

Department of Management

Bachelor of Business Administration

Program Outcomes

POs:

[PO.1]. Disciplinary Knowledge: Capability of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

[PO.2]. Effective Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; communicate with others using appropriate media; knowing the barriers and overcoming them to produce effective communication; confidently share one's views and express herself/ himself; demonstrate the ability to listen carefully, read and write analytically; and present complex information in a clear and concise manner to different groups.

[PO.3]. Critical Thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs empirically; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge and development.

[PO.4]. Problem Solving – Problem to Situation Mindset: Capacity to extrapolate from what one has learnt and apply his/ her competencies to look at different kinds of both familiar and non-familiar problems as situations and come out with a set of feasible solutions and apply the same to achieve desired outcomes.

[PO.5]. Team Work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of the team and produce desired results.

[PO.6]. Moral and Ethical Awareness: Ability to embrace moral and ethical values, formulate and use ethical practices in all realms of life and capable of demonstrating the ability to identify ethical issues and avoid all forms of unethical behavior.

[PO.7]. Leadership: Identify and characterize themselves in various leadership roles and managerial capabilities; mapping out the goals of a team, building a team and motivating the team members to accomplish the goals effectively and efficiently.

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[PO.8]. Lifelong Learning: Ability to acquire knowledge and skills through a self-directed, lifelong learning process; diagnosing self learning needs and formulating learning goals which are aimed at personal development, meeting social, economic and cultural objectives.

[PO.9]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Environment and Sustainability: Understand the importance of environmental context; identify environmental concerns, developing thought process to address the concerns and better understanding of sustainable practices and their implications.

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Program Specific Outcomes

PSOs:

[PSO.1]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and develop key skills in the varied disciplines of management, business, operations, information systems, accounting , economics, finance, human resources and marketing.

[PSO.2]. Situation Analysis: Students after undergoing study and discussions on relevant subjects would be able to gain essential communication, research and technological skills much needed to respond to a business situation and acquire the capability take decisions and appropriate course of action. Students need to understand each situation by analyzing its pros and cons which will in the process enhance their problem solving ability and quick decision making skills.

[PSO.3]. Assimilate Entrepreneurial Spirit: Students eager to take up self managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

[PSO.4]. Practical Learning: Students will acquire practical learning thorough summer internships, industrial visits, business plans etc.

[PSO.5]. New Dimension and Research Orientation: Students will understand and develop the new dimensions of knowledge through open electives to cater the need of the industry. Students will also develop ability to recognize cause-effect relationships, define problems, formulate and test hypotheses, analyze, interpret and draw conclusions from data and report the results of a research oriented experiment or investigation.



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Semester I

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Subject: Management Principles and Applications

Code: MGT21108

4 Credits | Semester 1

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Identify the foundation terms and concepts that is commonly used in management.
- [CO.2].** Determine the essential elements for effective management practice.
- [CO.3].** Determine the relationship between management functions.
- [CO.4].** Demonstrate the roles, skills and functions of management.

Subject: Business Accounting - I

Code: MGT21017

Credit - 4 | Semester 1

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Gain knowledge about various accounting principles and policies and how it is implemented in the process of accounting.
- [CO.2].** Practice how to records financial transaction in the books of accounts and also how to classify and summarize those data.
- [CO.3].** Learn about the reasons of disagreement between cash book and pass book balance and how it can be rectified with the help of a bank reconciliation statement. It will also help them to understand the impact of this disagreement on accounts.
- [CO.4].** Understand the basic concept of depreciation as per AS 6 and learn how to calculate the value of assets as it would be shown in the balance sheet for assessing the earning potential of a business.

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[CO.5]. Get updated information on how the final accounts are prepared for non-corporate entities and how the learnt concepts can be used for the purpose of assessment of profit or loss and ascertainment of financial position for a given period.

Subject: Managerial Economics

Code: ECO21032

4 Credits | Semester 1

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Analyze the law of demand and supply and use in taking business decisions. They should be aware of the different exceptions to the law.

[CO.2]. Derive the combination of inputs (machines, unskilled labor, skilled labor, etc.) which maximizes profits. Students, given data on prices and costs, should be able to derive the optimal quantity of goods to produce.

[CO.3]. Derive the price to charge that maximizes profits under a variety of circumstances, including perfect and imperfect competition and when the firm can identify groups of consumers who are willing to pay different amounts.

[CO.4]. Understand how economic variables are interpreted, analyzed through the use of various tools and techniques.

Subject: Case Study Analysis

Code: MGT21103

4 Credits | Semester 1

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Develop competencies to identify key problems in different situations.

[CO.2]. Identify and evaluate alternative solutions.

[CO.3]. Select and implement the best fit alternative available.

[CO.4]. Develop a research based approach in developing a case study and suggesting a solution thereof.

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Subject: Behavioral Science

Code: MGT21104

4 Credits | Semester 1

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Make use of techniques for self-awareness and self-development.
- [CO.2].** Apply business etiquette skills effectively for life success of self & others.
- [CO.3].** Possess knowledge of the concept of Self-awareness and Self Development.
- [CO.4].** Individually or in-group class presentations pertaining to the applications of concepts, theories or issues in human development.

Subject: Business Communication

Code: MGT21001

2 Credits | Semester I

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Enhance competitiveness by projecting a positive image of themselves and of their future.
- [CO.2].** Understand and Increase the necessary abilities to handle day-to-day managerial responsibilities and boosting self-confidence by projecting a positive image of one self.
- [CO.3].** Work on their ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
- [CO.4].** Deliver an effective oral business presentation.
- [CO.5].** Demonstrate his verbal and non-verbal communication ability through presentations.



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Semester II

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Subject: Financial Management

Code: COM24008

4 Credits | Semester 2

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Gain basic idea on the importance of financial management in an organization.
- [CO.2].** Practically get exposed in understanding the concept of time value of money and its importance.
- [CO.3].** Develop decision making capabilities amongst students with the help of various capital budgeting techniques.
- [CO.4].** Analyze the importance of leverage in organizational capital structure planning.
- [CO.5].** Gain brief knowledge on cash management, its objectives and the method of preparing a cash budget.

Subject: Business Accounting - II

Code: MGT22019

4 Credits | Semester 2

Course Outcomes: At the end of the course, the students will be able to:

- [CO.1].** Know importance about business accounting II and learn how to make profit & loss a/c and balance sheet as per schedule III.
- [CO.2].** Learn all the nuances of shares and learn how to solve practical problems of shares.
- [CO.3].** Gain information about goodwill and learn how to solve practical problems of goodwill.
- [CO.4].** Understand the basic concept of debentures and learn how to solve numerical problem of issue of debenture and redemption of debenture.
- [CO.5].** Learn how the final accounts are prepared for non-profit organizations.



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Subject: Macro Economics

Code: ECO22002

4 Credits | Semester 2

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Acquaint the student with basic concepts of economy and its tools to study.
- [CO.2].** Develop clear concept about the economy in macroeconomic aspect.
- [CO.3].** Understand the problems and limitations of macroeconomics and concept of flow of Income in various subsections of economy.
- [CO.4].** Evaluate the economy and have better understanding of causes of inflation, deflation and recession and measures to cope up such economic scenarios.
- [CO.5].** Analyze the reasons of any measures undertaken by central bank and government to smoothen the functioning of economic activities.

Subject: Organizational Behavior

Code: MGT22018

4 Credits | Semester 2

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Analyze and describe behavior in organization.
- [CO.2].** Learn to improve, enhance or change work behavior so that organizations can achieve their goals.
- [CO.3].** Gain information on what makes people behave the way they do.
- [CO.4].** Understand the basis of motivation & what they should do to motivate others.
- [CO.5].** Learn the concepts of Leadership, so that they become good leaders.

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Subject: Environmental Science

Code: MGT23010

4 Credits | Semester 2

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Clarify concept about the environment and its components and their inter relatedness.
- [CO.2].** Develop better understanding of all the resources available and their origin and the ways to conserve them for sustainable future.
- [CO.3].** Evaluate the environment and various species present and their importance and ways to conserve biodiversity.
- [CO.4].** Construct and evaluate ways of managing solid waste and safe disposal techniques.
- [CO.5].** Acquaint students about the various International and national bodies to conserve planet.

Subject: Business Awareness

Code: MGT22118

4 Credits | Semester 2

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Think out of the box after studying this subject.
- [CO.2].** Plan & analyze various strategies used in organizations.
- [CO.3].** Make use of strategy forming tools to understand & solve any case study.
- [CO.4].** Understand why innovation is the most important factor for success.
- [CO.5].** Understand how plan their strategies & how can they have an innovative approach.



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Semester III

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Subject: Marketing Management

Code: MGT23020

5 Credits | Semester 3

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Develop an understanding about Marketing, its importance and various functions.

[CO.2]. Understand different Market segments and accordingly formulate the STP for the product.

[CO.3]. Identify the marketing Mix and Understand the Product concept and should be able to analyze the Product life cycle for each.

[CO.4]. Develop an understanding of the various pricing strategies used by firms and its effect on sales.

[CO.5]. Understand the Promotional mix and develop an understanding for various distribution techniques used by Marketers.

Subject: Managerial Accounting

Code: MGT23021

5 Credits | Semester 3

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Analyze the statement of profit and loss and balance sheet and use the techniques learnt in taking effective business decisions.

[CO.2]. Apply the techniques and formulas of ratio analysis in taking appropriate business decisions and interpreting accounting information.

[CO.3]. Prepare cash flow statements as per Ind AS 7 and interpret the results thereof.

[CO.4]. Prepare a fund flow statement based upon the available accounting information and interpret the results thereof.

[CO.5]. Take business decisions based upon the techniques of variance analysis and also suggest measures for improvement of key business areas.



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Subject: Statistics in Business Decisions

Code: ECO22036

5 Credits | Semester 3

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Compute several statistical measures and analyze any given bivariate data.

[CO.2]. Acquire knowledge of time series, factors or components responsible for fluctuations in a time series and methods of measuring important components of time series.

[CO.3]. Deal with the work of computing probability in different situations and they will also be familiar with important sampling methods and sampling distributions.

[CO.4]. Apply Statistical Inference Techniques in Decision making.

[CO.5]. Draw samples from some given population and apply suitable Statistical Tests of Significance.

Subject: Human Resource Management

Code: MGT24009

5 Credits | Semester 3

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Demonstrate proficiency in fundamental human resources concepts and how they apply to real world situations.

[CO.2]. Formulate human resources policies and practices that help promote the organization's strategic goals.

[CO.3]. Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

[CO.4]. Understand various employment acts that will be useful in maintaining workplace harmony.

[CO.5]. Understand the importance of human resource and ways to retain themselves in organization.

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Subject: Information Technology for Managers

Code: CSC23104

4 Credits | Semester 3

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Prepare the assignment and project report using MS Word and understand making different kinds of presentations using MS PowerPoint.

[CO.2]. Do advanced calculations with the help of MS Excel and basic understanding of MS Access and its importance in Management.

[CO.3]. Learn the formal way of presentation & comprehension of simple words and phrases used in day to day context and understanding netiquettes.

[CO.4]. Understand the importance of computer applications in Management.

[CO.5]. Understand formal communication in an organization and email etiquette.

Semester IV

Subject: Strategic Management

Code: MGT24022

5 Credits | Semester 4

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Develop an understanding about strategic Management and its importance.

[CO.2]. Analyze the external and internal environment.

[CO.3]. Think critically and analyze the internal and external strategic environment.

[CO.4]. Conceptualize the various corporate strategies.

[CO.5]. Analyze the strategic environment and accordingly decide on the strategies they can best adopt.

Subject: Retail Management

Code: MGT26035

5 Credits | Semester 4

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Provide insights on Retail Operations.

[CO.2]. Become good Retail Planners and Decision Makers.

[CO.3]. Focus on Change and Adaptation to Change.

[CO.4]. Understand the functions of retail business and various retail formats and retail channels.

[CO.5]. Understand the difference between Retail and Manufacturing Supply Chain.

Subject: Research Methodology

Code: MGT24013

5 Credits | Semester 4

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

[CO.2]. Gain basic knowledge on qualitative research techniques.

[CO.3]. Acquire adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.

[CO.4]. Develop capability amongst students to identify and select appropriate research topics.

[CO.5]. Imbibe basic awareness of data analysis-and hypothesis testing procedures.

Subject: Business Law

Code: COM24013

4 Credits | Semester 4

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Interpret the legal terms and understand the contracts.

[CO.2]. Understand the difference between agreements and contracts and how these are made.

[CO.3]. Understand how a contract of sale is made and its key essentials.

[CO.4]. Gain knowledge about the formation and functioning of partnership.

[CO.5]. Learn about the basic functions, features and types of companies and the day to day functioning of corporate.



Subject: Taxation

Code: COM24014

4 Credits | Semester 4

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Gain knowledge about various terminologies of tax and they are able to find residential status of individuals.

[CO.2]. Learn how to calculate taxable income from salary.

[CO.3]. Learn how to calculate income from house property and how to calculate income from business and profession.

[CO.4]. Understand the basic concept capital gain, income from other sources, deduction and rebate. And learn how to calculate taxable income of capital gain and income from other sources. They will be able to calculate how to compute gross total income of individuals.

[CO.5]. Learn about GST. And also know the different prospective of GST. And also learn how GST is different from other taxes.

Subject: E-Commerce

Code: COM23036

4 Credits | Semester 4

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand the basic concepts of E-Commerce.

[CO.2]. Gain knowledge about the key components of e-commerce business models.

[CO.3]. Acquire knowledge about the unique features of e-commerce technology and their business significance.

[CO.4]. Learn to recognize business models in other emerging areas of e-commerce.

[CO.5]. Understand key business concepts and strategies applicable to e-commerce.

Semester V

Subject: Production and Operations Management

Code: MGT25029

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Acquire the necessary knowledge and experience in order to recognize the production management and planning problems.

[CO.2]. Analyze and select the most appropriate methods and tools for the solution of problems related to production planning, shop floor scheduling and inventory control.

[CO.3]. Explain the evolutionary course of operations management and correlate it with contextual Industry 4.0.

[CO.4]. Understand and take operational decisions as and when applicable.

[CO.5]. Implement various tools of increasing productivity.

Subject: Entrepreneurship Development

Code: MGT21070

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Acquire the necessary knowledge and experience in order to understand the problems in Entrepreneurship.

[CO.2]. Analyze and select the most appropriate methods and tools for the solution of problems related to Setting up, Organizing of finance and other resources , scheduling of their project, its implementation and all the aspects of Enterprise Management. They will also get to know about various Institutional assistance available to Small enterprises.

[CO.3]. Explain the evolutionary course of Entrepreneurship development and correlate its importance in the present context.

[CO.4]. Recognize opportunities and take Entrepreneurial decisions as and when opportunities arise.

[CO.5]. Implement various tools of effective utilization of all the resources.

Subject: International Economics

Code: ECO25025

3 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Gain deep knowledge about the various theories involved in International Trade.

[CO.2]. Gain an insight into the exchange rate determination.

[CO.3]. Understand the concept of balance of payment in detail.

[CO.4]. Increase awareness about the various international organizations.

[CO.5]. Gain a clear picture of international trade relations of India with other nations.

Discipline Specific Elective (DSE) Course
Marketing (Select any TWO)

Subject: Consumer Behavior

Code: MGT25025

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand the basic concepts of Consumer Behavior.

[CO.2]. Gain knowledge the Internal and external determinants of Consumer Behavior.

[CO.3]. Acquire knowledge about the impact of various factors on consumer behavior.

[CO.4]. Learn about the Consumers Decision Making process.

[CO.5]. Gain knowledge about the Consumer Protection act.

Discipline Specific Elective (DSE) Course
Marketing (Select any TWO)

Subject: Advertising and Sales Promotion

Code: MGT25127

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Identify managerial issues such as how to set up advertising objectives & budgeting methods.
- [CO.2].** Analyze the creative strategies used in advertising campaign.
- [CO.3].** Apply basic principles in designing advertising programs for any product/brand.
- [CO.4].** Demonstrate various sales promotion techniques (Pull & push) & their advantages/disadvantages.
- [CO.5].** Apply various research techniques to measure effectiveness of advertising

Discipline Specific Elective (DSE) Course
Marketing (Select any TWO)

Subject: Service Marketing

Code: MGT25113

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Understand and explain the nature and scope of service marketing and present about this in a professional and engaging manner.
- [CO.2].** Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence.
- [CO.3].** Provide a theoretical and practical basis for assessing service performance using company examples and report.
- [CO.4].** Work effectively and efficiently in a team addressing services marketing topics.



**Discipline Specific Elective (DSE) Course
Finance (Select any TWO)**

Subject: Principles of Investment Management

Code: MGT25111

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Develop a fair amount of clarity regarding stocks and investments.
- [CO.2].** Perceive the notion of analyzing stocks for informed decision making purpose.
- [CO.3].** Understand the different ways of analyzing stocks for rational investment decision making.
- [CO.4].** Able to logically use the different stock market indicators essential for investment.
- [CO.5].** Identify the different techniques for functioning of multinational corporations in terms of managing cash, receivables and working capital.

**Discipline Specific Elective (DSE) Course
Finance (Select any TWO)**

Subject: International Finance

Code: COM25037

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Demonstrate knowledge of theories related to foreign exchange rate determination. **[CO.2].** Explain the nuances of international trade and international capital budgeting.
- [CO.3].** Provide students with a basic knowledge of how international financial markets work.
- [CO.4].** Explore methods used to manage risk in the global markets.
- [CO.5].** Provide students with an understanding of exchange rates and why currency values fluctuate.

Discipline Specific Elective (DSE) Course
Finance (Select any TWO)

Subject: Financial Market and Institutions

Code: COM26040

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Develop insights on the Indian Financial system, its structure, intermediaries and the recent reforms.

[CO.2]. Gain a fair idea on the operational aspects of the Indian Financial Markets.

[CO.3]. Understand the role and functions of the stock markets, different indices and types of securities traded in the stock exchange.

[CO.4]. Familiarize themselves with the structure, functions and role of the Indian Money Market, participants and its different financial instruments.

[CO.5]. Imbibe interest on unique financial instruments like derivatives, mutual fund-its types, scheme, regulatory requirements and the basics of insurance.

Discipline Specific Elective (DSE) Course
Human Resource (Select any TWO)

Subject: Recruitment and Selection

Code: MGT25027

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand the concepts, principles and process of recruitment and selection.

[CO.2]. Develop an understanding of how to assess recruitment needs and design selection programs in an Organizational setting.

[CO.3]. Familiarize with the levels, tools and techniques involved after selection of a candidate.

[CO.4]. Understand the process of job analysis.

[CO.5]. Frame job description and job specification.

Discipline Specific Elective (DSE) Course
Human Resource (Select any TWO)

Subject: Industrial Relations and Labor Laws

Code: MGT24028

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Clarify concept about the basics of Industrial Relations.

[CO.2]. Learn about various provisions and implications of Labor Laws.

[CO.3]. Understand and Develop Skills as a Negotiator by developing better understanding of Industrial Disputes and their settlement by making use of various techniques.

[CO.4]. Develop better understanding of Trade Unions and their contribution in Industrial Relations.

[CO.5]. Understand the next level of I.R. i.e. Employee Relations.

Discipline Specific Elective (DSE) Course
Human Resource (Select any TWO)

Subject: Knowledge Management

Code: MGT26116

5 Credits | Semester 5

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand how information and knowledge management impacts contemporary organizations.

[CO.2]. Provide examples of the ways in which knowledge management impacts contemporary organizations.

[CO.3]. Discuss the underlying technologies that enable knowledge management solutions indicate issues related to management practices and the future of knowledge management.

[CO.4]. Discuss the contemporary issues in managing knowledge, intellectual capital and other intangible assets.

Semester VI

Subject: Business Ethics

Code: MGT24109

4 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Acquire the necessary knowledge in order to recognize the importance of Ethics.

[CO.2]. Analyze and select the most appropriate methods and tools for identifying and implementing ethics management system.

[CO.3]. Explain the evolutionary course of ethical practices.

[CO.4]. Implement various theories of values and ethics into business.

[CO.5]. Apply various controlling techniques to achieve the desired level of efficiency and effectiveness for an ethics management programme.

Subject: Event Management

Code: MGT26015

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Prepare an event idea by analyzing its feasibility.

[CO.2]. Prepare an Event proposal.

[CO.3]. Conduct an event.

[CO.4]. Analyze and evaluate its performance and any shortcomings during event arrangements.

[CO.5]. Prepare Budget for an event and can evaluate variances if any occur.



**Discipline Specific Elective (DSE) Course
Finance (Select any TWO)**

Subject: Banking, Concepts and Practices

Code: COM26016

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Gain an overview on the concept and evolution of banking system.
- [CO.2]. Develop an idea on the different types of functions performed by a bank.
- [CO.3]. Gain a brief idea on the procedure of opening and operating a deposit account.
- [CO.4]. Acquire knowledge about the different methods of remittances.
- [CO.5]. **Gain** an overview of some key concepts like mutual funds, housing finance , international banking, multinational banking, etc.

**Discipline Specific Elective (DSE) Course
Finance (Select any TWO)**

Subject: Company Accounts and Audit

Code: COM26017

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1]. Gain an idea of shares and debentures, redemption and forfeitures.
- [CO.2]. Acquire knowledge about the concept of valuation of shares.
- [CO.3]. Understand the analysis of a company's balance sheet.
- [CO.4]. Gain an overview of the legal provisions pertaining to the winding up of a company.
- [CO.5]. Develop a fair understanding of the process of accounting followed in a manufacturing company.



**Discipline Specific Elective (DSE) Course
Finance (Select any TWO)**

Subject: Financial Statement Analysis

Code: COM26041

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Develop student's ability to select and apply appropriate financial tools within an organization.
- [CO.2].** Obtain an overview of useful tools for analyzing a firm's profitability, growth, and risk, including financial ratios, common-size financial statements, and percentage change financial statements, as well as how to use this information to forecast the future business activities of a firm, and to value a firm.
- [CO.3].** Familiarize with the Developments in Financial Reporting.
- [CO.4].** Imbibe interest on unique concepts of annual report like Auditors Report, Directors Report, Management Discussion and Analysis.
- [CO.5].** Understand specific issues in Corporate Financial Reporting.

**Discipline Specific Elective (DSE) Course
Marketing (Select any TWO)**

Subject: Brand Management

Code: MGT26031

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Understand key principles of branding.
- [CO.2].** Understand & conduct measurement of brand equity & performance.
- [CO.3].** Practically develop a brand including positioning & communication.
- [CO.4].** Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
- [CO.5].** Analyze new product development and brand extension programs.



**Discipline Specific Elective (DSE) Course
Marketing (Select any TWO)**

Subject: Sales and Distribution Management

Code: MGT26030

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.
- [CO.2].** Familiarize students with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.
- [CO.3].** Recognize and demonstrate the significant responsibilities of sales person as a KEY individual.
- [CO.4].** Describe and Formulate strategies to effectively manage company's sales operations.
- [CO.5].** Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.

**Discipline Specific Elective (DSE) Course
Marketing (Select any TWO)**

Subject: Rural and International Marketing

Code: MGT26117

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Gain knowledge on Agricultural marketing, Challenges and Prospects for improving agricultural marketing system.
- [CO.2].** Able to assess an organization's ability to enter and compete in international markets.
- [CO.3].** Acquire skills to analyze marketing functions, market information and intelligence.
- [CO.4].** Develop skills in researching and analyzing trends in global markets and in modern marketing practice.
- [CO.5].** Understand the impact of International trade in a particular organization.

Discipline Specific Elective (DSE) Course
Human Resource (Select any TWO)

Subject: Training and Development

Code: MGT26032

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Understand key principles of training.
- [CO.2].** Learn the process of training and development programs in an organization.
- [CO.3].** Practically develop a training program and also evaluate it.
- [CO.4].** Analyze and evaluate self-development and its impact on organizational development.
- [CO.5].** Familiarize with the various learning and Development theories.

Discipline Specific Elective (DSE) Course
Human Resource (Select any TWO)

Subject: Performance Management and Appraisal System

Code: MGT26114

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Understand the concepts, principles and process of performance management.
- [CO.2].** Develop an understanding of how to assess the performance of employees.
- [CO.3].** Learn the biases in Appraisal.
- [CO.4].** Familiarize with the levels, tools and techniques involved.
- [CO.5].** Understand all the modern methods of Appraisal.



**Discipline Specific Elective (DSE) Course
Human Resource (Select any TWO)**

Subject: Change Management and Organizational Development

Code: MGT25126

5 Credits | Semester 6

Course Outcomes: At the end of the course, students will be able to:

- [CO.1].** Understand the role of change management in organizations.
- [CO.2].** Learn the tools of designing and implementing change interventions.
- [CO.3].** Understand why people resist change & how to overcome the inertia.
- [CO.4].** Understand the importance of development of the organizations as a tool for sustainability and gain competitive advantage.
- [CO.5].** Develop better understanding of role of change management and organizational development programs in implementing successful business programs.