

THIRD YEAR BACHELOR OF MANAGEMENT STUDIES

SEMESTER V		
SN	LEARNING OBJECTIVES	LEARNING OUTCOMES
Corporate Communication And Public Relations		
1.	To provide the students with basic understanding of the concepts of corporate communication and public relations.	Students will understand the practical nuances of corporate communication.
2.	To introduce the various elements of corporate communication and consider their roles in managing organizations.	Students will be able to understand the importance and the role of corporate communication with different stake holders.
3.	To examine how various elements of corporate communication must be coordinated to communicate effectively.	Students will be able to comprehend the importance of having integration among the various elements used in corporate communication.
4.	To develop critical understanding of the different practices associated with corporate communication.	Students will be able to understand the practical application and best practices in technology for corporate communication.
Logistics and Supply Chain Management		
1.	To provide students with basic understanding of concepts of logistics and supply chain management	Students will understand the meaning and basic terminologies related to logistics and supply chain management
2.	To introduce students to the key activities performed by the logistics function	Students will be exposed to the various functions of logistics like information system, warehousing, transportation, material handling, packaging, network design.
3.	To provide an insight in to the nature of supply chain, its functions and supply chain systems	It will enable the students to have an indepth understanding of the nature, functions and systems of supply chain
4.	To understand global trends in logistics and supply chain management	Learners will get exposure to the global trends in logistics and supply chain management.
Wealth Management – Finance elective		
1.	To provide an overview of various aspects related to wealth management	Students will be able to identify the important factors to create a suitable financial plan.
2.	To study the relevance and importance of Insurance in wealth management	Students will be able to understand the need of insurance and types of insurance relevant to wealth management
3.	To acquaint the learners with issues related to taxation in wealth management	Students will learn to recommend investment strategies keeping taxation aspects in mind.
4.	To understand various components of retirement planning	Students will learn to create investment plans for retirement savings.
Direct Tax – Finance elective		
1.	To acquaint students with concepts of Direct	Students will be able to understand the

	Tax and Income Tax	terminologies used in income tax, importance and utility of income tax to tax payers.
2.	To explain the taxability of various persons under Income Tax Act.	Students will learn to establish relationships between legal status, residential income and also how each person is taxed.
3.	To understand the different heads of income and the items included under the same	Students will know the different heads of income and learn to classify incomes under various heads.
4.	To illustrate the process of computation of Total Income	Students will get a glimpse of the benefits available to assessees.
Financial Accounting – Finance elective		
1.	To acquaint students with basic accounting fundamentals	Students will be able to understand the basic requirements for preparation of company accounts and distinguish between other types of financial statements.
2.	To develop financial analysis skills among learners	Students will develop skills of analyzing ratios and estimating working capital requirements
3.	To explain the core concepts of accounting and its importance in managing a business	Students will be able to perceive the concept of managing a business through a study of underwriting, foreign exchange, investment accounting, etc.
4.	To understand the different aspects of accounting in a business environment for appropriate reporting	Students will acquaint themselves with the reporting standards and best practices in the field of Financial Accounting.
Investment Analysis and Portfolio Management – Finance elective		
1.	To acquaint the learners with various concepts of finance	The learners shall be able to relate to various financial concepts such as return on investments and also discover the risk associated with it.
2.	To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world	The learners will understand concepts related to Indian capital markets.
3.	To understand various models and techniques of security and portfolio analysis	The learners were acquainted with different theories and models of portfolio management.
Service Marketing – Marketing elective		
1.	To understand distinctive features of services and key elements in services marketing	Students will learn the fundamentals of services marketing from a practical perspective focusing on the needs of the customers.
2.	To provide insight into ways to improve service quality and productivity	Students will learn strategies to improve productivity.
3.	To understand marketing of different services in Indian context	Students will become familiar with service marketing in the Indian context.
Customer Relationship Management – Marketing elective		
1.	To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management.	Students will be introduced to the concept and importance of Customer relationship management and its implementation in an organisation and the benefits it yields to the

		organisation.
2.	To provide insight into CRM marketing initiatives, customer service and designing CRM strategy.	Students will understand the role of CRM strategy and its contribution to the success of the overall marketing strategy of a company.
3.	To understand new trends in CRM, challenges and opportunities for organizations.	Students will be exposed to the developments in the field of CRM, the possible challenges and opportunities leading towards better customer satisfaction.
Sales and Distribution Management – Marketing elective		
1.	To develop understanding of the sales & distribution processes in organizations	The students were able to identify the different ways of selling and distribution carried out by different organizations.
2.	To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management	The students were well versed with the different key responsibility areas required for decision making in sales and distribution.
E- commerce and Digital Marketing – Marketing elective		
1.	To understand increasing significance of E-Commerce and its applications in Business and Various Sectors	The students were able to apply the knowledge of E-commerce practically and understood the importance of e-commerce in various sectors.
2.	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business	The students were updated with the various social platforms to engage in e-commerce and could understand the functioning of digital marketing.
3.	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization	Students understood the various challenges which they might face with technology upgradation in business.
SEMESTER VI		
Operations Research		
1.	To help students to understand operations research methodologies	Students will learn various tools and techniques applied in operation research like Linear programming, Assignment Problem, Transportation problem, Decision tree, game theory etc
2.	To help students to solve various problems practically	Students will learn the practical applications of various tools of operation research to solve business problem.
3.	To make students proficient in case analysis and interpretation	Students will get hands on training to do case analysis and interpret results as per varying scenarios.
International Finance – Finance elective		
1.	To familiarize students with the fundamental	Students will understand various fundamental

	aspects of various issues associated with International Finance	concepts and issues related to International Finance.
2.	To give a comprehensive overview of International Finance as a separate area in International Business	Students will learn to appreciate the importance of International Finance in International Business. Students will learn to create various trading, hedging and arbitrage strategies to overcome business challenges related to fluctuating exchange rates.
3.	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in the Globalised market.	Learners will grasp various functions, processes, techniques related to International Finance. Students will become aware of the role, functions and functioning of International finance in the global market.
Innovative Financial Services – Finance elective		
1.	To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services	Students will be aware of the various financial services.
2.	To give a comprehensive overview of emerging financial services in the light of globalization	Students will learn to utilize financial services for fulfilling their personal and business financial requirements.
3.	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services	Students will understand the basic concepts, functions, process, techniques and will develop an awareness of the role, functions and functioning of financial services.
Strategic Financial Management – Finance elective		
1.	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.	The learners will be able to understand the current market scenario and shall be acquainted with tools like XBRL.
2.	Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.	The learners will be able to acquaint themselves with the developments in the banking sector, and also be interested in considering a career in the banking sector.
3.	To acquaint learners with contemporary issues related to financial management.	The learners will be able to get more information about contemporary issues related to capital budgeting, capital rationing, shareholder value, corporate governance, corporate restructuring.
Indirect Taxes – Finance elective		
1.	To understand the basics of GST	The learners will be able to understand the basic concepts of GST such as supply, goods and services.

2.	To study the registration and computation of GST	The learners will be able to understand the registration requirements, types of registration, how GST is levied and calculated along with utilisation of Input Tax Credit (ITC)
3.	To acquaint the students with filing of returns in GST	The learners will be able to relate to the various returns under GST required for different persons, their due dates and the inclusions therein.
Brand Management – Marketing elective		
1.	To understand the meaning and significance of Brand Management	Students will get acquainted with the name, term, meaning of brand name and understood what goes inside building the names of brands
2.	To know how to build, sustain and grow brands	Students will understand the survival of brands in the market and their market potential
3.	To know the various sources of brand equity	Students will get insights on how brand managers build and manage brands and what elements of brand equity help in brand survival.
Media Planning and management – Marketing elective		
1.	To understand Media Planning, Strategy and Management with reference to current business scenario.	The students will be able to relate to the importance of media planning and management in advertising agency.
2.	To know the basic characteristics of all media to ensure most effective use of advertising budget	The students will be able to distinguish between the different mediums of advertising and different methods of budgeting.
3.	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.	The students will understand the concept of media scheduling and evaluating.
Retail Management – Marketing elective		
1.	To familiarize the students with retail management concepts and operations. To provide understanding of retail management and types of retailers	The learner will understand the practical operations of Retail store management and identify various types of retailers.
2.	To develop an understanding of retail management terminology including merchandise management, store management and retail strategy.	The learner will execute retail strategy in opening up a retail store in future and understand the various store operations for its future growth.
3.	To acquaint the students with legal and ethical aspects of retail management. To create awareness about emerging trends in retail management	The learner will understand various external rules, regulations and guidelines for retail management and understanding various tools of communication for building retail brand.
International Marketing – Marketing elective		
1.	To understand International Marketing, its Advantages and Challenges.	Students will understand the basics of international marketing, its features, reasons,

		advantages and challenges.
2.	To provide an insight on the dynamics of International Marketing Environment.	Students will be acquainted with different facets of international marketing environment.
3.	To understand the relevance of International Marketing Mix decisions and recent developments in Global Market	Students will learn the concepts and application of International Marketing Mix and global events that affect trade.
Project work		
1.	To inculcate the element of research analysis and scientific temperament challenging the potential of learner as regards to his/her eagerness to enquire and ability to interpret particular aspect of the study.	Students will develop a research mindset, learn to analyse and interpret the results of the research.