance.
- To study sustainable agriculture problems and its impact on agriculture, indicators of sustainability, adaptation and mitigation.
- To study about Integrated farming system.

Course Outcome
- Basis knowledge of farming system components and their maintenance.
- Knowledge about HEIA, LEIA and LEISA and its techniques for sustainability.

Course Name: CROP PRODUCTION TECH (KHARIF CROP)
Course Code: 6MMBA426

Course Objective
- To study the cultivation of Cereal crops.
- To study the cultivation of pulse and oilseed crops.
- To study the cultivation of fiber and forage crops.

Course Outcome
- Basis knowledge of the cultivation of Cereal crops.
- To knowledge the cultivation of pulse and oilseed crops.
- Knowledge of the best cultural practices of fiber and forage crops.

Course Name: RETAIL STRATEGIES
Course Code: 6MMBA427

Course Objective
- Considering the retail business with separate & unique characteristics, this particular subject provides the strategic approach to do the retail operations.

Course Outcome
- At the end of the course the students will understand the core features of the retail and operation management function at the operational and strategic levels, specifically the relationships between people.

Course Name: RETAIL INFORMATION TECHNOLOGY
Course Code: 6MMBA428

Course Objective
- The subject gives a insight that just like any other segment of business, retail management also requires the application of the I, in order to improve the operation quality & decision making process.

Course Outcome
- By the end of this course, you will be able to describe the application of retail information technology across all the main components of a retailer's business and will assess what stage a retailer is at in their deployment of retail technology.

Course Name: GLOBAL RETAILING
Course Code: 6MMBA429

Course Objective
- This particular subject deals with the international application of the retailing concepts along with the complexities facing international retailers in changing market structures of online and global retailing activities.

Course Outcome
- At the end of the course student will understand the issues and complexities facing international retailers in changing market structures of online and global retailing activities Financial implications of different market entry strategies.

Course Name: MALL & RISK MANAGEMENT
Course Code: 6MMBA430

Course Objective
- The basic aim of this subject is to provide the knowledge about various aspects of malls and risk associated within the operations and management of malls.

Course Outcome
- After learning this subjects' students will able to understand the various key aspects of malls and major areas need to be focus and taken care of for minimizing the risk in entire management of malls.

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT
Course Code: 6MMBA431

Course Objective
- The objective of the course is to invoke critical thinking and analysis of the concept of customer relationship management and enabling them to develop and manage CRM strategy

Course Outcome
- After learning this subject, students are introducing customer centric operations, process and implications of CRM.

Course Name: MANUFACTURING STRATEGY
Course Code: 6MMBA432

Course Objective
- The aim of this subject is to make students familiar with the various aspects of manufacturing and operations so as to make them able for crafting efficient manufacturing & operations strategy for the organization

Course Outcome
- After learning this subject student will understand the entire process of manufacturing and operations and able for crafting efficient and effective manufacturing & operations strategy for the organization

Course Name: PRODUCT DESIGN & DEVELOPMENT
Course Code: 6MMBA433

Course Objective
- The subject of Total Quality Management aim at proving the concept knowledge &tools & techniques applicable in the field of business management.

Course Outcome
- Student gains knowledge on how a product is designed based on the needs of a customer.

Course Name: MATERIAL MANAGEMENT
Course Code: 6MMBA434

Course Objective
- To understand how material management should be considered for profitability

Course Outcome

- Student gains knowledge on effective utilization of materials in manufacturing and service organization

Course Name: WORLD CLASS MANUFACTURING
Course Code: 6MMBA435

Course Objective

- The aim of this subject is to provide the fundamentals and underlying concepts of quality and process for achieving world class excellence in manufacturing and operations

Course Outcome

- After learning this subject student understands the underlying concepts for achieving world class excellence in manufacturing and operations and will able to implements such concepts for the well-being of the organization.

Course Name: PROJECT MANAGEMENT
Course Code: 6MMBA436

Course Objective

- To acquaint the students with fundamental concepts, techniques and methods of selection and completion of projects undertaken by organizations.

Course Outcome

- After studying this subject students will able to understand the various aspects behind selection of projects and learn the phases of projects so as to able to work on various projects undertaken by organizations.

Course Name: ROOM DIVISION MANAGEMENT
Course Code: 6MMBA437

Course Objective

- To study the flow of activities and functions in today's lodging operation. To establish the importance of front office and housekeeping and its role in the hospitality industry.

Course Outcome

- The student understands the best practice in front office and housekeeping operations methodology by the practical application of theoretical knowledge, to a range of front office and housekeeping tasks and situations in a commercial environment.

Course Name: FOOD & BEVERAGE MANAGEMENT
Course Code: 6MMBA438

Course Objective
- To study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality.

Course Outcome
- The students will understand the fundamental principles of food preparation, cooking techniques, material handling, heat transfer and professionalism.

Course Name: FACILITY & SECURITY MANAGEMENT
Course Code: 6MMBA439

Course Objective
- To prepare students for responsible, educated, effective and efficient management of the physical plant demands; especially in the areas of energy, water and waste as related to impact on the environment and facilities management.

Course Outcome
- The students should be able to i) explain goals and objectives of facilities and maintenance management and describe the theoretical aspects of utility systems, energy conservation, and mechanical equipment and building design.

Course Name: FOOD SAFETY & QUALITY
Course Code: 6MMBA440

Course Objective
- To study the importance of personal cleanliness; sanitary practices in food preparation; causes, investigation, control of illness caused by food contamination (Hazard Analysis Critical Control Points); and work place safety standards

Course Outcome
- The students will able to assess the quality of food and to provide safe and quality food

Course Name: E-TOURISM MANAGEMENT
Course Code: 6MMBA437

Course Objective
- This subject deals with use and implication of internet and information technology in tourism practices and management.

Course Outcome

- After completion of this subject students will able to develop understanding about the concept of e-tourism management and usage of information technology in tourism practices.

Course Name: FINAL PROJECT & VIVA
Course Code: 6MMBA 442

Course Objective

- After completing third semester, the Faculty members will be assigned as guides to the students to work on the topic selected from their area of specialization for conducting a field research or research work with reference to their selected organization / firm / company etc. where they learn the actual research process to come up with a solution to the problems identified. After the final semester exams, reports of the research will be submitted in the department which is evaluated by the external examiner followed by viva voce/presentation. The research report should show how students has conducted the research and what solutions will they able to provide based on their analytical capabilities and experience.

Course Outcome

- After successful completion of research project, students will able to know the actual research process and its usefulness in the organization as a problem solving technique. They will also able to know the potential opportunities persist in the market for extending the business operations and come up with the ways to tap the opportunities.

POST GRADUATION DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)
PROGRAMME CODE: 02PGD004

PROGRAMME EDUCATIONAL OBJECTIVE

The major objectives of the PGDBM are:

- **PEO's 1.** To impart knowledge of the fundamental of Management theories and its application in problem solving.
- **PEO's 2.** To select and apply appropriate tools for decision making required for solving complex managerial problems.
- **PEO's 3.** To develop capabilities in students to independently conduct theoretical as well as applied research.
- **PEO's 4.** To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students. Students will have innovative skills and drive the businesses through multifaceted skills.
- **PEO's 5.** To produce industry ready graduates having highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning

PROGRAMME OUTCOME

- **PO's 1.** Students will be provided with advance concepts and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.
- **PO's 2.** To provide entrepreneurial skill so that job opportunities can be generated. Utilize qualitative and quantitative methods to investigate and solve critical business problems.
- **PO's 3.** Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, human resource, etc.) to solve business problems
- **PO's 4.** Evaluate and integrate ethical considerations when making business decisions. Incorporate diversity and multicultural perspectives when making business decisions.

PROGRAMME SPECIFIC OUTCOME

On successfully completing the program the student will be able to:

- **PSO's 1.** For a management graduates, opportunities are not only limited to managerial jobs in public & private companies; students are groomed to become entrepreneurs.
- **PSO's 2.** Demonstrate the knowledge of management science to solve complex corporate problems using limited resources
- **PSO's 3.** Research literature and identify and analyze management research problems. Identify business opportunities, design and implement innovations in work space.

- **PSO's 4.** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to management practice.
- **PSO's 5.** Apply ethical principles and make ethical choices. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PSO's 6.** Communication Skill will be enhanced to effectively communicate with all stakeholders of his/her role as a manager.
- **PSO's 7.** Engage in independent and life-long learning process.

Course Name: MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOR
Course Code: 6MPGDBM 101

Course Objective
- The objective of this subject is to develop a basic understanding about the management concepts as well as of behavior of employees/human in various managerial processes in organization.

Course Outcome
- After learning this subject student will get familiarize with the fundamentals of management concepts and Problem –Solving and Decision-Making skills Working Leadership Skills.

Course Name: QUANTITATIVE METHOD
Course Code: 6MPGDBM 102

Course Objective
- The basic aim of this course is to impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.

Course Outcome
- After learning this subject student will gain the knowledge and develop the analytical skill with respect to the usage of statistical methods in management decisions

Course Name: MANAGERIAL ECONOMICS
Course Code: 6MPGDBM 103

Course Objective
- The basic objective of this subject is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment

Course Outcome

- After learning this subject, student become familiar with the concepts and tools of Economics as applicable to decisions making in the business organization, and support societal growth by origination of different entrepreneurship and job opportunities.

Course Name: ENVIRONMENT ANALYSIS AND MANAGEMENT
Course Code: 6MPGDBM 104

Course Objective

- The subject aims to educate the student with the different environmental factors which effect business. This subject aims to develop ability to understand and scan business environment in order to analyze the opportunities and take decisions under the uncertainty.

Course Outcome

- After learning this subject student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly

Course Name: MANAGERIAL SKILL DEVELOPMENT
Course Code: 6MPGDBM 105

Course Objective

- The objective of the subject is to provide the knowledge of Business Communication to the students so as to enhance their overall communication skill for effective business communications.

Course Outcome

- After learning this subject student will come to know about the insights of communication and acquired with right communication skills for effective business communications

Course Name: ACCOUNTING FOR MANAGERS
Course Code: 6MPGDBM 106

Course Objective

- The objectives of the subject is to give exposure to the students, about accounting principles, techniques and their application in the business decision making process.

Course Outcome
- After learning this subject student will understand the fundamental principles and techniques of financial accounting so as to use these concepts for effective utilization and maintenance of funds for the betterment of society.

Course Name: COMPUTER APPLICATION FOR MANAGERS
Course Code: 6MPGDBM 107

Course Objective
- The objective of this subject is to provide an understanding about Computers, operating system and application of relevant software's in managerial decisions making.

Course Outcome
- After learning this subject student will become familiar with the fundamentals and working of Computers and Software's so as to use them in Problem solving and decisions making.

Course Name: BUSINESS ETHICS & CSR
Course Code: 6MPGDBM 108

Course Objective
- The objective of this subject is to provide an understanding about providing corporate related ethical values, creating awareness about good and bad practices in corporate and corporate social responsibilities.

Course Outcome
- After learning this subject students will be able to develop ethical abilities when they enter into corporate and refrain from doing any bad practices

Course Name: BUSINESS POLICY & STRATEGIC ANALYSIS
Course Code: 6MPGDBM201

Course Objective
- This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

Course Outcome
- After learning this subject students will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organizations.

Course Name: MANAGEMENT SCIENCE
Course Code: 6MPGDBM201

Course Objective
- The basic aim of this course is to impart knowledge of basic statistical tools & techniques and operations research with emphasis on their application in Business decision process and Management.

Course Outcome
- After learning this subject student will get the knowledge about various statistical and operations tools used for decision making in business.

Course Name: HUMAN RESOURCE MANAGEMENT
Course Code: 6MPGDBM203

Course Objective
- After completion of this course, the student shall be able to understand basics of human resource management.

Course Outcome
- This subject aims at preparing students for various aspects of HRM including HRD, HRP, and Performance Appraisal etc

Course Name: FINANCIAL MANAGEMENT
Course Code: 6MPGDBM204

Course Objective
- The objective of this subject is to develop an understanding about the various laws and legal framework in the business world

Course Outcome
- After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

Course Name: MARKETING MANAGEMENT
Course Code: 6MPGDBM205

Course Objective
- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints

Course Outcome

- After completion of this subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Course Name: PRODUCTION & OPERATION MANAGEMENT
Course Code: 6MPGDBM206

Course Objective

- To facilitate understanding of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

Course Outcome

- After completion of this subject students will able to understand various processes and aspects associated with production and operations in a production unit and will able to take effective decisions for smoothening the entire process.

Course Name: RESEARCH METHODOLOGY
Course Code: 6MPGDBM207

Course Objective

- This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Course Outcome

- After learning this subject student will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

Course Name: INTERNATIONAL BUSINESS
Course Code: 6MPGDBM208

Course Objective

- This course exposes the student to the environmental dynamics of international business and its impact on international business operations of a firm

Course Outcome

- After learning this subject student will get familiarize the dynamic environment in international business scenario and its impact on business operations so as to take

effective decisions for the firm with respect to global challenges and business dealings in the foreign markets.

Course Name: ENTREPRENEURSHIP DEVELOPMENT
Course Code: SMGT 802

Course Objective

- The content will be multidisciplinary with the view to cover a whole range of issues pertaining to entrepreneurship and small scale industry.

Course Outcome

- After completion of this course the students would be able to understand the relevance of entrepreneurship as a means of management practice in the context of a fast-changing organizational structure in a global environment

MASTER OF PHILOSOPHY (M. Phil - Commerce)
PROGRAMME CODE:

PROGRAMME EDUCATIONAL OBJECTIVE
The major objectives of the M. Phil programme are:
- **PEO'S 1.** Apply theoretical and analytical competency in one of the assigned areas of research.
- **PEO'S 2.** Learn and practice analytical research skill necessary to create knowledge and apply it to emerging research problems.
- **PEO'S 3.** To continuously innovate and keep in touch with the latest industrial trends.
- **PEO'S 4.** Demonstrate expertise in specific topic through the design, execution and completion of doctoral dissertation that contributes to the knowledge and practice of the field.

PROGRAMME OUTCOME
On successfully completing the program the student will be able to:
- **PO'S 1.** Critically apply theories methodologies and knowledge to address fundamental question in their primary area of study.
- **PO'S 2.** Peruse research of significance in the discipline or an interdisciplinary or creative project. Student plan and conduct their research under the guidance of an advisor while developing the intellectual independence that typifies true scholarship.
- **PO'S 3.** Demonstrate skills in oral and return communication significant to publish and present work in their field and to prepare grant proposal.
- **PO'S 4.** follow the principals of ethics in their field and in academic. Demonstrate, though service the value of their discipline to the academic and community at large.

PROGRAMME SPECIFIC OUTCOME
On successfully completing the program the student will be able to
- **PSO'S 1.** Student will gain higher level knowledge and understanding of research.
- **PSO'S 2.** Prepare the students to apply will be smart i.e., Specific, Measurable, Attainable, Realistic and Time- bounded.
- **PSO'S 3.** The programme research outcomes should be Relevant, Feasible, Logical, Observable, Unequivocal and Measurable.
- **PSO'S 4.** Programme outcomes is a purpose that can be reasonably achieved with in the expected time frame and with the available resources.

Course Name: Research Methodology
Course Code: 4010112601

Course Objective
- The objective of the course is to enable M. Phil scholar to understand the methods of research & different computer applications in research and apply the knowledge and skills in conducting research work.

Course Outcome
- After learning this subject scholars will be able to understand the concepts and process of research and will able to carry out their research work effectively considering the ethics of research for usefulness of society.

Course Name: Research and Publication Ethics
Course Code: 4010112802

Course Objective
- The objective of the course is to enable M. Phil scholar to understand about the publication ethics and publication misconduct and to create awareness.

Course Outcome
- After learning this subject scholars will be able to understand the concepts and process of research and aware about the publication ethics and publication misconduct.

Course Name: Financial and Cost Accounting
Course Code: 4010152901

Course Objective
- The course is designed to provide the core financial and cost accounting knowledge in research field. This also aims to produce managers and consultants for business houses, public sector, research and other financial Institutions.

Course Outcome
- After learning this subject scholar will be able to understand the core financial and cost accounting knowledge in research field. This will also produce managers and consultants for business houses, public sector, research and other financial Institutions.

Course Name: Organizational Behavior and Development
Course Code: 4010152902

Course Objective

- This course is to involve students in an intensive analysis of organization and environment interface. The aim of interaction with the students is to encourage them to develop cross-boundary ideas and prepare a research proposal.

Course Outcome

- After completion of this course, students would be able to understand basics of Organizational Behavior and Development.

Course Name: Management Accounting
Course Code: 4010152903

Course Objective

- The objective of this course is to acquaint students with the Accounting concept, tools and techniques for managerial decisions.

Course Outcome

- After learning this subject student will get familiarize with the fundamentals of market concepts so as to use this concept for effective Financial System within the organization.

Course Name: Banking & Financial Services
Course Code: 4010152904

Course Objective

- The aim of this subject is to develop a basic understanding about the fundamental concepts and functions of banking industry.

Course Outcome

- After studying this subject students will get basic understanding about the fundamental concepts and functions of banking industry.

Course Name: Fundamental of Finance
Course Code: 4010152905

Course Objective

- To acquaint the students with the empirical evidence on various issues finance, to prepare the students apply various concepts and theories in finance and equip them to identify research gaps and develop work for research in finance. The emphasis must

be on reading and understanding of seminal as well as applied research papers which provided empirical evidence on various puzzles in finance.

Course Outcome
- After learning this subject student will get familiarize with the fundamentals of Finance concepts so as to use this concept for effective management process within the organization

MASTER OF PHILOSOPHY (M. Phil - Management) PROGRAMME CODE:

PROGRAMME EDUCATIONAL OBJECTIVE
The major objectives of the M.Phil programme are:
- **PEO's 1.** Apply theoretical and analytical competency in one of the assigned areas of research.
- **PEO's 2.** Learn and practice analytical research skill necessary to create knowledge and apply it to emerging research problems.
- **PEO's 3.** To continuously innovate and keep in touch with the latest industrial trends.
- **PEO's 4.** Demonstrate expertise in specific topic through the design, execution and completion of dissertation that contributes to the knowledge and practice of the field.

PROGRAMME OUTCOME
- **PO's 1.** This programme provides a concrete statement describing what he research is try to achieve.
- **PO's 2.** The programme objective will be smart i.e., Specific, Measurable, Attainable, Realistic and Time- bounded.
- **PO's 3.** The programme research objective should be Relevant, Feasible, Logical, Observable, Unequivocal and Measurable.
- **PO's 4.** Programme Objective is a purpose that can be reasonably achieved with in the expected time frame and with the available resources.

PROGRAMME SPECIFIC OUTCOME
On successfully completing the program the student will be able to:
- **PSO's 1.** Critically apply theories methodologies and knowledge to address fundamental question in their primary area of study.
- **PSO's 2**. Peruse research of significance in the discipline or an interdisciplinary or creative project. Student plan and conduct their research under the guidance of an advisor while developing the intellectual independence that typifies true scholarship.
- **PSO's 3.** Demonstrate skills in oral and return communication significant to publish and present work in their field and to prepare grant proposal.
- **PSO's 4.** Follow the principals of ethics in their field and in academic.
- **PSO's 5.** Demonstrate, though service the value of their discipline to the academic and community at large.

Course Name: Research Methodology
Course Code: 4010112601

Course Objective
- The objective of the course is to enable M. Phil scholar to understand the methods of research & different computer applications in research and apply the knowledge and skills in conducting research work.

Course Outcome

- After learning this subject scholars will be able to understand the concepts and process of research and will able to carry out their research work effectively considering the ethics of research for usefulness of society.

Course Name: **RESEARCH AND PUBLICATION ETHICS**
Course Code: 4010112802

Course Objective

- The objective of the course is to enable M. Phil scholar to understand about the publication ethics and publication misconduct and to create awareness.

Course Outcome

- After learning this subject scholars will be able to understand the concepts and process of research and aware about the publication ethics and publication misconduct.

Course Name: **PRINCIPLES OF MANAGEMENT**
Course Code: 4020152901

Course Objective

- The subject aims to educate the student with the different management factors which effect business. This subject aims to familiarize students with Fictional Strategies of the organization.

Course Outcome

- After completion of this course, students would be able to undertake jobs in Colleges/ Universities and in various Governments and Private Jobs Business Management and Administration Departments.

Course Name: **FUNDAMENTAL OF MARKETING**
Course Code: 4020152902

Course Objective

- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Outcomes

- After completion of this subject students will able to understand the conceptual framework of marketing and able to manage their jobs by understanding their consumer and analytical decision making according to various environmental constraints.

Course Name: **BASIC OF FINANCIAL MANAGEMENT**
Course Code: 4020152903

Course Objective
- To equip students with latest knowledge of Financial Management pertaining to theory and research.

Course Outcome
- After completion of this course, students would be able to aspire successful career as Project Finance Mangers/ Financial Research Institutes and can also undertake jobs in Colleges/ Universities.

Course Name: **PRNCIPLES OF HUMAN RESOURCE MANAGEMENT**
Course Code: 4020152904

Course Objective
- To orient the students for comprehending, analysing and critically assessing the business realities in Human Resource Management perspective.

Course Outcome
- After completion of this course, students would be able to undertake jobs in Colleges/ Universities and in various Governments and Private Jobs in Human Resource Department.

Course Name: **FUNDAMENTALS OF PRODUCTION AND OPERATION MANAGEMENT**
Course Code: 4020152905

Course Objective
- To enhance research skill of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

Course Outcomes
- After completion of this subject students will able to prosper their career as Supply chain Manager/ Plant Manager/ Inventory Control Manager in Public and Private Sector companies and also the student can undertake jobs in Colleges/ Universities and Research Centres.

DOCTOR OF PHILOSOPHY (Ph. D - Commerce)
PROGRAMME CODE:

PROGRAMME EDUCATIONAL OBJECTIVE

The major objectives of the Ph. D programme are:

- **PEO'S 1.** Apply theoretical and analytical competency in one of the assigned areas of research.
- **PEO'S 2.** Learn and practice analytical research skill necessary to create knowledge and apply it to emerging research problems.
- **PEO'S 3.** To continuously innovate and keep in touch with the latest industrial trends.
- **PEO'S 4.** Demonstrate expertise in specific topic through the design, execution and completion of doctoral dissertation that contributes to the knowledge and practice of the field.

PROGRAMME OUTCOME

On successfully completing the program the student will be able to:

- **PO'S 1.** Critically apply theories methodologies and knowledge to address fundamental question in their primary area of study.
- **PO'S 2.** Peruse research of significance in the discipline or an interdisciplinary or creative project. Student plan and conduct their research under the guidance of an advisor while developing the intellectual independence that typifies true scholarship.
- **PO'S 3.** Demonstrate skills in oral and return communication significant to publish and present work in their field and to prepare grant proposal.
- **PO'S 4.** Follow the principals of ethics in their field and in academic.
- **PO'S 5.** Demonstrate, though service the value of their discipline to the academic and community at large.

PROGRAMME SPECIFIC OUTCOME

On successfully completing the program the student will be able to

- **PSO'S 1.** This programme provides a concrete statement describing what he research is try to achieve
- **PSO'S 2.** The programme will be smart i.e., Specific, Measurable, Attainable, Realistic and Time- bounded.
- **PSO'S 3.** The programme research should be Relevant, Feasible, Logical, Observable, Unequivocal and Measurable.
- **PSO'S 4.** Programme is a purpose that can be reasonably achieved with in the expected time frame and with the available resources.

Course Name: Research Methodology
Course Code: 5010112601

Course Objective
- The objective of the course is to enable M. Phil scholar to understand the methods of research & different computer applications in research and apply the knowledge and skills in conducting research work.

Course Outcome
- After learning this subject scholars will be able to understand the concepts and process of research and will able to carry out their research work effectively considering the ethics of research for usefulness of society.

Course Name: **Research and Publication Ethics**
Course Code: **5010112802**

Course Objective
- The objective of the course is to enable the Ph.D scholar to understand about the publication ethics and publication misconduct and to create the awareness.

Course Outcome
- After learning this subject scholars will be able to understand the concepts and process of research and aware about the publication ethics and publication misconduct.

Course Name: Fundamental of Commerce
Course Code: 5010152901

Course Objective
- This subject aims to provide an overview of emerging trends in the field of commerce and related researchable areas for Ph. D. scholars with the view of having improved understanding and scope for further research.

Course Outcome
- After successful completion of this subject, scholar gets in-depth knowledge in the selected field of research and equips them with knowledge base essential for conduct of quality research in commerce discipline.

Course Name: Principal of Marketing
Course Code: 5010152902

Course Objective
- To enable scholars to gain insights into developments and issues related to researches in marketing.

Course Outcome
- After completion of these subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Course Name: Banking Techniques
Course Code: 5010152903

Course Objective
- Understanding of Core Banking, Understanding of Banking Channels and Payments, Practices on Banking Technology

Course Outcome
- After learning this subject student will get familiarize with the fundamentals of banking concepts so as to use this concept for effective banking process and Technology.

Course Name: Entrepreneurship Skill Development
Course Code: 5010152904

Course Objective
- To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

Course Outcome
- After studying this subject student will able to understand the development aspect of entrepreneurs and will also get insights about working and development of small scale industries.

Course Name: International Business
Course Code: 5010152905

Course Objective
- To develop an in-depth understanding of the theory of international business as well as strategy, structure and organization aspects of firms engaged in international business.

Course Outcome
- After studying this subject student will able to understand the International business scenario and its impact on business operations so as to take effective decisions for the firm with respect to global challenges and business dealings in the foreign markets.

DOCTOR OF PHILOSOPHY (Ph. D - Management)
PROGRAMME CODE:

PROGRAMME EDUCATIONAL OBJECTIVE

The major objectives of the Ph.D programme are:

- **PEO's 1.** Apply theoretical and analytical competency in one of the assigned areas of research.
- **PEO's 2.** Learn and practice analytical research skill necessary to create knowledge and apply it to emerging research problems.
- **PEO's 3.** To continuously innovate and keep in touch with the latest industrial trends.
- **PEO's 4.** Demonstrate expertise in specific topic through the design, execution and completion of doctoral dissertation that contributes to the knowledge and practice of the field.

PROGRAMME OUTCOME

- **PO's 1.** This programme provides a concrete statement describing what he research is try to achieve.
- **PO's 2.** The programme objective will be smart i.e., Specific, Measurable, Attainable, Realistic and Time- bounded.
- **PO's 3.** The programme research objective should be Relevant, Feasible, Logical, Observable, Unequivocal and Measurable.
- **PO's 4.** Programme Objective is a purpose that can be reasonably achieved with in the expected time frame and with the available resources.

PROGRAMME SPECIFIC OUTCOME

On successfully completing the program the student will be able to:

- **PSO's 1.** Critically apply theories methodologies and knowledge to address fundamental question in their primary area of study.
- **PSO's 2.** Peruse research of significance in the discipline or an interdisciplinary or creative project. Student plan and conduct their research under the guidance of an advisor while developing the intellectual independence that typifies true scholarship.
- **PSO's 3.** Demonstrate skills in oral and return communication significant to publish and present work in their field and to prepare grant proposal.
- **PSO's 4.** Follow the principals of ethics in their field and in academic.
- **PSO's 5.** Demonstrate, though service the value of their discipline to the academic and community at large.

Course Name: RESEARCH METHODOLOGY
Course Code: 5010112601

Course Objective

- The objective of the course is to enable M. Phil scholar to understand the methods of research & different computer applications in research and apply the knowledge and skills in conducting research work.

Course Outcome

- After learning this subject scholars will be able to understand the concepts and process of research and will able to carry out their research work effectively considering the ethics of research for usefulness of society.

Course Name: RESEARCH AND PUBLICATION ETHICS
Course Code: 5010112802

Course Objective

- The objective of the course is to enable the Ph. D scholar to understand about the publication ethics and publication misconduct and to create the awareness.

Course Outcome

- After learning this subject scholars will be able to understand the concepts and process of research and aware about the publication ethics and publication misconduct.

Course Name: MANAGEMENT TECHNIQUE
Course Code: 5020152901

Course Objective

- The subject aims to educate the student with the different management factors which effect business. This subject aims to familiarize students with Fictional Strategies of the organization.

COURSE OUTCOME

- After completion of this course, students would be able to undertake jobs in Colleges/ Universities and in various Governments and Private Jobs Business Management and Administration Departments.

Course Name: BASICS OF MARKETING MANAGEMENT
Course Code: 5020152902

Course Objective
- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Outcome
- After completion of this course, students will able to understand various aspects of marketing and utilize them in their decision making for better operations in dynamic marketing environment.

Course Name: FINANCIAL MANAGEMENT FOR BUSINESS
Course Code: 5020152903

Course Objective
- To equip students with latest knowledge of Financial Management pertaining to theory and research.

Course Outcome
- After completion of this course, students would be able to aspire successful career as Project Finance Mangers/ Financial Research Institutes and can also undertake jobs in Colleges/ Universities.

Course Name: HUMAN RESOURCE MANAGEMENT PRACTICE
Course Code: 5020152904

Course Objective
- To orient the students for comprehending, analysing and critically assessing the business realities in Human Resource Management perspective.

Course Outcome
- After completion of this course, students would be able to undertake jobs in Colleges/ Universities and in various Governments and Private Jobs in Human Resource Department.

Course Name: TECHNIQUE IN PRODUCTION AND OPERATION MANAGEMENT
Course Code: 5020152905

Course Objective
- To enhance research skill of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

Course Outcomes

- After completion of this subject students will able to prosper their career as Supply chain Manager/ Plant Manager/ Inventory Control Manager in Public and Private Sector companies and also the student can undertake jobs in Colleges/ Universities and Research Centres.