

S.Y. B.M.S (SEM III)

S.N.	Learning Objectives	Learning Outcomes
Equity and Debt Market		
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	Students will be able to understand and carefully analyse the financial markets with the help of financial policies, development of financial instruments and processes
Corporate Finance		
1.	The objectives of 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	Students will be acquainted with the tools and techniques and the process of financial management for decision making
2.	The course aims at explaining the core concepts of corporate finance and its importance in managing a business	Students will be learning the concepts of corporate finance and its importance in managing a business
3	To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business	Students will be imparted the knowledge about the structure of corporate finance and source of finance for business
Advertising		
1.	To understand and examine the growing importance of advertising	Students will be able to understand the growing importance of advertising
2.	To understand the construction of an effective advertisement	Students will be able to learn the construction of an effective advertisement
3.	To understand the role of advertising in contemporary scenario	Students will learn the role of advertising in contemporary scenario
4.	To understand the future and career in advertising	Students will be able to understand the future and career in advertising
Social Marketing		
1.	Understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a nonprofit social environment	Students will be able to understand the concept of social marketing and will be able to compare the contrast marketing in a profit oriented corporate and non profit social environment
2.	Analyze the impact of environment on social marketing & study the various behavior models/frameworks/theories for social change	Students will be able to analyze the impact of environment on social marketing

3.	To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing.	Students will be able to learn the basis of Segmentation and other marketing mix of social marketing
4.	To provide an overview of the Not for Profit Sector (NPO) and comment on the CSR provision in the companies act of 2013.	Students will be given an overview of the CSR provision in the Companies Act 2013
5.	To study overview of social marketing in various key sectors and Identify basic ethical issues in Social marketing and appreciate the careers in Social Marketing	Students will be able to understand the key factors and identify basic ethical issues in Social Marketing and the various career opportunities in Social Marketing
Information Technology in Business Management-I		
1.	To learn basic concepts of Information Technology, its support and role in Management, for managers	Students will be able to understand the basic concepts of Information Technology and their support and role for Management
2.	Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software	Students will have practical knowledge for office automation.
3.	To understand basic concepts of Email, Internet and websites, domains and security therein	Students will be acquainted with the basic concepts of Internet and Websites
4.	To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features	Students will be able to identify the security aspects of IT business
Foundation Course –III Environmental Management		
1.	To make the students understand the basic principles of the Ecology	Students would know about the principles in the ecology which helps them to achieve sustainability
2.	To make students more environmentally responsible citizens	Students would aware of problems associated with population growth and population control and they act more sensible
Business Planning & Entrepreneurial Management		
1.	Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.	Students will be able to understand the requirements and factors to be considered for starting up a business
2.	To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.	Students will be able to develop their entrepreneurial skills with special reference to SME sector
Accounting for Managerial Decisions		
1.	To acquaint management learners with basic accounting fundamentals.	Students will be acquainted with the basic accounting fundamentals
2.	To develop financial analysis skills among learners.	Students will be able to develop financial analysis skills
3.	The course aims at explaining the core concepts of business finance and its	Students will be able to understand the concepts of business finance and the importance in managing a

	importance in managing a business	business
Strategic Management		
1.	The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world.	Students will be able to learn the management policies and strategies at every level to develop conceptual skills in this area as well as their application in the corporate world
2.	The focus is to critically examine the management of the entire enterprise from the Top Management view points.	Students will able to examine the management of the entire enterprise from the Top Management view
3	This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.	Students will be able to deal with the corporate level policy and strategy formulation areas
SYBMS (SEM IV)		
Strategic Cost Management		
1.	Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting	Students will be able to develop the skills of cost and management accounting
2.	The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.	Students will be able to develop the skills of various facets of decision making and controlling operations take place
Corporate Restructuring		
1.	To impart knowledge relating to legal, accounting and practical implementation of corporate restructuring.	Students will impart the knowledge relating to legal accounting and practical implementation of corporate restructuring
2.	The subject covers the complex facets of corporate restructuring process	Students will be able to handle to cover the complex facets of corporate restructuring process
Event Marketing		
1.	To understand basic concepts of Event Marketing.	Students will be able to understand the basic concepts of event marketing
2.	To impart knowledge to learners about categories of Events.	Students will have knowledge about the various categories of events
3.	To understand segmenting, targeting and positioning in the context of Event Marketing.	Students will be able to identify the various the marketing mix and segmentation in context with Event marketing
4.	To familiarize learners with trends and challenges in Event Marketing.	Students will be familiarized learners with the trends and challenges in Event marketing
Tourism Marketing		
1.	To understand basic concepts and strategies of Tourism Marketing.	Students will be able to understand the basic concepts and strategies of Tourism Marketing

2.	To impart knowledge to learners about types of tourism.	Students will be acquainted with the knowledge of the types of tourism
3.	To understand segmentation and Marketing mix in the context of Tourism Marketing	Students will understand the segmentation and various mixes in Tourism Marketing
4.	To familiarize learners with trends and challenges in Tourism Marketing.	Students will be familiar with the trends and challenges in Tourism Marketing
Information Technology in Business Management-II		
1.	To understand managerial decision-making and to develop perceptive of major functional area of MIS	Students will understand the managerial decision making and develop a perceptive 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 would learn the conceptual study of the various 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 would understand the relationship between database management and data warehouse approaches and the requirements and applications of data warehouse
4.	To learn outsourcing concepts. BPO/KPO industries, their structures , Cloud computing	Students will learn the outsourcing concepts of BPO and KPO
Foundation Course –IV Ethics & Governance		
1.	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country	Students would understand the significance of ethics and ethical practices in businesses
2.	To learn the applicability of ethics in functional areas like marketing, finance and human resource management	Students would learn the applicability of ethics in functional areas like marketing, finance and human resource management
3.	To understand the emerging need and growing importance of good governance and CSR by organisations	Students will understand the need and importance of good governance and CSR by organisations
4.	To study the ethical business practices, CSR and Corporate Governance practiced by various organisations	Students will study the ethical business practices, CSR and corporate Governance practiced by the organisations
Business Economics- II		
1.	To help students to understand basic macroeconomic theories and models.	Students would understand fundamental principles of macroeconomics
2.	To make the students understand how an economy as a whole works from the Keynesian perspective	Students would learn concepts of effective demand, investment and consumption and would be able to see the relevance of the theory in the developing countries.
Business Research Methods		
1.	The course is designed to inculcate the analytical abilities and research skills among the students.	Students will be able to enhance their analytical and research skills

2.	The course intends to give hands on experience and learning in Business Research.	Students will develop a hands on experience on Business Research
Production & Total Quality Management		
1.	To acquaint learners with the basic management decisions with respect to production and quality management	Students will be able to understand the basic management decisions related to production and quality management
2.	To make the learners understand the designing aspect of production systems	Students will be able to understand the designing aspect of production systems
3.	To enable the learners apply what they have learnt theoretically.	Students will be able to apply the topic practically