

FIRST YEAR BACHELOR OF MANAGEMENT STUDIES

SN	LEARNING OBJECTIVES	LEARNING OUTCOMES
Foundation of Human Skills		
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.
Business Communication 1		
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.
Business Law		
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.

Foundation course 1		
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.
Business Statistics		
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.
Introduction to Financial Accounts		
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.
Business Economics – I		
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.

SEMESTER 2		
SN	LEARNING OBJECTIVES	LEARNING OUTCOMES
Industrial Law		
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.
Business Mathematics		
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.
Business Communication 2		
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.
Foundation Course 2		
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.
Business Environment		
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
Principles of Management		
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.
Principles of Marketing		
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

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 responsibility of full line of management	Students will learn entrepreneurship qualities and understand the nuances of SME sector

	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 perceptiveness of major functional area of MIS	Students will learn understand managerial decision-making and to develop perceptiveness 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	Students will understand and apply the

	research designs and techniques.	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.
SN	LEARNING OBJECTIVES	LEARNING OUTCOMES
	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.
Corporate Communication And Public Relations		
	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.

THIRD YEAR BACHELOR OF MANAGEMENT STUDIES

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 Tax and Income Tax	Students will be able to understand the 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 aspects of various issues associated with International Finance	Students will understand various fundamental 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	The learners will be able to relate to the various

	GST	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	Students will learn the concepts and application of International Marketing Mix and global events

	in Global Market	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.