

SECOND YEAR BACHELOR OF MANAGEMENT STUDIES

SN	LEARNING OBJECTIVES	LEARNING OUTCOMES
Semester III		
Information Technology in Business Management 1		
1.	To learn basic concepts of Information Technology, its support and role in Management	Students will know the basics understanding of IT operation in Management.
2.	To enable practical hands on training required for office automation.	Students will receive hands on training for office automation and prepare Google form, collate data, present it in graphical manner, MS Word, Power Point Presentation and Excel.
3.	To understand basic concepts of Email, Internet and websites, domains and security.	Students will learn the conceptual and application of Email, Internet, Websites, Domains and Security.
4.	To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features	Students will learn the importance of security in IT systems and its application in real life transactions.
Foundation Course (Environmental Management)		
1.	To learn basic concepts environmental Management	Students will master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
2.	To integrate the essential principles of physical, chemical, biological, and ecological sciences to manage ecosystems and solve environmental problems.	Students will understand the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
3.	To understand the impacts of land use and environmental management decisions on ecosystems and society; and Meet or exceed the standards applied by professional societies (e.g., Wetland Scientists, Soil Science Society).	Learners will be able to reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
Business Planning and Entrepreneurial Management		
1.	Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.	The students will get hands on experience via conceptual understanding of entrepreneurship.
2.	To develop entrepreneurship qualities & to prepare students to take the	Students will learn entrepreneurship qualities and understand the nuances of SME sector

	responsibility of full line of management function of a company with special reference to SME sector.	
Accounting for Managerial Decisions		
1.	To acquaint management learners with basic accounting fundamentals	The learners will be able to understand the basic requirements in preparation of accounts.
2.	To develop financial analysis skills among learners	The learners will be able to develop skills such as analyzing ratios and also estimating working capital requirements, etc.
3.	To explain the core concepts of business finance and its importance in managing a business	The learners will be able to distinguish between the funds required and the funds applied, and also learnt how to ascertain the operating cycle as well as manage receivables.
4.	To understand the different aspects of accounting in a business environment to facilitate decision making	Students will learn the practical implications of Common Size Statements, Comparative Statements, Trend Statements, Cash Flow Statements etc. provided the learners necessary information so as to make suitable decisions.
Strategic Management		
1	To describe the practical and integrative model of strategic management process that defines basic activities in strategic management	Students will learn to analyse the main structural features of an industry and develop strategies that position the firm most favourably in relation to competition and influence industry structure to enhance industry attractiveness.
2	To demonstrate the knowledge and abilities in formulating strategies and strategic plans	Students will learn to recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
3	To analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement	Students will be able to appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.
4	To evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences	Students will be able to demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.

Equity & Debt Market – Finance Elective		
1.	This paper will enable the students to understand the evolution of various aspects of financial markets which in turn will help them in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis.	The learners would be aware of basic terminologies used in the capital markets. The learners would be equipped to do a basic analysis of various investment avenues and thereby make investing decisions.
Corporate Finance – Finance Elective		
1.	To develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making	The learners would be able to evaluate various sources of finance for making financing decisions
2.	The course aims at explaining the core concepts of corporate finance and its importance in managing a business	The learners would be adept at evaluating new business proposals from a financial perspective to select the best amongst competing proposals
3.	To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business	The learners would be well equipped to devise the best capital structure for the company.
4.	To learn about pricing practices	Learners will be able to understand the factors involved in pricing of goods and services.
Consumer Behaviour – Marketing Elective		
1.	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	1. The course gives an understanding of how a consumer selects, purchases, uses and disposes of products and services.
2.	This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.	The learners also get to know various psychological and sociological dimensions of consumer behaviour within marketing
Advertising – Marketing Elective		
1.	To understand and examine the growing importance of advertising	Students will understand the importance of advertising and its role in brand building is creating among students.

	To understand the construction of an effective advertisement	Students will be able to understand the critical processes that go in the construction of an effective advertisement.
	To understand the role of advertising in contemporary scenario	Students will understand the role advertising in creating awareness and demand for brands in the contemporary scenario.
Semester IV		
Information Technology In Business Management II		
1.	To understand managerial decision-making and to develop perceptive of major functional area of MIS	Students will learn understand managerial decision-making and to develop perceptive of major functional area of MIS
2.	To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.	Students will learn understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications
3.	To learn and understand relationship between database management and data warehouse approaches , the requirements and applications of data warehouse	Students will get in depth understanding of database management and data warehouse approaches, the requirements and applications of data warehouse.
Business Economics-II		
1.	To understand concepts of Macroeconomics and economic cycles	The learners will be able to relate to Macroeconomic terms and also understand the different economic cycles in operation.
2.	To provide clarity on concepts of monetary policy	The learners will be acquainted with terms of money, credit and the other constituents in a monetary policy, along with the role of the central bank.
3.	To provide clarity on concepts of fiscal policy	The learners will be acquainted with constituents in a fiscal policy, along with the union budget presented by the government.
4.	To educate on trade cycles	The learners will comprehend about the concept of open economy, supplemented by Balance of Payments position and Foreign investments.
Business Research Methods		

1.	To develop understanding of the basic framework of research process.	Students will be able to identify and analyse business problems and identify appropriate and effective ways to answer those problems
2.	To develop an understanding of various research designs and techniques.	Students will understand and apply the major types of research designs
3.	To identify various sources of information for literature review and data collection.	Students will be able to formulate clearly defined research questions
4.	To understand some basic concepts of research and its methodologies	Students will analyze and summarize key issues and themes from existing literature
Foundation of Course – Ethics & Governance		
1	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country	Students will be sensitized and cultivation of moral and ethical value in them.
2	To learn the applicability of ethics in functional areas like marketing, finance and human resource management	Students will understand the importance of adopting ethical practices in pursuit of business profits.
3	To understand the emerging need and growing importance of good governance and CSR by organisations	Learners will gain knowledge of Corporate Social Responsibility and will understand the importance of giving back to the society.
4	To study the ethical business practices, CSR and Corporate Governance practiced by various organisations	Students will get to know the practical application of concepts of Business Ethics, CSR and corporate governance by studying the practices actually followed by different companies.
Production and Total Quality Management		
1	To acquaint learners with the basic management decisions with respect to production and quality management.	The students will get hands on experience of various concepts of production and quality management.
2	To make the learners understand the designing aspect of production systems.	Students will understand the different aspects of production systems
3	To enable the learners apply what they have learnt theoretically	Students will understand the practical aspects of actual production and quality management techniques in a plant.
Financial Institutions & Markets – Finance elective		
1	The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India.	The learners would be aware of the structure, role and functioning of financial institutions and markets in the financial system in India.
2	To inculcate understanding relating to managing of financial system	The learners would be aware of various financing avenues available to businesses.

		The learners would understand the role and significance of the various regulators of the financial markets & develop insights regarding challenges and difficulties in financial system so that suitable strategies can be devised in times of need.
Strategic Cost Management – Finance elective		
1	To acquaint management learners with concepts in costing	The learners will be able to understand the basic concepts in costing and differentiate with other inter-related disciplines.
2	To ascertain the various techniques used to manage costs strategically	The learners will be acquainted with standard costing, marginal costing, activity based costing etc. which provided a different approach to costing.
3	To explain the core concepts of costing and its application in the business	The learners could garner new approaches and learn the importance of Strategic Cost Management in the business.
4	To understand the different aspects of Strategic Cost Management in a business environment to facilitate decision making	The learners will be able to know about concepts of Cost Centre, Profitability Centre, Economic Value Added etc. and its role in facilitating decision making.
Integrated Marketing Communication – Marketing elective		
1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.	1. Students will understand the role and importance of having an effective integrated marketing communications programme and its contribution to the success of the marketing strategy of a firm. 2. .
2	To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program	Students will understand the importance of each of the tools of IMC and the importance of coordination of these tools. The implication of lack of coordination among tools is also understood by them
Rural Marketing – Marketing elective		
1	The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario	The students will learn about the rural marketing environment and the effective marketing strategies to apply for the same.
2	To understand rural marketing mix and its strategic implementation	Students will learn about the specialised rural marketing mix and be able to apply in a rural setting.

