

	Course Outcomes
Integrated Marketing Communication	<ul style="list-style-type: none"> • Understand the basic fundamental theory of Integrated marketing communication • Comprehensive overview of the advertisement industry • Architecture the entire promotional campaign • Designing an analytical framework for the evaluation of the advertisement • Able to organise an event management program • Compose to organise for publicity program • Skilled to incorporate the various promotional mix to produce an optimal solution.
Rural Marketing	<ul style="list-style-type: none"> • Articulate the characteristics of rural consumers • Describe the marketing strategies applied by firms to target rural consumers • Derive an understanding of agricultural business • Analyzing various aspects of decision making in meaningful practical approach • Describe and highlight the role of research and technology in the rural decision process • Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy
International Marketing Management	<ul style="list-style-type: none"> • Describe the nature of international marketing and its value for modern business with particular emphasis on the globalization of modern business and external demands for corporate social responsibility and ethical conduct in an international dimension. • Explain the basic concepts, principles and practices associated with international marketing management. • Apply knowledge gained in other courses to the understanding of marketing management in an international setting • Analyze international marketing situations and take appropriate decisions. • To be familiar with the scope and challenge of international marketing and the global business environment. • Understand the cultural environment of global markets including political, legal and historical
Risk Management & Insurance	<ul style="list-style-type: none"> • Define the basics of identification and measurement of risk. • Demonstrate the knowledge of management of insurance companies. • Develop skills concerning to evaluation of insurance industry. • Analyse claims of insurance, pricing and marketing of insurance products.
Tax Management	<ol style="list-style-type: none"> 1. Define the concepts of tax and determine the residential status as well as total income. 2. Compute the taxable income from salary, business/profession and capital gains. 3. Determine the permissible deduction allowable under sec 80C to 80U. 4. Compute the taxable income as well as tax liability of firm, company u/s 115JB.
Financial Derivatives	<ul style="list-style-type: none"> ✓ Apply concept of derivative for identifying attractive investment option ✓ Analyze the pay-off patterns of different derivative strategies ✓ Apply valuation model to calculate intrinsic value of derivative instruments ✓ Appreciate the different model of measure risk by VAR Model ✓ Describe the different types of Swaps & identify investment opportunities ✓ Apply interest rate instruments to identify its intrinsic value
Corporate Valuation	<ul style="list-style-type: none"> • Apply the main methods of company valuation, with particular reference to financial & market. • Understand the different business strategies & their impact on the value of the company. • Analyse the various financial instruments most frequently used in business valuation.

Public Relations	<ul style="list-style-type: none"> • Develop understanding on role of public relation for organizational success • Study the impact of media on public relations • Study the impact of community relation on public relation • Study the impact of employee relation on public relations • Crisis and its role on public relations
Workplace Ethics	<ul style="list-style-type: none"> • Incorporate the meaning of good ethics, doing things right and the obstacles to making good ethical decisions. • Incorporate the ethics and identify and critically assess the principles and values they personally embrace and use in addressing the ethical issues which arise in their working lives.. • Incorporate the students with some of the major kinds of ethical problems encountered while performing work assignments and some possible ways of responding to them.
International Human Resource Management	<ul style="list-style-type: none"> • Incorporate the concepts of IHRM & organizational dynamics • Incorporate the practice of recruitment selection & T&D • Incorporate the practice of performance management & compensation • Express the need for HRM policies of different countries
Strategic Talent Management	<ul style="list-style-type: none"> • Incorporate the concepts of Strategic talent management • Incorporate the practice of competency mapping based talent management • Express the need for performance management as part of talent management
Personal Growth & Interpersonal Effectiveness	<p>Incorporate the concepts of personal growth attitude belief..</p> <p>Incorporate the practice of values & personality.</p> <p>Express the need for handling conflicts, managing, time, self analysis.</p>
Financial Management	<ul style="list-style-type: none"> ▪ Understand the basic financial concepts ▪ Apply time value of money ▪ Evaluate the investment decisions ▪ Analyze the capital structure and dividend decisions. ▪ Estimate working capital requirements
Research Methods	<ul style="list-style-type: none"> ☑ Know research techniques and be able assess organization's performance making reference to their criteria; ☑ Know the principles of research and peculiarities of their implementation; ☑ Be able to use research methods analyzing and solving problems of organization; ☑ Know prerequisites of evolution of research methodology and its significance to the management of modern organizations
Business Law And Policy	<ul style="list-style-type: none"> • To analyse the inter relationship between business, Government & society • To identify various practices that promotes corporate fairness, transparency & accountability • To explore public policies in business & society • The examine environmental strategies & laws for prevention of environment • To identify the Importance of ethics in Business, Government & society • To discover the role of CSR towards society, Employees & government • To Recognise the Need to know various laws relating to business

Strategic Management	<ul style="list-style-type: none"> ➤ Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose. ➤ Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage. ➤ To give the students an insight on strategy at different levels of an organization to gain competitive advantage. ➤ To help students understand the strategic drive in multinational firms and their decisions in different markets. ➤ To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.
Entrepreneurship Development	<ol style="list-style-type: none"> 1. Display keen interest and orientation towards entrepreneurship. 2. Develop a business plan. 3. Become aware about various sources of funding for an entrepreneur including financial institutions venture capitalists and angel investors 4. Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities.
Retail Management	<ul style="list-style-type: none"> • Incorporate the importance of retailing as a marketing tool • Recommend the appropriate retail strategy for a given market • Incorporate store design and visual merchandise techniques • Evaluate the different retail pricing and promotional strategies • Understand the importance of relationship marketing and international retail strategies • Understand retail audit and ethics related to retailing
Marketing Research	<ul style="list-style-type: none"> • Know research techniques and be able assess Marketing performance making reference to their criteria; • Know the principles of marketing research and peculiarities of their implementation; • Be able to use research methods analyzing and solving problems of Marketing; • Know prerequisites of evolution of research methodology and its significance to the management of modern organizations.
Business Marketing	<ul style="list-style-type: none"> • Describe the nature of business markets and the related concepts. • Familiarise the business buying behaviour of industrial customers. • Analyse business situations in the context of buyer seller relationship. • Apply concepts of pricing strategies for industrial goods. • To evaluate significance of e-commerce in BM.
Supply chain Management	<ul style="list-style-type: none"> • Demonstrate knowledge of functions of logistics and supply chain management. • To relate concepts and activities of the supply chain to actual organization. • Highlight role of technology in logistics and SCM.
Principles & Practices of Banking	<ul style="list-style-type: none"> • Understand the importance of banking. • Understand the banking structure and types of banks. • Elucidate international banking. • Technological upgradation in banking industry. • Understand the regulations and role played by RBI. • Understand universal banking. • Knowledge of negotiable instruments Act 1881.

Financial Services	<ul style="list-style-type: none"> ▪ Identify investment banks and their services ▪ Identify the capital market regulations pertaining to merchant bankers, brokers and sub brokers, intermediaries and portfolio managers ▪ Have the knowledge of depository systems, depository services and their regulations in India ▪ Analyse the housing loan and their schemes and NBFI in India ▪ Have the knowledge of Factoring, Forfeiting, Underwriting, Venture Capital, Microfinance, Leasing, Hire Purchasing
Investment Management	<ul style="list-style-type: none"> ✓ Apply concept of investment in decision making. ✓ Analyze the risk and return of individual securities and make advice on it. ✓ Apply valuation model to calculate intrinsic value of the security. ✓ Appreciate the portfolio based on the risk and return. ✓ Prepare an financial report on the various fundamental parameters. ✓ To overcome trading mistakes by application of Behavioural finance.
Advanced Financial Management	<ul style="list-style-type: none"> ▪ Define the basics of working capital management and long-term financial decisions ▪ Take decisions regarding working capital management ▪ Develop analytical skills concerning capital structure decisions & dividend policy decisions
Strategic Credit Management	<ul style="list-style-type: none"> ▪ Analyse Credit management in banks ▪ Demonstrate the knowledge of credit policy and loan characteristics ▪ Develop skills concerning to evaluating consumer loans ▪ Analyse Loan and advances against pledge ▪ Demonstrate the knowledge of agricultural finances and Retail lending ▪ Demonstrate the knowledge of financing to small scale industries and large scale industries ▪ Develop the skills of NPA management
Recruitment & Selection	<p>Learn the various recruitment policies and procedures. Equip with conceptual framework of selection procedures. Gain insights of the latest concepts and techniques used in recruitment and selection.</p>
Negotiation & Conflict Management	<ul style="list-style-type: none"> • Understand the concepts of conflict and negotiation and its role. • Learn various contemporary methods of conflict and negotiation. • Gain insights of various conflict handling mechanism. • Demonstrate the cross-cultural and gender dimensions of negotiation.
Accounting For Managers	<ul style="list-style-type: none"> • Acquire the knowledge about the concepts and fundamental principles of accounting. • Demonstrate theoretical knowledge and its application in real time accounting. • Capable of preparing financial statement of sole trading concerns and companies.

	<ul style="list-style-type: none"> • Independently undertake financial statement analysis and take decisions. • Comprehend emerging trends in accounting and taxation.
Quantitative Methods	<ul style="list-style-type: none"> • Understand and applying descriptive statistical tools in business situations. • Exhibit the skills in developing and applying probability distribution concepts in business and real time scenario. • Develop the skills of decision making using Decision Theory. • Develop mathematical models using Linear Programming technique. • Illustrate the use of network techniques for successful project implementation. • To evaluate the process of optimal cost & profit.
Marketing Management	<ul style="list-style-type: none"> ➤ Develop an ability to assess the impact of the environment on marketing function. ➤ To formulate strategies which influence buying that incorporate psychological and sociological factors. ➤ To identify companies attractive market segments, differentiate and position their products for maximum competitive advantage in the market place ➤ Build marketing strategies based on product, price, place and promotion objectives. ➤ Synthesize ideas into a viable marketing plan.
Managerial Communication	<p>Incorporate the concepts of communication. Incorporate the concepts of employment communication. Incorporate the concepts of Presentation skills</p>