

## FIRST YEAR BACHELOR OF MANAGEMENT STUDIES

SN	LEARNING OBJECTIVES	LEARNING OUTCOMES
<b>Foundation of Human Skills</b>		
1.	To understand basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario	Students will have an understanding about the type of human behaviour that they could experience or be exhibiting at an individual, group or organizational level.
2.	To understand how and why people behave in a said manner either as individuals or in groups	Students will get an insight into the reasons for certain kinds of individual and group behaviour.
3.	To understand how behaviour affects individual performance and performance of the organization as a whole	Students will be able to gauge the relationship between behaviour and performance
4.	To understand how to effectively modify the behaviour for enhanced performance	Students will be able to analyze their behaviour and learn to modify it to enhance their performance.
<b>Business Communication 1</b>		
1.	To understand the components of communication and its dynamic nature	Students will learn to improve and improvise, thereby communicate more effectively.
2.	To identify appropriate channels, modes and media depending on specific communication needs.	Students will be able to use the knowledge to construct different types of messages, depending on the purpose of communication.
3.	To emphasize the role of technology in order to communicate effectively	Students will be able to use social networking media and ICT to enhance personal and professional connectivity.
4.	To understand the various barriers that could obstruct smooth communication	Students will learn to analyze and overcome the various barriers to communication.
<b>Business Law</b>		
1.	To highlight the relevance of business law to individuals and businesses and the role of law in an economic, political and social context	Students will understand the legal aspects of business.
2.	To identify the fundamental legal principles behind contractual agreements	Students will be able to apply basic legal knowledge to business transactions.
3.	To examine how businesses can be held liable in tort for the actions of their employees	Students will be able to use standard business and legal terminology.
4.	To understand the legal structure of different forms of business organizations and the responsibilities of an employer	Students will become familiar with rules, regulations and laws governing organizations and employers.

<b>Foundation course 1</b>		
1.	To understand the multi-cultural diversity of Indian society	Students will understand and appreciate India's diversity.
2.	To understand the concept of disparity	Students will become aware of equity issues.
3.	To highlight the causes and effects of conflicts	Students will be familiarized with issues related to conflicts in the Indian context.
<b>Business Statistics</b>		
1.	To enable the students to get acquainted with various statistical techniques.	Students will understand the use of averages and measures of dispersion.
2.	To understand the techniques of correlation and regression for one and two variables	Students will be able to apply various techniques of correlation and regression.
3.	To use index numbers and time series analysis	Students will be able to use index numbers along with time series analysis.
4.	To apply techniques of decision making along with probability	Students will be able to understand probability and apply various techniques of decision making.
<b>Introduction to Financial Accounts</b>		
1.	To acquaint learners with basic accounting fundamentals and its importance in managing a business.	Students will be able to understand the basic accounting terminologies
2.	To enable the students to understand the principles and procedures of financial accounting and to apply them to different practical situations.	Students will be able to independently record financial transactions in the books of accounts.
3.	To equip the learners with the knowledge of preparation of final accounts of sole proprietary concerns	Students will be capable to prepare final accounts of a sole trading concern.
<b>Business Economics – I</b>		
1.	To understand the scope and importance of Business Economics	Learners will be able to understand the scope and importance of economics in practical situations considering concepts of demand, supply and price.
2.	To understand the economic functions of demand and production	Students will be able to relate to diagrammatic representations and derivations of demand function and production function along with cost concepts.
3.	To learn about market competition	Students will be acquainted with the different types of competition existing in the market.
4.	To learn about pricing practices	Learners will be able to understand the factors involved in pricing of goods and services.

<b>SEMESTER 2</b>		
<b>SN</b>	<b>LEARNING OBJECTIVES</b>	<b>LEARNING OUTCOMES</b>
<b>Industrial Law</b>		
1.	To understand the development and the judicial setup of Labour Laws.	Students will become familiar with the development and the judicial setup of Labour Laws.
2.	To learn the salient features of welfare and wage legislations.	Students will learn the salient features of welfare, wage legislations and ways to integrate the knowledge of Labour Law in HRD practice.
3.	To learn the laws relating to Industrial Relations, Social Security and Working conditions.	Students will be acquainted with the various laws and also learn the enquiry procedure and industrial discipline.
<b>Business Mathematics</b>		
1.	To acquaint management learners with basic mathematical calculations in business.	Students will be able to perform calculations on simple interest, compound interest, etc.
2.	To develop the use of mathematical functions in business operations.	Students will get to know about the usage of Cost-Revenue, Demand-Supply Functions etc., in business operations.
3.	To explain the core concepts of business mathematics and its involvement in financial cost of business operations.	Students will be able to understand the role of financial concepts in making major financial decisions.
4.	To understand the different strategic applications of mathematics in business operations	Students will be acquainted with strategies such as permutations and combinations, marginal costs, etc. and their usage in business operations.
<b>Business Communication 2</b>		
1.	To hone the presentation skills of students with effective use of technology	Students will be able to make effective presentations using OHP and Powerpoint presentations
2.	To help students to develop skills for interviews and group communication	Students will be acquainted with oral and group communication skills to enable better presentation during interviews, meetings, committees, conferences, etc.
3.	To enable students to compose effective content for business correspondence	Students will learn the rules and formats for effective business correspondence
4.	To equip students to prepare reports on activities and events and develop their summary writing skills	Students will learn to prepare brief reports of events/meetings incorporating relevant details. Students will be able to grasp the

		central idea, condense and summarize a text.
<b>Foundation Course 2</b>		
1.	To understand the concept of Globalization- its causes and effects	Students will become aware of issues related to globalization.
2.	To understand the concept of Human Rights	Students will be sensitised regarding Human Rights issues. Interaction with NGOs will add to better understanding.
3.	To understand the concept of Environment	Students will be aware of environmental and sustainability issues.
4.	To understand the concept of Stress and ways to overcome it	Students will be equipped to manage stress and stress related issues.
<b>Business Environment</b>		
1.	To Understand the concept, significance and changing dimensions of Business Environment, its types and tools for scanning the Environment	The learners would be able to identify and understand the various internal and external factors affecting the business and to come up with solutions to improve business situations.
2.	To gain insights on role of economic systems, economic planning, government policies, public sector and development banks, economic reforms, liberalization and its impact on business.	The learners would also be aware of factors to be considered while internationalizing the business.
3.	To understand the importance of Multinational corporations, foreign collaborations and international institutions in business	The learners would develop insights regarding growth opportunities available for businesses in the Indian markets, so that business plans can be framed accordingly.
4.	To learn about emerging dimensions in socio-cultural environment and its relevance for a business firm	The students will understand the importance of framing business plans and policies in keeping with the socio-cultural environment in which it operates
<b>Principles of Management</b>		
1.	To familiarize students with the need for traits and competencies required by managers	Students will understand the traits and competencies required to take up managerial positions and the various managerial roles.
2.	To understand the basic principles of management	Students will be aware of the basic management principles to be followed by business organisations for success.
3.	To understand applications of Principles of Management to various scenarios	Learners will understand the practical applications of management principles in real world scenarios through cases and presentations.
4.	To know about the development of Management theories for effective	The students will acquire knowledge about different management theories and

	application in business scenarios	practices for effectiveness in business scenarios.
<b>Principles of Marketing</b>		
1	This course aims to familiarize students with the marketing function in organizations.	The learners will understand about marketing activities of an organization.
2	It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.	Students will be able to understand the marketing mix elements used by different kinds of organization.
3	The course will use and focus on Indian experiences, approaches and cases of various marketing techniques to determine target audience.	Students will be made of the new trends in marketing and the historic strategic approaches for understanding target market

