

TYBMS SEM V

Investment Analysis and Portfolio Management		
1.	To acquaint the learners with various concepts of finance	Students will be able to learn the concepts of finance
2.	To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world	Students will be acquainted with the various terms confronted in their lives along with correlation with practical world
3.	To understand various models and techniques of security and portfolio analysis	Students will be able to demonstrate the various models and techniques of security and portfolio analysis
Wealth Management		
1.	To provide an overview of various aspects related to wealth management	Students will be acquainted with the various aspects related to wealth management
2.	To study the relevance and importance of Insurance in wealth management	Students will be able to correlate the importance of insurance in wealth management
3.	To acquaint the learners with issues related to taxation in wealth management	Students will be able to understand the various issues related to taxation in wealth management
4.	To understand various components of retirement planning	Students will get an insight about the various components of retirement planning
Financial Accounting		
1.	To acquaint the learners in preparation of final accounts of companies	Students will be able to demonstrate the final accounts of the companies
2.	To study provisions relating to underwriting of shares and debentures	Students will be able to understand the provisions of underwriting of shares and debentures
3.	To study accounting of foreign currency and investment	Students will learn the accounting of foreign currency and investment
4.	To understand the need of ethical behaviour in accountancy	Students will be acquainted with the need of ethical behaviour in accountancy
Direct Taxes		
1.	To understand the provisions of determining residential status of individual	Students will be able to identify the residential status of an individual
2.	To study various heads of income	Students will be able to understand the various heads for the Gross Total Income
3.	To study deductions from total income	Students will learn about the various deductions u/Chapter VI from the Gross Total Income
4.	To compute taxable income of Individuals	Students will be able to calculate the taxable income

Service Marketing		
1.	To understand distinctive features of services and key elements in services marketing	Students will be able to understand the basic features of service and key elements in services marketing
2.	To provide insight into ways to improve service quality and productivity	Students will be acquainted with the ways in which the services can be improved quality and productivity wise
3.	To understand marketing of different services in Indian context	Students will learn the different services with reference to the Indian context
E-Commerce and Digital Marketing		
1.	To understand increasing significance of E-Commerce and its applications in Business and Various Sectors	Students will be able to understand the importance of E commerce and its applications in Business and Various Sectors
2.	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business	Students will be able to get in depth knowledge about the Digital Marketing on various Social Media Platforms
3.	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation	Students will be able to understand the Latest Trends and Practices in E-commerce and Digital Marketing and their challenges and opportunities
Sales and Distribution Management		
1.	To develop understanding of the sales & distribution processes in organizations	Students will be able to develop a basic understanding of the sales and distribution process
2.	To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management	Students will be familiarized with the concepts, approaches, and the practical aspects of the key decision variables in sales management
Customer Relationship Management		
1.	To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management	Students will be able to understand the Basic Concepts of CRM and its implementation.
2.	To provide insight into CRM marketing initiatives, customer service and designing CRM strategy	Students will be to understand the in depth analysis of marketing activities and designing CRM strategy
3.	To understand new trends in CRM, challenges, and opportunities for organizations	Students will understand the new trends in CRM, challenges and opportunities for organizations
Logistics and Supply Chain Management		
1.	To provide students with basic understanding of concepts of logistics and supply chain management	Students will be familiarized with the basic concepts of logistics and supply chain management
2.	To introduce students to the key activities performed by the logistics function	Students will be introduced the key activities in logistics function
3.	To provide an insight in to the nature of supply chain, its functions and supply chain systems	Students will be introduced to the nature of supply chain and their functions
4.	To understand global trends in logistics and supply chain management	Students will be able to understand the global trends in logistics and supply chain management
Corporate Communication & Public Relations		
1.	To provide the students with basic understanding of the concepts of corporate communication and public relations	Students will be provided the basic understanding of concepts of corporate communication and public relations
2.	To introduce the various elements of corporate communication and consider their roles in managing organizations	Students will be introduced to the various aspects of corporate communication and the role of corporate communication in organisations
3.	To examine how various elements of corporate communication must be coordinated to communicate effectively	Students will be able to identify the various elements of corporate communication to communicate
4.	To develop critical understanding of the different practices associated with corporate communication	Students will be provided an understanding of the different aspects of practices associated with the corporate communication

T.Y. B.M.S (SEM VI)

S.N.	Learning Objectives	Learning Outcomes
Operation Research		
1.	To help students to understand operations research methodologies	Students will be able to understand the basics of the methodologies used in Operation Research.
2.	To help students to solve various problems practically	Students will be given practical knowledge about solving the sums enabling them to understand the Operation Research
3.	To make students proficient in case analysis and interpretation	Students will be able to understand the importance and interpret the information proficiently
International Finance		
1.	The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance	Students will be able to understand the basic aspects of international finance
2.	The course aims to give a comprehensive overview of International Finance as a separate area in International Business	Students will understand the impact of International Finance in the International Business Area
3	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market	Students would be able to understand the awareness and need of International Finance in the Globalised Market

Project Management		
1	The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management	Students will be able to understand the basic aspects of Project Management
2	To give a comprehensive overview of Project Management as a separate area of Management	Students will be able to identify Project Management as a separate area of Management
3	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management	Students will be made clear about the basic concepts, functions and the functioning of Project Management
Strategic Financial Management		
1	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability	Students will be able to identify the financial management with regards to the current market scenario
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	Students will be able to understand the scenario in Banking sector and the inclination of learners towards choosing banking as a career option
3.	To acquaint learners with contemporary issues related to financial management	Students will be able to understand the issues related to the financial management
Indirect Taxes		
1.	To understand the basics of GST	Students will understand the basic concepts of GST
2.	To study the registration and computation of GST	Students will be given knowledge about the registration formalities and computation of GST
3.	To acquaint the students with filing of returns in GST	Students will be acquainted with the returns and filings of GST

Brand Management		
1	To understand the meaning and significance of Brand Management	Students will be acquainted with the meaning and importance of Brand Management in a company
2	To Know how to build, sustain and grow brands	Students will be able to understand how the companies can build, sustain and grow brands
3	To know the various sources of brand equity	Students will learn the various measures to calculate the value of brand
Retail Management		
1.	To familiarize the students with retail management concepts and operations	Students will be able to understand the concepts and operations of retail management
2.	To provide understanding of retail management and types of retailers	Students will be able to learn the types of retailers
3.	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy	Students will have a thorough understanding of retail management terminologies
4.	To acquaint the students with legal and ethical aspects of retail management	Students will have an understanding of legal and ethical aspects of retail management
5.	To create awareness about emerging trends in retail management	Students will learn about the emerging trends in retail management
International Marketing		
1.	To understand International Marketing, its Advantages and Challenges.	Students will be able to understand the basic concepts of International marketing and the challenges faced.
2.	To provide an insight on the dynamics of International Marketing Environment.	Students will be acquainted about the dynamics of International Marketing environment
3.	To understand the relevance of International Marketing Mix decisions and recent developments in Global Market	Students will able to understand the relevance of International Marketing Mix decisions and recent development in Global Market
Media Planning and Management		
1.	To understand Media Planning, Strategy and Management with reference to current business scenario.	Students will be able to understand the concepts of Media planning and management and their relevance to the current scenario
2.	To know the basic characteristics of all media to ensure most effective use of advertising budget.	Students will be acquainted with the basic characteristics and the effective use of advertising budget
3.	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.	Students will be given insight on the media planning, budgeting, scheduling and evaluate the different media buys