



University Institute of Management

Programme Offered

1. B.Com. (Hons)
2. M.B.A. (Marketing Management)
3. M.B.A. (Core Subjects)

B.Com. (Hons)

PROGRAMME OUTCOMES

- PO-1.** Graduates should be able to do creative research and develop new technologies in the field of biotechnology, which can contribute to the industry and to academia.
- PO-2.** Graduates should be able to practice biotechnology engineering in a responsible, professional and ethical manner and implement eco-friendly sustainable technologies for the benefit of industry as well as society.
- PO-3.** Graduates obtain position in successful career in industry, research institutions, academic, government organizations and entrepreneurship.
- PO-4.** Graduates to be professionally competent in biotechnology to solve the problems in environmental, food, biochemical and biomedical engineering.
- PO-5.** Graduate to be able to interact with their peers in industry and society as engineering professionals and leaders to set up technical ambience in the society.

Semester-1

Paper 1 F.C.I (Moral Values & Languages)

Course Outcomes

Students will gain knowledge on the following topics:-

- CO-1. Moral values and language
- CO-2. Learning from context
- CO-3. Language skills

Paper 2 F.C.II (Development of Entrepreneurship)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Entrepreneurship
- CO-2. Motivation
- CO-3. Project report evaluation
- CO-4. Economic management
- CO-5. Production management
- CO-6. Regulatory institutions

Paper 3 Environmental Studies

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Ecosystem
- CO-2. Natural resources
- CO-3. Biodiversity
- CO-4. Environmental pollution
- CO-5. Social issue related to environment

Paper 4 Financial Accounting

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Accounting
- CO-2. Final accounts
- CO-3. Hire purchase
- CO-4. Branch Accounting
- CO-5. Department Accounting
- CO-6. Partnership Accounting

Paper 5 Business Law

Course Outcomes

CO-1. Students will gain knowledge on the following topics: -

- CO-2. Indian Contract Act 1872
 - Types of agreement and contract
 - Specific Contracts
 - Sale of Good Act
 - Partnership laws
 - Negotiable instrument sAct

Paper 6 Business Organisations

Course Outcomes

Students will gain knowledge on the following topics:-

- CO-1. Concept of business
- CO-2. Forms of business organization
- CO-3. Choice of form of organization
- CO-4. Plant location
- CO-5. Business combination

Paper 7 Micro Economics

Course Outcomes

Students will gain knowledge on the following topics:-

- CO-1. Concept of business
- CO-2. Forms of business organization
- CO-3. Choice of form of organization
- CO-4. Plant location
- CO-5. Business combination

Semester-2

Paper 1 F.C.I (Moral Values & Language)

Course Outcomes

Students will gain knowledge on the following topics: -

Moral values and language

- CO-1. Language skills
- CO-2. Reading skills
- CO-3. Grammar and usage

Paper 2 F.C. II (Development of Entrepreneurship)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Entrepreneurship
- CO-2. Motivation
- CO-3. Communication skills
- CO-4. Project report evaluation
- CO-5. Forms of organization

Paper 3 Business Communication

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Communication
- CO-2. Business Correspondence
- CO-3. Report writing business report
- CO-4. Effective listening
- CO-5. Vocabulary

Paper 4 Management Principles and Application

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Managerial functions
- CO-2. Detail study of
 1. Planning
 2. Organizing
 3. Staffing
 4. Leading
 5. Controlling

Paper 5 Corporate Laws

Course Outcomes

Students will gain knowledge on the following topics: -•

Study on Company

- CO-1. Documents study–
 1. Memorandum of association
 2. Article of association
 3. Doctrine of constructive notice
- CO-2. Management
- CO-3. Dividend
- CO-4. Audit

Paper 6 Business Statistics

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Statistics introduction
- CO-2. Measure of Central Tendency
- CO-3. Measure of variation
- CO-4. Correlation analysis
- CO-5. Index number

Semester-3

Paper 1 F.C.I (Moral Values & Language)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Moral values and language
- CO-2. Language skills
- CO-3. Grammar

Paper 2 F.C. II (Environmental Studies)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Environmental study
- CO-2.** Environmental pollution
- CO-3.** Nature conservation by mankind as-

1. Sustainable development
2. Energy problem
3. Water conservation
4. Food resources
5. Energy resources

- Environmental conservation laws

Paper 3 Business Mathematics

Course Outcomes

Students will gain knowledge on the following topics :-

- CO-1.** Equations in two variables
- CO-2.** Arithmetic mathematics –
 - a) Percentage
 - b) Profit and loss
 - c) Ratio and proportion
 - d) Commission
 - e) Interest
- CO-3.** Logarithms and antilogarithms

Paper 4 Income Tax law & Practice

Course Outcomes

Students will gain knowledge on the following topics; -

- CO-1.** Introduction to Income tax Act
- CO-2.** Income from salary
- CO-3.** Income from house property
- CO-4.** Set off and carry forward
- CO-5.** Assessment procedure

Paper 5 Human Resource Management

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Human resource management
- CO-2.** Acquisition of human resource
- CO-3.** Training and development
- CO-4.** Performance appraisal
- CO-5.** Maintenance

Paper 6 Macro Economics

Course Outcomes

Students will gain knowledge on the following topics :-

- CO-1.** Introduction to Macro economics
- CO-2.** Economy
- CO-3.** Inflation
- CO-4.** Open economy
- CO-5.** Investment

Paper 7 E-Commerce

Course Outcomes

Students will gain knowledge on the following topics :-

- CO-1.** Introduction to E Commerce
- CO-2.** Online business –
 1. Planning

2. Technology
3. Mechanism
4. Application

Semester-4

Paper 1 F.C.I (Moral Values & Language)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Moral values and language
- CO-2.** Narrative skills
- CO-3.** Grammar

Paper 2 F.C. II (Environmental Studies)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Problem on natural resources –
 1. Water resources
 2. Forest resources
 3. Land resources
- CO-2.** Biodiversity
- CO-3.** Human pollution effect on environment
- CO-4.** Ecology
- CO-5.** Ecosystem

Paper 3 Indirect Tax

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Knowledge on -
 1. Central excise duty
 2. Custom duty
 3. Central sales tax
 4. MP Value added tax
 5. Service Tax

Paper 4 Corporate Accounting

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Accounting for share capital
- CO-2.** Final accounts
- CO-3.** Valuation of Goodwill
- CO-4.** Valuation of Shares
- CO-5.** Amalgamation

Paper 5 Indian Economy Performance and Policies.

Course Outcomes

Students will gain knowledge on the following topics: &

- CO-1.** Issue in economic development
- CO-2.** Features of Indian economy
- CO-3.** Policy regime
- CO-4.** Growth and development
- CO-5.** Structural Change

Paper 6 Entrepreneurship

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Entrepreneurship

- CO-2. Enterprise
- CO-3. Finance
- CO-4. Source of business ideas
- CO-5. Women entrepreneurship

Semester-5

Paper 1 F.C.I(Moral Values & Language)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Moral values and language
- CO-2. Writing skills
- CO-3. Grammar

Paper 2 F.C.II(Basics of computer & Information Technology-I)

Course Outcomes

Students will gain knowledge on the following topics; -

- CO-1. Introduction to Computer
- CO-2. Types of computing device
- CO-3. Memory
- CO-4. Peripheral devices
- CO-5. Storage devices

Paper 3 Cost Accounting

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Cost
- CO-2. Cost accounting
- CO-3. Unit costing
- CO-4. Process costing
- CO-5. Contract costing

Paper 4 Principles of Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Concept of marketing
- CO-2. Market selection
- CO-3. Market segmentation
- CO-4. 4P's –
 1. Product
 2. Price
 3. Promotion
 4. Place
- CO-5. Distribution

Paper 5 Financial Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Business finance
- CO-2. Capitalization
- CO-3. Time value of money
- CO-4. Cost of capital
- CO-5. Working capital management

Paper 6 Computer app. In Business

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Word processing
- CO-2. Presentation
- CO-3. Spreadsheet and business
- CO-4. Database management system

Paper 7 Fin. Markets inst.& fin. serv.

Course Outcomes

Students will gain knowledge on the following topics –

- CO-. Introduction to Financial system
 - 1. Financial markets
 - 2. Financial institutions
 - 3. Financial services industry
 - 4. Leasing and higher purchase

Paper 8 Corporate Tax Planning

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Tax planning with reference to: -
 - 1. Management
 - 2. Evasion
 - 3. Set new business
 - 4. Specific management
 - 5. Employees
 - 6. Amalgamation
- CO-2. Special provisions

Paper 9 Advertising

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Introduction to Advertising
- CO-2. Media decision
- CO-3. Mortgage development
- CO-4. Measuring advertising
- CO-5. Advertising agency

Paper 10 Organisational Behaviour

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Organisational behaviour
- CO-2. Group decision making
- CO-3. Motivation
- CO-4. Leadership
- CO-5. Organisational culture

Semester-6

Paper 1 F.C.I(Moral Values & Language)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Moral values and language
- CO-2. Translation skills
- CO-3. Grammar

Paper 2 F.C.II(Basics of computer & Information Technology-II)

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. PowerPoint

1. Creating slides
2. Working with slides
3. Formatting slides
4. Printing slides
5. Inserting slides
6. Connecting slides

CO-2. Ms Excel

CO-3. Internet

CO-4. Web services

CO-5. Cyber ethics

Paper 3 Auditing

Course Outcomes

Students will gain knowledge on the following topics: -

Auditing introduction

CO-1. Audit process

CO-2. Internal check system

CO-3. Vouching

CO-4. Company audit

CO-5. Investigation

Paper 4 Research Methodology

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Introduction to research

CO-2. Selection process

CO-3. Formulation of research problem

CO-4. Hypotheses

CO-5. Data collection

Paper 4 Fundamentals of Investment

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Investment environment

CO-2. Fixed income securities

CO-3. Equity analysis

CO-4. Portfolio analysis

CO-5. Investor protection

Paper 5 Business tax Pro. & Mang.

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Advance tax payment

CO-2. Assessment

CO-3. Appeal

CO-4. Penalties

CO-5. Different transaction types

Paper 6 International Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. International marketing

CO-2. Business environment

CO-3. Product decisions

CO-4. Promotion

CO-5. Export finance

Paper 7 Consumer Affairs and Custom. Care

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Consumer and markets
- CO-2. Consumer protection act 1986
- CO-3. Consumer protection in India
- CO-4. Competition Act 2002

M.B.A. (Marketing Management)

Semester-1

- PO-1. Critical Thinking: Identifying the assumptions that frame our actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- PO-2. Effective Communication: Read, Write, Speak and listen clearly in English and Hindi (Bilingual).
- PO-3. Social Interaction: Provide a social exchange between two or more individuals.
- PO-4. Effective Citizenship: Demonstrate social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO-5. Ethics: Recognize different value and moral systems and correlate them with present system.
- PO-6. Environment & Sustainability: To understand the responsibility to conserve natural resources and protect global ecosystems to support health & wellbeing.
- PO-7. Self-Directed & Life-long learning: It focuses on the process by which students take control of their own learning, in particular how they set their own learning goals, locate appropriate resources, decide on which learning methods to use and evaluate their progress.

Paper 1 Organisational Behaviour

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. An understanding of the individual and group behaviour both-1. Inside the organisation
2. Outside the organisation.
- CO-2. Skill enhancement for increasing the effectiveness in –1. Understanding Individuals
2. Appreciating Individuals
3. Interpersonal Process
4. Group process.

Paper 2 Principles & Practices of Management

Course Outcomes

Students will gain knowledge on the following topics.: -

- CO-1. Basic concepts of Management.
- CO-2. Students to gain appreciation field of management for -1) Emerging ideas of Management.
2) Techniques.
3) Procedure and Practices.

Paper 3 Accounting for Managers

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Equip with basic knowledge of –1. Accounting Principles
2. Accounting Conventions
3. Accounting Concepts.
- CO-2. Awareness of –
1. Financial reporting system.
2. Techniques of financial analyzing.
- CO-3. Managerial decision making and control.

Paper 4 Managerial Economics

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Equip with the Analytical Tools of Economics and application of the same
- CO-2. Develop Economic way of dealing with practical business problems and challenges

Paper 5 Computer Application in Management

Course Outcomes

Students will gain knowledge on the following topics; -

- CO-1. Familiarize with Hardware and Software Application
- CO-2. Data and File Management and it's share through Internet

Paper 6 Quantitative Techniques for Managers

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Basic Statistical tools and techniques
- CO-2. Application of the above in
 1. Business decision making process
 2. Management of the organization both inside and outside

Paper 7 Legal Aspects of Business

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Exposure towards Mercantile Law
- CO-2. Basic knowledge of Company Law

Paper 8 Economic Environment of Business

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Acquaint knowledge towards overall business environment within which organization functions.
- CO-2. Application of the above for decision making in organization.

Semester-2

Paper 1 Human Resource Management

Course Outcomes

Students will gain knowledge on the following topics; -

- CO-1. Management of People in terms of
 1. Knowledge
 2. Skills
 3. Competencies

Along with the organisation asset as

1. Capital
 2. Material
 3. Information
 4. Knowledge
- CO-2. Effectiveness of Human Resource Management wrt
 1. Perception
 2. Assumption
 3. Belief

Paper 2 Corporate Finance

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1. Conceptual framework of Finance
- CO-2. Acquaint for Financial Decisions the
 1. Tools of financial management

2. Techniques of financial management
3. Process of financial management

Paper 3 Marketing Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO- Management of Marketing Operations to promote it's

1. Understanding
2. Concepts
3. Process
4. Philosophies
5. Techniques

Paper 4 Production and Operation Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Explore the interrelationship between Operation and Supply Chain Management

CO-2. Provision of the concepts and solutions in

1. Design of supply chain
2. Operation of supply chain
3. Control of supply chain
4. Management of supply chain

Paper 5 Business Research Methodology

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Equip with Philosophy as well as Practical Aspect of research

CO-2. Insight about various research concepts for dealing various business decision situation

Paper 6 Managerial Communication

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Personality development of the learner

CO-2. Acquaint with the following to transform communication abilities

1. Fundamentals of Communication
2. Learning various forms of communication

Paper 7 Management Science

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Application of mathematical tools and techniques

CO-2. Application of research tools and techniques

Paper 8 Retail Management

Course Outcomes

Students will gain knowledge on the following topics –

CO-1. Fundamentals of Retail business

CO-2. Exposure to multi dimensions of field

CO-3. Provide insight of the emerging Retail World.

Semester-3

Paper 1 Entrepreneurship Management

Course Outcomes

Students will gain knowledge on the following topics –

CO-1. Overview of an entrepreneur

CO-2. Competencies in relation to becoming an entrepreneur

CO-3. Aims to the following in relation to a new venture:

1. Challenges
2. Investigate
3. Understand
4. Internalize

Paper 2 Business Ethics and Corporate Governance

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Create mindset among future managers.

CO-2. Ensure with core aspirations of all humans i.e. happiness and prosperity

Paper 3 Sales & Distribution Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Theory of managing sales

CO-2. Practice of managing sales

CO-3. Inculcate personal selling skills

Paper 4 Advertising and Brand Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Acquaint with

1. Concepts of advertising program
2. Techniques for developing advertising program
3. Application for effective advertising program

Paper 4 Consumer Behaviour And Market Research

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Understanding about consumer decision making process

CO-2. Application of consumer decision making process

CO-3. Marketing functions

Paper 5 Marketing Strategies

Course Outcomes

Students will gain knowledge on the following topics: -

CO-. Understanding of Marketing Strategy

Paper 6 Event Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Understanding of Event Marketing

Paper 7 Supply Chain Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Understanding of supply chain management

Paper 8 Strategic Brand Management

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Introduction to approaches to brand equity.
- CO-2.** Conceptual framework for providing brand strategically
- CO-3.** Emphasize on –
 1. Role of brands
 2. Concept of brand equity
 3. Advantages of creating strong brands
- CO-4.** Provide insight to create profitable brand strategies
- CO-5.** Measuring and managing brand equity

Paper 9 Customer Relationship Management

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Concepts of CRM Paradigm
- CO-2.** Emphasize CRM as business strategy
- CO-3.** Highlight appropriate business process
- CO-4.** Technology management capabilities
- CO-5.** Managing customer relationship

Semester-4

Paper 1 Strategic Management

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Incorporate strategic management concept
- CO-2.** Providing academic training
- CO-3.** Giving a global vision through general business policies

Paper 2 International Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Conceptual knowledge on marketing management
 1. Problems
 2. Techniques
 3. Strategies
- CO-2.** Incorporate Marketing Concepts

Paper 3 Rural and Industrial Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Concept of industrial marketing
- CO-2.** Developing sound marketing policies

Paper 4 Marketing of Service

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Understanding of service and service marketing
- CO-2.** Emphasis on aspects of service marketing

Paper 5 Managements of Public Relation Communication

Course Outcomes

Students will gain knowledge on the following topics: -

- CO.** Understanding of public relations concept

Paper 6 Marketing Models

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Understanding of Marketing models

Paper 7 Logistic Managemnt

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Understanding of logistic management

Paper 8 E-Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Marketing concept in electronic marketing context

CO-2. Insight into aspects of E Marketing

Paper 9 Tourism Marketing -II

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Understanding of Marketing in relation to Tourism

CO-2. Overview of marketing strategy in context to Tourism

M.B.A. (Core Subjects)

Paper 1 Organisational Behaviour

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. An understanding of the individual and group behaviour

both-1. Inside the organisation

2. Outside the organisation.

CO-2. Skill enhancement for increasing the effectiveness in –1. Understanding Individuals

2. Appreciating Individuals

3. Interpersonal Process

4. Group process.

Paper 2 Principles & Practices of Management

Course Outcomes

Students will gain knowledge on the following topics.: -

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CO-1. Equip with basic knowledge of – 1. Accounting Principles 2. Accounting Conventions 3. Accounting Concepts.

CO-2. Awareness of –

1. Financial reporting system.
 2. Techniques of financial analyzing.
- CO-3.** Managerial decision making and control.

Paper 4 Managerial Economics

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Equip with the Analytical Tools of Economics and application of the same
- CO-2.** Develop Economic way of dealing with practical business problems and challenges

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Course Outcomes

Students will gain knowledge on the following topics; -

- CO-1.** Familiarize with Hardware and Software Application
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Course Outcomes

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- CO-2.** Basic knowledge of Company Law

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Course Outcomes

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- CO-1.** Acquaint knowledge towards overall business environment within which organization functions.
- CO-2.** Application of the above for decision making in organization.

Semester-2

Paper 1 Human Resource Management

Course Outcomes

Students will gain knowledge on the following topics; -

- CO-1.** Management of People in terms of
 1. Knowledge
 2. Skills
 3. Competencies
- CO-2.** Along with the organisation asset as
 1. Capital
 2. Material
 3. Information
 4. Knowledge
- CO-3.** Effectiveness of Human Resource Management wrt
 1. Perception
 2. Assumption
 3. Belief

Paper 2 Corporate Finance

Students will gain knowledge on the following topics: -

- CO-1.** Conceptual framework of Finance
- CO-2.** Acquaint for Financial Decisions the
 1. Tools of financial management
 2. Techniques of financial management
 3. Process of financial management

Paper 3 Marketing Mangement

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Management of Marketing Operations to promote it's

- 1.Understanding
- 2.Concepts
- 3.Process
- 4.Philosophies
- 5.Techniques

Paper 4 Production and Operation Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Explore the interrelationship between Operation and Supply Chain Management

CO-2. Provision of the concept s and

- 3.Control of supply chain
- 4.Management of supply chain

Paper 5 Business Research Methodology

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Equip with Philosophy as well as Practical Aspect of research

CO-2. Insight about various research concepts for dealing various business decision situation

Paper 6 Managerial Communication

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Personality development of the learner

CO-2. Acquaint with the following to transform communication

abilities1.Fundamentals of Communication

- 2.Learning various forms of communication

Paper 7 Management Science

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Application of mathematical tools and techniques

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Paper 8 Retail Management

Course Outcomes

Students will gain knowledge on the following topics –

CO-1. Fundamentals of Retail business

CO-2. Exposure to multi dimensions of field

CO-3. Provide insight of the emerging Retail World.

Semester-3

Paper 1 Entrepreneurship Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Basics of an Entrepreneur

CO-2. Acquainting with challenges of starting new ventures

CO-3. The process of setting up a business as

1. To investigate
2. To understand

3. To internalize

Paper 2 Ethics and Corporate Governance

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Creating valuable mindset of the learners
- CO-2.** Appreciation of essential complementarity between Values and Skills

Paper 3 Organisational Development

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Theoretical as well as Practical understanding of the subject
- CO-2.** Be ready and adopt the dynamic changing environment

Paper 3 Industrial Psychology

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Theoretical as well as Practical understanding of the subject
- CO-2.** Be ready and adopt the dynamic changing environment

Paper 4 Industrial Relations and Labour Welfare

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Awareness about aspects of Industrial Relations
- CO-2.** Equip the learners to deal with the subject with
 1. Objectivity
 2. Understandings

Paper 5 Management of Financial Institutions and Services

Course Outcomes

Students will gain knowledge on the following topics: -

- CO.** Familiarizing the learners with
 1. Objectives of financial services
 2. Strategies of financial services
 3. Policies of financial services
 4. Practices of financial services

Paper 6 International Financial Management

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Familiarize with international financial environment
- CO.** Decision variables emphasizing on finance function on MNCs.

Paper 7 Tax Planning and Management

Course Outcomes

Students will gain knowledge on the following topics: -

1. Basic knowledge about the following concepts in relation to tax
2. Principles of business tax
3. Problems
4. Structure of different business taxes
5. Relevance in business decision

Paper 8 Distribution Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Theoretical and practical knowledge of

1. Managing Sales
2. Inculcate personal selling skills

Paper 9 Advertising and Brand Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Acquaint the learners with the subject with respect to

1. Concepts
2. Techniques
3. Experience in applications

Paper 10 Consumer Behaviour And Market Research

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Theoretical and practical approach to Consumer decision making process

Paper 11 Business Decision & Management Systems

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Providing learners, the knowledge of Information System as in

1. Tools and techniques
2. Planning
3. Analyzing
4. Designing
5. Implementing
6. Maintaining

Paper 12 Data Base Management and Integrity

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Make students attain certain level of expertise in creating and handling database

Paper 13 Data Communication & Network

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Detailed discussion of Computer Network and Network Models

Semester-4

Paper 1 Strategic Management

Course Outcomes

Students will gain knowledge on the following topics: -

- CO-1.** Incorporate strategic management concept
- CO-2.** Provide academic training to learners
- CO-3.** Giving global vision to the learner
- CO-4.** Undertaking general business policies

Paper 2 Human Resource Development

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Awareness of

1. Concepts of HRD
2. Techniques of HRD
3. Practices of HRD

CO-2. Making capable of Principles and Techniques as professional for development of HRD

Paper 3 Strategic Human Resource Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Tools and Techniques important for strategic contribution to HRM

Paper 4 Total Quality Management

Course Outcomes

Outcome- Students will gain knowledge on the following topics: -

CO-1. Concept of TQM

CO-2. Principles and tools to achieve TQM

Paper 4 Risk Management & Insurance

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Developing mindset regarding Risk

CO-2. Measurement of Risk

CO-3. Transfer of Risk

CO-4. Insurance business and its environment

Paper 5 Investment Analysis and Portfolio Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Exposure in field of security analysis and portfolio management with

1. Concepts
2. Tools
3. Techniques

Paper 6 Project Management

Course Outcomes

Students will gain knowledge on the following topics: -

CO-1. Knowledge of learners in management of Projects

CO-2. Emphasis on Project formulation

CO-3. Tools and techniques of Project Appraisal

CO-4. Evaluation of worth of projects

Paper 7 International Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Focus on marketing management to incorporate the Marketing

1. Concepts
2. Problems
3. Techniques
4. Strategies

Paper 8 Rural and Industrial Marketing

Course Outcomes

Students will gain knowledge on the following topics: -

CO. Understanding various concepts of Industrial Marketing

Paper 9 Marketing of Service**Course Outcomes**

Students will gain knowledge on the following topics: -

CO. Understanding of services and service marketing with emphasis on aspects of services marketing

Paper 10 System Analysis & Design**Course Outcomes**

Students will gain knowledge on the following topics: -

CO. Developing skills for analysis and design of the Information System

Paper 11 E-Business Technology & Management**Course Outcomes**

Students will gain knowledge on the following topics: -

CO. Concept and Application of E-business in the world

Paper 12 Enterprise Resource Management**Course Outcomes**

Students will gain knowledge on the following topics: -

CO-1. Understanding issues involved in implementation of ERP system

CO-2. Focus on

1. Cross functional processes
2. Integration of events across different functional areas