

**Department of Management Studies**  
**Course outcome for 2009 Regulation**

**Semester 1**

<b>Subject Name</b>	<b>Course outcome</b>
<b>BA9201- STATISTICS FOR MANAGEMENT</b>	<ol style="list-style-type: none"> <li>1. They can able to understand concepts of Binomial, Poisson, Uniform and Normal distributions.</li> <li>2. Helps to students get knowledge on Sampling techniques and sample size</li> <li>3. They will get knowledge on different methods of parametric test.</li> <li>4. They will get knowledge on different methods of non parametric test.</li> <li>5. Helps to students get knowledge on correlation and regression.</li> </ol>
<b>BA9202- Economic Analysis for Business</b>	<ol style="list-style-type: none"> <li>1. Students will be able to introduce the concepts of scarcity and efficiency</li> <li>2. Students will be able to explain principles of micro economics relevant to managing an organization;</li> <li>3. Students will be able o describe principles of macro economics</li> <li>4. Students will be able have the understanding of economic environment of business.</li> <li>5. Students have understanding about aggregate supply and the role of money</li> </ol>
<b>BA9203- Total Quality Management</b>	<ol style="list-style-type: none"> <li>1. Students will be able learn the quality philosophies and tools in the managerial perspective</li> <li>2. Students will be able learn Principles and philosophies of quality management</li> <li>3. They have understanding the Statistical process control in quality Management</li> <li>4. Students will be able to describe Tools and techniques for quality management</li> <li>5. Helps to student to explain Quality systems organizing and</li> </ol>

	implementation
<b>BA9204- Organizational Behaviour</b>	<ol style="list-style-type: none"> <li>1. Students will have a better understanding of organization behavior in organization.</li> <li>2. They will know the framework for managing individual and group performance.</li> <li>3. They will know the framework for managing group performance</li> <li>4. Helps the student to understanding leadership styles, power and politics of organization</li> <li>5. They could understanding the dynamics of organizational behaviour</li> </ol>
<b>BA9205- Accounting for Management</b>	<ol style="list-style-type: none"> <li>1. Students will understand the basic aspects of accounting procedures</li> <li>2. Helps the student can gain the knowledge about the outcomes of the company accounts</li> <li>3. They can have complete analysis of financial statement</li> <li>4. They can have the knowledge about the standard costing system</li> <li>5. Students will be able have a detailed analysis about the accounting software's</li> </ol>
<b>BA9206- Legal Aspects of Business</b>	<ol style="list-style-type: none"> <li>1. Students will understand the basic concepts of commercial law</li> <li>2. They can have a complete view about the company law</li> <li>3. They understand the legal procedures in industrial law</li> <li>4. Students will be able understand the importance of income tax and sales tax</li> <li>5. To acquire knowledge about consumer protection act and cyber law</li> </ol>
<b>BA9207- Written Communication</b>	<ol style="list-style-type: none"> <li>1. Learner will get a regular habit of writing</li> <li>2. They can able to express themselves creatively</li> <li>3. It helps in creating report generation</li> <li>4. They can gain knowledge about the research papers</li> </ol>

	5. They can identify their areas of strength and weakness in writing
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Semester II

<b>BA9221 OPERATIONS MANAGEMENT</b>	<ol style="list-style-type: none"> <li>1. Students will get broad introduction about operation management</li> <li>2. Students will be able understand the tools and techniques of forecasting</li> <li>3. They can get knowledge about the legal, ethical and environmental issues</li> <li>4. They can acquire clear knowledge about the planning, budgeting, controlling techniques</li> <li>5. They can understand the method of scheduling</li> </ol>
<b>BA9222 FINACIAL MANAGEMENT</b>	<ol style="list-style-type: none"> <li>1. Students will understand the foundation of finance</li> <li>2. To understand the capital budgeting and investment decision</li> <li>3. To acquire knowledge about the aspects of dividend policy and share splits</li> <li>4. They can understand completely about the working capital management</li> <li>5. They can idea for investing in long term sources</li> </ol>
<b>BA9223 MARKETING MANAGEMENT</b>	<ol style="list-style-type: none"> <li>1. Student can understand the changing business environment</li> <li>2. They can the indicators of management thoughts and practices</li> <li>3. To understand the fundamental premises underlying market driven strategies</li> <li>4. They acquire the knowledge of analytical skills in solving marketing related problems</li> <li>5. Students will be able get awareness of marketing management process</li> </ol>
<b>BA9224 HUMAN RESOURCES MANAGEMENT</b>	<ol style="list-style-type: none"> <li>1. Student may get complete knowledge about human resources accounting</li> </ol>

	<p>and audit</p> <ol style="list-style-type: none"> <li>2. They can analysis the internal and external sources of recruitment</li> <li>3. They can gain knowledge about the training methods and practices</li> <li>4. They can understand the basics of employee development strategies</li> <li>5. Student will gain knowledge and skill needed for success as a human resources professional</li> </ol>
<b>BA9225                      MANAGEMENT INFORMATION SYSTEM</b>	<ol style="list-style-type: none"> <li>1. Student may understand the important of information in business</li> <li>2. They can know the methods and techniques of information</li> <li>3. They can get clear view on data base management system</li> <li>4. They can gain knowledge on effective application of information system</li> <li>5. Student will indentify the importance of information and cloud computing</li> </ol>
<b>BA9226      APPLIED      OPERATION RESEARCH FOR MANAGMENT</b>	<ol style="list-style-type: none"> <li>1. Students can learn the basics concept of applied research in business</li> <li>2. They can learn various models and techniques used operation research</li> <li>3. They acquire knowledge about the qualitative solutions in business</li> <li>4. They can get a clear view on decision making process</li> <li>5. They can learn queuing theory and replacement models</li> </ol>
<b>BA9227      BUSINESS      RESEARCH METHODS</b>	<ol style="list-style-type: none"> <li>1. Students would become acquainted with the scientific methodology in business domain</li> <li>2. They can get a clear view research design and measurement</li> <li>3. Student would get clear idea about data collection methods and sampling techniques.</li> <li>4. Student will gain knowledge about data preparation and analysis in their research work</li> <li>5. They would get knowledge about report design writing and ethics in business research</li> </ol>

<b>BA9288 BUSINESS APPLICATION SOFTWARE</b>	<ol style="list-style-type: none"> <li>1. Students can get hands on experience in spread sheet</li> <li>2. Students can get hands on experience in SPSS software</li> <li>3. Helps to students to getting practical knowledge operation research package</li> <li>4. Student will have knowledge on software's for business modeling</li> <li>5. Students can get adequate knowledge on Accounting package.</li> </ol>
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Semester III

<b>BA9209 - International Business Management</b>	<ol style="list-style-type: none"> <li>1. Students would be familiar with global business environment</li> <li>2. They would understand the international trade and challenges, theories in foreign trade</li> <li>3. Global strategic management practices and get acquainted with functional domain practices.</li> <li>4. They would learn about production, marketing, financial and human resource management of global business</li> <li>5. They would be familiar with conflicts situations and ethical issues in global business.</li> </ol>
<b>BA9210 STRATERGIC MANAGEMENT</b>	<ol style="list-style-type: none"> <li>1.Student can understand the concepts of strategy management process</li> <li>2.They can acquire knowledge about globalization and industry structure</li> <li>3.They can learn the generic strategic alternatives</li> <li>4.They can understand the techniques of evaluation and control case study</li> <li>5.They can get information about innovation, strategic issues</li> </ol>
<b>BA9263- MANAGERIAL BEHAVIOR AND EFFECTIVENESS</b>	<ol style="list-style-type: none"> <li>1.Students learn description models, and methods of managerial jobs</li> <li>2.student identify the managerial talents</li> </ol>

	<p>3.Student can understand the current industrial and government practices in management of managerial effectiveness</p> <p>4.Student can acquire knowledge about job challenge</p> <p>5.student acquire self development and knowledge management skills</p>
BA9264-INDUSTRIAL RELATION AND LABOUR WELFARE	<p>1.Student can understand the concept of industrial relations problems</p> <p>2.Student get knowledge on industrial conflicts and government machinery</p> <p>3.Students can acquire knowledge on need of labor welfare</p> <p>4.Students can understand the safety measures and statutory provisions</p> <p>5.Students learn the importance of social security's and implications</p>
BA9263 ENTREPRENEURSHIP DEVELOPMENT	<p>1.Student gain knowledge about concepts and career of entrepreneurial development</p> <p>2. Student get acquire a clear sketch of business environment</p> <p>3.Student can understand the sources of product for business</p> <p>4. Student get ideas in launching of small business</p> <p>5.Student learn about the effective management of small business</p>
BA9272 SUPPLY CHAIN MANAGEMENT AND LOGISTICS MANAGEMNET	<p>1. Students gains knowledge on Business logistics and supply chain</p> <p>2. They get adequate Supply Chain Network optimization models.</p> <p>3. They can understand Probabilistic inventory models, Risk pooling and Warehousing Functions</p> <p>4. Students can understand Vehicle Routing, Scheduling and packaging.</p> <p>5. Students can understand about organization structure and control process.</p>
BA9274 SERVICES OPERATIONS MANAGEMENT	<p>1. Students can understand importance of service and role in economy</p> <p>2. They can get a clear view on New Service Development and Managing Service Experience</p> <p>3. Students can get adequate knowledge</p>

	<p>on Service Quality</p> <ol style="list-style-type: none"> <li>4. They can understand about Service Facility Location</li> <li>5. Students can understand about managing capacity and demand</li> </ol>
BA9273 PRODUCT DESIGN	<ol style="list-style-type: none"> <li>1. Students can get adequate knowledge on Roles- Responsibilities and Selection of project management</li> <li>2. They can get clear idea of Cost Estimating and Improvement. Budget uncertainty and risk management</li> <li>3. They can understand about scheduling &amp; resource allocation</li> <li>4. Students can understand how Project Evaluation, Auditing and Termination</li> <li>5. Students can get adequate knowledge on Types of project organizations and Team methods for resolving conflict</li> </ol>
BA9257 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	<ol style="list-style-type: none"> <li>1. 1.Students can understand the financial and economic meaning of investment</li> <li>2. 2.Theyacquire knowledge about the trading system in stock exchanges</li> <li>3. 3.They can learn the industrial classification and applied valuation techniques</li> <li>4. 4.They can understand the exponential moving average</li> <li>5. 5.They can understand the importance of portfolio evaluation</li> </ol>
BA9260 CORPORATE FINANCE	<ol style="list-style-type: none"> <li>1. Student can learn the basic problems of industrial finance</li> <li>2. They can understand the importance of public deposits and corporate investment</li> <li>3. They can acquire knowledge about the appraisal of risk investments</li> <li>4. Students can get clear view on financing and dividend decision</li> <li>5. They can understand the ethics of manager and professionalism</li> </ol>
BA9258 MERCHANT BANKING AND FINANCIAL SERVICES	<ol style="list-style-type: none"> <li>1.Students can understand the relation with stock exchanges</li> <li>2. They can get information about the roles of merchant bankers</li> </ol>

	<ul style="list-style-type: none"> <li>3.They can understand the credit syndication techniques</li> <li>4. They can learn about leasing and hire purchasing</li> <li>5. They can get adequate knowledge about the fund based on financial services</li> </ul>
<b>BA9252 - RETAIL MANAGEMENT</b>	<ul style="list-style-type: none"> <li>1. Students can understand the importance of global retailing</li> <li>2. They can learn the importance of emerging trends in retail formats</li> <li>3. They can learn the ideas of merchandising and category management</li> <li>4. They acquire the knowledge on retail advertising and promotions</li> <li>5. They can understand the challenging in retailing in India</li> </ul>
BA9254- ADVERTISING & SALES PROMOTION	<ul style="list-style-type: none"> <li>1. Student can understand the concepts of advertising campaign</li> <li>2..They can get a clear view of media strategies and scheduling</li> <li>3. They can acquire knowledge about the international sales promotion strategies</li> <li>4. They can learn the sales report preparation and performance</li> <li>5. They can understand the importance of publicity and public relations</li> </ul>
BA9253-SERVICES MARKETING	<ul style="list-style-type: none"> <li>1.Students can understand the evolution and growth of service sector</li> <li>2. They can acquire knowledge about the service marketing, targeting and positioning</li> <li>3. They can understand the concept of service life cycle</li> <li>4. They can learn about designing service delivery system</li> <li>5. They can get knowledge about the public utility information techniques</li> </ul>

IV Semester

BA7412-Main Project	<ol style="list-style-type: none"><li>1. Enhance employability by upgrading their professional and managerial skills</li><li>2. Nurture creativity and entrepreneurship by gaining business acumen through case studies</li><li>3. Educate how to communicate and negotiate effectively to achieve organizational and individual goals.</li><li>4. Instill sensitivity among the students to become thought provoking leaders to face the</li><li>5. Challenges of a dynamically unstable environment.</li></ol>
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**Department of Management Studies**

**Course outcome for 2013 Regulation**

Semester 1

<b>Subject Name</b>	<b>Course outcome</b>
BA7101- Principles of Management	<ol style="list-style-type: none"><li>1. The students should be able to describe and discuss the elements of effective management,</li><li>2. Students able to apply the planning, organizing and control processes,</li><li>3. Students can describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication,</li><li>4. They can able to communicate effectively through both oral and written presentation</li><li>5. Student should be able to describe and discuss the elements of control techniques</li></ol>
BA7102 -STATISTICS FOR MANAGEMENT	<ol style="list-style-type: none"><li>6. They can able to understand concepts of Binomial, Poisson, Uniform and Normal distributions.</li><li>7. Helps to students get knowledge on Sampling techniques and sample size</li><li>8. They will get knowledge on different methods of parametric test.</li><li>9. They will get knowledge on different methods of non parametric test.</li><li>10. Helps to students get knowledge on correlation and regression.</li></ol>
BA7103 Economic Analysis for Business	<ol style="list-style-type: none"><li>6. Students will be able to introduce the concepts of scarcity and efficiency</li><li>7. Students will be able to explain principles of micro economics relevant to managing an organization;</li><li>8. Students will be able to describe principles of macro economics</li><li>9. Students will be able to have the</li></ol>

	<p>understanding of economic environment of business.</p> <p>10. Students have understanding about aggregate supply and the role of money</p>
BA7104 Total Quality Management	<p>6. Students will be able learn the quality philosophies and tools in the managerial perspective</p> <p>7. Students will be able learn Principles and philosophies of quality management</p> <p>8. They have understanding the Statistical process control in quality Management</p> <p>9. Students will be able to describe Tools and techniques for quality management</p> <p>10. Helps to student to explain Quality systems organizing and implementation</p>
BA7105 Organizational Behaviour	<p>6. Students will have a better understanding of organization behavior in organization.</p> <p>7. They will know the framework for managing individual and group performance.</p> <p>8. They will know the framework for managing group performance</p> <p>9. Helps the student to understanding leadership styles, power and politics of organization</p> <p>10. They could understanding the dynamics of organizational behaviour</p>
BA7106 Accounting for Management	<p>1. Students will understand the basic aspects of accounting procedures</p> <p>2. Helps the student can gain the knowledge about the outcomes of the company accounts</p> <p>3. They can have complete analysis of financial statement</p> <p>4. They can have the knowledge about the standard costing system</p>

	<ul style="list-style-type: none"> <li>5. Students will be able have a detailed analysis about the accounting softwares</li> </ul>
BA7107 Legal Aspects of Business	<ul style="list-style-type: none"> <li>6. Students will understand the basic concepts of commercial law</li> <li>7. They can have a complete view about the company law</li> <li>8. They understand the legal procedures in industrial law</li> <li>9. Students will be able understand the importance of income tax and sales tax</li> <li>10. To acquire knowledge about consumer protection act and cyber law</li> </ul>
BA7108 Written Communication	<ul style="list-style-type: none"> <li>6. Learner will get a regular habit of writing</li> <li>7. They can able to express themselves creatively</li> <li>8. It helps in creating report generation</li> <li>9. They can gain knowledge about the research papers</li> <li>10. They can identify their areas of strength and weakness in writing</li> </ul>

Semester II

BA7201 OPERATIONS MANAGEMENT	<ul style="list-style-type: none"> <li>6. Students will get broad introduction about operation management</li> <li>7. Students will be able understand the tools and techniques of forecasting</li> <li>8. They can get knowledge about the legal, ethical and environmental issues</li> <li>9. They can acquire clear knowledge about the planning, budgeting, controlling techniques</li> <li>10. They can understand the method of scheduling</li> </ul>
BA7202 FINACIAL MANAGEMENT	<ul style="list-style-type: none"> <li>6. Students will understand the foundation of finance</li> <li>7. To understand the capital budgeting and investment decision</li> <li>8. To acquire knowledge about the aspects of dividend policy and share splits</li> </ul>

	<ul style="list-style-type: none"> <li>9. They can understand completely about the working capital management</li> <li>10. They can idea for investing in long term sources</li> </ul>
BA7203 MARKETING MANAGEMENT	<ul style="list-style-type: none"> <li>6. Student can understand the changing business environment</li> <li>7. They can the indicators of management thoughts and practices</li> <li>8. To understand the fundamental premises underlying market driven strategies</li> <li>9. They acquire the knowledge of analytical skills in solving marketing related problems</li> <li>10. Students will be able get awareness of marketing management process</li> </ul>
BA7204 HUMAN RESOURCES MANAGEMENT	<ul style="list-style-type: none"> <li>6. Student may get complete knowledge about human resources accounting and audit</li> <li>7. They can analysis the internal and external sources of recruitment</li> <li>8. They can gain knowledge about the training methods and practices</li> <li>9. They can understand the basics of employee development strategies</li> <li>10. Student will gain knowledge and skill needed for success as a human resources professional</li> </ul>
BA7205 INFORMATION MANAGEMENT	<ul style="list-style-type: none"> <li>6. Student may understand the important of information in business</li> <li>7. They can know the methods and techniques of information</li> <li>8. They can get clear view on data base management system</li> <li>9. They can gain knowledge on effective application of information system</li> <li>10. Student will indentify the importance of information and cloud computing</li> </ul>
BA7206 APPLIED OPERATION RESEARCH	<ul style="list-style-type: none"> <li>6. Students can learn the basics concept of applied research in business</li> <li>7. They can learn various models and techniques used operation research</li> <li>8. They acquire knowledge about the</li> </ul>

	<p>qualitative solutions in business</p> <p>9. They can get a clear view on decision making process</p> <p>10. They can learn queuing theory and replacement models</p>
<p>BA7207 BUSINESS RESEARCH METHODS</p>	<p>6. Students would become acquainted with the scientific methodology in business domain</p> <p>7. They can get a clear view research design and measurement</p> <p>8. Student would get clear idea about data collection methods and sampling techniques.</p> <p>9. Student will gain knowledge about data preparation and analysis in their research work</p> <p>10. They would get knowledge about report design writing and ethics in business research</p>
<p>BA7211 DATA ANALYSIS AND BUSINESS MODELING</p>	<p>6. Students can get hands on experience in spread sheet</p> <p>7. Students can get hands on experience in SPSS software</p> <p>8. Helps to students to getting practical knowledge operation research package</p> <p>9. Student will have knowledge on software's for business modeling</p> <p>10. Students can get adequate knowledge on data analysis</p>

IIIrd SEM

<p>BA7301 ENTERPRISE RESOURCE PLANNING</p>	<ol style="list-style-type: none"> <li>1. Students can understand the business process of an enterprise</li> <li>2. The can acquire knowledge about ERP solutions and functional modules</li> <li>3. Students can get knowledge of ERP implementation cycle</li> <li>4. They would get clear picture on</li> <li>5. awareness of core and extended modules of ERP</li> </ol>
<p>BA7302 STRATERGIC MANAGEMENT</p>	<ol style="list-style-type: none"> <li>1.Student can understand the concepts of strategy management process</li> <li>2.They can acquire knowledge about globalization and industry structure</li> <li>3.They can learn the generic strategic alternatives</li> <li>4.They can understand the techniques of evaluation and control case study</li> <li>5.They can get information about innovation, strategic issues</li> </ol>
<p>BA7031- MANAGERIAL BEHAVIOR AND EFFECTIVENESS</p>	<ol style="list-style-type: none"> <li>1.Students learn description models, and methods of managerial jobs</li> <li>2.student identify the managerial talents</li> <li>3.Student can understand the current industrial and government practices in management of managerial effectiveness</li> <li>4.Student can acquire knowledge about job challenge</li> <li>5.student acquire self development and knowledge management skills</li> </ol>
<p>BA7036 STATERGIC HUMAN RESOURCE MANAGEMENT</p>	<ol style="list-style-type: none"> <li>1.Student can understand the vision mission and values of human resource development</li> <li>2.Student acquire adequate knowledge about virtual learning and orientation</li> <li>3.Student learn about cross cultural education and training programs</li> <li>4.Students identify the career process and career development</li> <li>5.Student can understand the coaching and counseling about human resource</li> </ol>

BA7032 ENTREPRENEURSHIP DEVELOPMENT	<ol style="list-style-type: none"> <li>1. Student gain knowledge about concepts and career of entrepreneurial development</li> <li>2. Student get acquire a clear sketch of business environment</li> <li>3. Student can understand the sources of product for business</li> <li>4. Student get ideas in launching of small business</li> <li>5. Student learn about the effective management of small business</li> </ol>
BA7051 LOGISTICS AND SUPPLY CHAIN MANAGEMENT	<ol style="list-style-type: none"> <li>6. Students gains knowledge on Business logistics and supply chain</li> <li>7. They get adequate Supply Chain Network optimization models.</li> <li>8. They can understand Probabilistic inventory models, Risk pooling and Warehousing Functions</li> <li>9. Students can understand Vehicle Routing, Scheduling and packaging.</li> <li>10. Students can understand about organization structure and control process.</li> </ol>
BA 7052 SERVICES OPERATIONS MANAGEMENT	<ol style="list-style-type: none"> <li>6. Students can understand importance of service and role in economy</li> <li>7. They can get a clear view on New Service Development and Managing Service Experience</li> <li>8. Students can get adequate knowledge on Service Quality</li> <li>9. They can understand about Service Facility Location</li> <li>10. Students can understand about managing capacity and demand</li> </ol>
BA7053 PROJECT MANAGEMENT	<ol style="list-style-type: none"> <li>6. Students can get adequate knowledge on Roles- Responsibilities and Selection of project management</li> <li>7. They can get clear idea of Cost Estimating and Improvement. Budget uncertainty and risk management</li> <li>8. They can understand about scheduling &amp; resource allocation</li> <li>9. Students can understand how Project Evaluation, Auditing and Termination</li> <li>10. Students can get adequate knowledge on Types of project organizations and</li> </ol>

	Team methods for resolving conflict
BA7021 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	<ol style="list-style-type: none"> <li>6. 1.Students can understand the financial and economic meaning of investment</li> <li>7. 2.Theyacquire knowledge about the trading system in stock exchanges</li> <li>8. 3.They can learn the industrial classification and applied valuation techniques</li> <li>9. 4.They can understand the exponential moving average</li> <li>10. 5.They can understand the importance of portfolio evaluation</li> </ol>
BA7024 CORPORATE FINANCE	<ol style="list-style-type: none"> <li>1. Student can learn the basic problems of industrial finance</li> <li>2. They can understand the importance of public deposits and corporate investment</li> <li>3. They can acquire knowledge about the appraisal of risk investments</li> <li>4. Students can get clear view on financing and dividend decision</li> <li>5. They can understand the ethics of manager and professionalism</li> </ol>
BA7026 BANKING FINANCIAL SERVICE MANAGEMENT	<ol style="list-style-type: none"> <li>1. Students can get overview of Indian banking system</li> <li>2. They can understand the customer profitability</li> <li>3. They can acquire the knowledge about the credit monitoring and risk management</li> <li>4. They can get adequate knowledge about the merges, diversification and evaluation techniques</li> <li>5. Students can understand the payment systems in India</li> </ol>
BA7022 MERCHANT BANKING AND FINANCIAL SERVICES	<ol style="list-style-type: none"> <li>1.Students can understand the relation with stock exchanges</li> <li>2. They can get information about the roles of merchant bankers</li> <li>3.They can understand the credit syndication techniques</li> <li>4. They can learn about leasing and hire purchasing</li> <li>5. They can get adequate knowledge about the fund based on financial services</li> </ol>

BA7023-International Trade Finance	<ol style="list-style-type: none"> <li>1. Students possess good knowledge on international trade</li> <li>2. They can understand Special need for Finance in International Trade</li> <li>3. Students can get clear view of Foreign Exchange Markets</li> <li>4. They can get clear idea about documentation in international trade</li> <li>5. They would be clear view on export promotion schemes</li> </ol>
BA7015 CUSTOMER RELATIONSHIP MANAGEMENT	<ol style="list-style-type: none"> <li>1. Students can understand the basic concepts of customer relationship management</li> <li>2. They can get adequate knowledge about the customer behavior and customer segment</li> <li>3. They can learn element, process and strategies for customer acquisition</li> <li>4. They can understand the implementation issues</li> <li>5. They can get a clear view of trends in customer relationship management</li> </ol>
BA7014 INTEGRATED MARKETING COMMUNICATION	<ol style="list-style-type: none"> <li>1. Student can understand the concepts of advertising campaign</li> <li>2..They can get a clear view of media strategies and scheduling</li> <li>3. They can acquire knowledge about the international sales promotion strategies</li> <li>4. They can learn the sales report preparation and performance</li> <li>5. They can understand the importance of publicity and public relations</li> </ol>
BA7013 SERVICE MARKETING	<ol style="list-style-type: none"> <li>1.Students can understand the evolution and growth of service sector</li> <li>2. They can acquire knowledge about the service marketing, targeting and positioning</li> <li>3. They can understand the concept of service life cycle</li> <li>4. They can learn about designing service delivery system</li> <li>5. They can get knowledge about the public utility information techniques</li> </ol>

IVth Semester

<p>BA7401 - International Business Management</p>	<ol style="list-style-type: none"> <li>6. Students would be familiar with global business environment</li> <li>7. They would understand the international trade and challenges, theories in foreign trade</li> <li>8. Global strategic management practices and get acquainted with functional domain practices.</li> <li>9. They would learn about production, marketing, financial and human resource management of global business</li> <li>10. They would be familiar with conflicts situations and ethical issues in global business.</li> </ol>
<p>BA7402- BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE</p>	<ol style="list-style-type: none"> <li>1. Student would understand ethical behaviour in workplace and be able to find solution for “most good”.</li> <li>2. Students would be familiar with ethics theory and ethical abuses</li> <li>3. They would learn about legal aspect of ethics</li> <li>4. They understand environmental ethics Philosophy of economic grow and its implications for business</li> <li>5. They study about corporate social responsibility and governance</li> </ol>
<p>BA7411- CREATIVITY AND INNOVATION</p>	<ol style="list-style-type: none"> <li>1. Student understand the nuances involved in Creativity &amp; Innovation.</li> <li>2. Student learn about theory and methodology of creativity</li> <li>3. They would be get hands on experience in applying creativity in problem solving</li> <li>4. Student will be equipped to apply his/her creative and innovative skills in solving complex problems confronting corporate realm.</li> <li>5. They would be understand TRIZ methodology of inventive problem solving</li> </ol>
<p>BA7412-Main Project</p>	<ol style="list-style-type: none"> <li>6. Enhance employability by upgrading</li> </ol>

	<p>their professional and managerial skills</p> <ol style="list-style-type: none"><li>7. Nurture creativity and entrepreneurship by gaining business acumen through case studies</li><li>8. Educate how to communicate and negotiate effectively to achieve organizational and individual goals.</li><li>9. Instill sensitivity among the students to become thought provoking leaders to face the</li><li>10. Challenges of a dynamically unstable environment.</li></ol>
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