

DEPARTMENT OF MANAGEMENT STUDIES

REGULATION – 2017

BA5102 - PRINCIPLES OF MANAGEMENT

- 1 Understand the management of an organization
- 2 Describe and discuss the elements of effective management
- 3 Discuss and apply the planning and organizing processes
- 4 Understand various types of control process
Describe various theories related to the development of leadership skills, motivation
- 5 techniques, team work
- 6 Explain effectively through both oral and written presentation.

BA5103 - ACCOUNTING FOR MANAGEMENT

- 1 Ability to learn the basic concepts of financial, cost and management accounting.
Understand the interpretation of various financial, cost & management accounting
- 2 results.
Enable to enhancing the students skills in accounting decision making in
- 3 management professions.
Students will able to apply various accounting decision skills for performance of the
- 4 organization.
Students gains the practical knowledge as accounting profession by using ideas and
- 5 judgements.
Enable to design new accounting and financial strategy solutions for sustaining the
- 6 business.

BA5101-Economic Analysis for Business

- 1 To relate with principles of micro and macro economics
- 2 Understanding the concepts of scarcity and efficiency for resource allocation
- 3 Ability to learn consumer and producer behavior
- 4 Applying the functioning principles of product and factor markets
- 5 Enhancing the economic environment for business
- 6 Empathizing the implications of economic policy to society as a whole

BA 5104-LEGAL ASPECTS OF BUSINESS

- 1 Able to understand, gain knowledge and solve issues ethically pertaining to contract, sale, agency and negotiable instruments.
- 2 Gain knowledge on the acumen of Company Law to practice thus utilizing for development of concern
- 3 Enriched knowledge pertaining to well-being of workers in an industry for managers and future entrepreneurs
- 4 Functional insights into structure of Corporate tax and GST thus matching the needs of contemporary business organization
- 5 Insight into intricacies of Consumer Laws and Cyber Laws thus building common platform for consumers and practice ethicality
- 6 Able to apply legal framework in managing the business

BA5106 - Statistics for Management

- 1 Explain the concept of probability and Calculate probabilities using Conditional probability
- 2 Formulate null, alternative hypotheses and apply small, large sample and non-parametric tests in real life problems.
- 3 Interpret the relevance of statistical findings for business problem solving and decision making
- 4 Summarize and analyse statistical data to solve practical business related problems
- 5 Perform correlation, regression analysis and appropriate statistical tests for real life situations
- 6 Apply the statistical tools in decision making of real world problems

BA5104-TOTAL QUALITY MANAGEMENT

- 1 To understand the importance of quality concepts, to achieve productivity and customer satisfaction
- 2 To gain an insight on the quality philosophies in an organization
- 3 To understand benefits of applying quality policies and tools
- 4 To apply quality tools to facilitate continuous improvement
- 5 To gain knowledge on various ISO standards and Quality Management System.
- 6 Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems

BA5111 - Spoken and Written Communication

- 1 Learners should be able to Get into the habit of writing regularly.
Express themselves in different genres of writing from creative to critical to factual
- 2 writing.
- 3 Read quite widely to acquire a style of writing
- 4 Identify their area of strengths and weaknesses in writing.
- 5 Speak confidently with any speakers of English, including native speakers.
- 6 enhancing overall communication skills to apply in business

BA5105-ORGANIZATIONAL BEHAVIOUR

- 1 Understand the need and scope of OB
- 2 Understand Individual Behaviour
- 3 Understand Group Behaviour
- 4 Explain leadership styles
- 5 Describe sources of power
- 6 Apply Dynamics of Organizational Behaviour

BA5201-APPLIED OPERATIONS RESEARCH

- Understand basics and formulation of linear programming problems and solve linear
- 1 programming problems using various methods.
 - 2 Understand the mathematical tools that are needed to solve optimisation problems
 - 3 Apply optimisation techniques constructively to make effective business decisions
 - 4 Understand the various selective inventory control techniques and its applications.
 - 5 Demonstrate their understanding of the various models of queuing theory
 - 6 Acquire knowledge of formulating mathematical models for quantitative analysis of managerial problems

BA 5202-Business Research Methods

- 1 Familiarity with fundamentals of research

- 2 Insight into framework of research and validation of instruments
- 3 Gain knowledge about data collection and sampling techniques
Able to understand simple and complex tools available for data analysis
- 4 analysis
- 5 Acquired skills pertaining to report writing
- 6 Able to carry out quality research for the upliftment of society

BA5203-FINANCIAL MANAGEMENT

- 1 Enable to learn and gain basic concepts of financial management.
- 2 Understand the role of financial management for performing business.
- 3 Gain knowledge for financial oriented problem solving in an organization.
- 4 Enable to identify causes and make inferences for financial feasibility.
Able to enhancing,evaluating and making judgement skills based on financial information.
- 5 Students to gain comparative analysis skills and able to predict the future financial results of the organization.
- 6 results of the organization.

BA5204 HUMAN RESOURCE MANAGEMENT

- 1 Helps to understand the Perspectives of Human Resources Management
- 2 Enable to understand the best fit Corporate Recruitment Practices
Gives an insight into Industry Training and Executive Development
- 3 Practices
- 4 Gives an insight in understanding sustaining Employees Interest
- 5 Imbibes knowledge in Performance Evaluation and Control Process
Instills confidence in handling HR Issues to become successful HR Professionals
- 6 Professionals

BA5205-Information Management

- 1 Gain overall knowledge on effective applications of information systems in business

- Understanding the usage of system analysis and development methodologies in
- 2 functional areas of business
- 3 Exposure towards application of DBMS in enhancing business functions
- 4 The ways and means of system control and security is emphasized with illustration.
- 5 Ability to comprehend the latest developments in IT.
- 6 Builds up confidence to face the challenges of digital world

BA5206-Operations Management

- 1 Recalling the core concepts of operations management and productivity
- 2 Interpreting the key concepts in manufacturing and service organizations
- 3 Applying the learned concepts to resolve the operational issues in order to enhance the productivity
- 4 Inferring the causes or motives of operational issues
- 5 Justifying the rank capacity locations, plan and schedule production by solving the problems.
- 6 Compiling the insights on projects management techniques for effective resource allocations

BA5207-Marketing Management

- 1 Familiarize with tools essential to creating, rolling out, and evaluating marketing activities
- 2 Demonstrating the key techniques used for marketing, including social media marketing
- 3 Developing the process of strategic decision-making for effective marketing research
- 4 Examine to plan and prepare timely recommendations that support the alignment of marketing strategies
- 5 Defending and selecting the right marketing channels in order to meet strategic objectives
- 6 Developing a holistic pattern for different marketing landscape

BA5211 – DATA ANALYSIS AND BUSINESS MODELLING

- 1 Gains experience on decision modelling
- 2 Able to create knowledge on usage of spreadsheet
- 3 Enable to understand the basic functions in excel
- 4 Gains knowledge to solve problems in functional areas using excel
- 5 Helps in understanding the basic statistical techniques

III SEM

BA7301-International Business Management

- Explain the concepts in International business with respect to foreign
1 trade/International Business.
- Apply the current business phenomenon and to evaluate the global business
2 environment in terms of economic, Social and Legal aspects.
- Analyse the principle of International business and strategies adopted by firms to
3 expand globally.
- 4 Integrate concept in International Business concepts with functioning of global trade.
- 5 To understand the emerging trends in Global Business formats
To enable the students to familiar with conflicts situation and ethical issues in global
6 business

BA5302 - STRATEGIC MANAGEMENT

- Demonstrate the knowledge in basic concepts and principles of strategic management,
1 analyse the internal and external environment of business
- Understand the concept of competitive advantage and its sources and the ability to
2 recognize it in real-world scenarios
- 3 Develop and prepare organizational strategies for the current business environment
- Evaluate challenges in implementing and evaluating strategies based on the nature of
4 business
- Demonstrate the knowledge in managing technologies, analyse strategic issues for NPO
5 and develop new business models
- 6 Ability to formulate new strategies and implement as the per business environment

BA 53001 – INTERNATIONAL BUSINESS MANAGEMENT

- 1 To familiarize the students with the concept of IMC and communication mix.
- 2 To introduce students to the principles and types of advertisements.
To comprehend and analyse media planning and effectiveness of
3 advertisements.
- 4 To promote understanding of sales promotion tools and techniques.
To discuss and impart skills in Public Relations as part of the promotional
5 mix.
- 6 Ability to analyze an advertisement in light of economic, social and legal
aspects

BA5005 - RETAIL MARKETING

- 1 Ability to understand the nature of retail industry in India and international.
- 2 Understand the characteristics of various formats of retailing.
- 3 Enhance the ability to plan, build and manage retail shops in different locations.
Equip the students to design and develop the product line for sustaining in the retail
- 4 environment.
- 5 Equip the students to apply visual merchandising tools to attract customers

BA 5006-SERVICES MARKETING

- Able to understand the meaning of service and significance of marketing the
- 1 services
 - 2 Gain knowledge characteristics of services and challenges in service
 - 3 Aware about expanded marketing mix and marketing strategies
 - 4 Understand the process of new service development
 - 5 Gain insight into promotion and delivery of services
 - 6 Gain Insight into critical areas of modern services

BA5008 - Banking Financial Services Management

- 1 Exposure to knowledge on Indian banking system and relevant acts.
- 2 Understanding of the sources and application of bank funds
- 3 Understand the concept of merger and acquisition
- 4 Exposure to financial distress and its prediction models
- 5 Development of knowledge towards various internet banking and threats
Gain knowledge about various tools to evaluate banking performance and its progress
- 6 in india

BA 5011-Merchant Banking and Financial Services

- 1 Familiarize the various concepts of merchant banking and financial services
- 2 Making a deep understanding on statutory requirements and regulatory framework
- 3 Inculcating the various types fund mobilizing methods and its significance
- 4 Accustom to the knowledge of various fund based and fee based financial services

- 5 Ability to apply the services of MB for individual & corporate requirements
- 6 Create strategies to promote financial solutions

5021-Security Analysis and Portfolio Management

- 1 Understand the concepts of Investment, Risk and Return
- 2 Inculcating the nuances of securities market operations
- 3 Understand the techniques involved in deciding upon purchase or sale of securities
- 4 Accustom the estimation process regarding fundamental analysis
- 5 Understand the concepts and evaluation of stocks based on Technical Analysis
- 6 Develop the module for Portfolio management construction and evaluation

BA5015 Industrial Relations and Labour Welfare

- 1 Gives an insight in understanding of IR Concepts
- 2 Explores in-depth knowledge of IR Conflicts and Settlement Mechanism
- 3 Enhances knowledge on Labour Welfare & industry practices
- 4 Enable to understand Industrial Health and implementation of safety provisions
- 5 Exposes knowledge in Special Categories of Labour
Enable the students how to resolve and Industrial Relations Problems and to welfare
- 6 of the labour

BA 5018 - ORGANIZATIONAL THEORY, DESIGN AND DEVELOPMENT

- Able to understand, solve issues related to organizational environment and aware
- 1 about organizational effectiveness.
 - Gain knowledge on traditional and modern organizational design to ensure
 - 2 professional communication and team development
 - Depth knowledge on Organisational Culture and its implications on well being of
 - 3 organization
 - Understand the intricacies of change management strategies and the techniques that
 - 4 helps the organization to move to desired state.
 - Aware of organizational decision making and learning process to imbibe the process
 - 5 of creativity based on the phase of organizational life cycle
 - 6 Gain Insight into critical areas of modern organization

BA5016 - Labour Legislations

- 1 Legal provisions relating to Wages and Bonus are clarified.
- 2 Explanation on working condition and labour welfare are provided.
- 3 Industrial Relations practices are explained and analyzed with case.
- 4 Social security laws were explained and clearly understood.
- 5 Overall exposure about labour laws are highlighted with practical cases
- 6 Provides confidence to face Workplace issues with legal assistance.

BA5024 - E-BUSINESS MANAGEMENT

- 1 Enable to learn and gain basic concepts of E-Business management.
- 2 Possess knowledge on internet technology infrastructure and protocols.
- 3 Ability to understand apply knowledge on e-governance application.
- 4 Apply knowledge on e-payments and security related issues.
- 5 Possess knowledge on cyber laws related issues to take decisions.
- 6 Students able to know hoe to build and manage an e-business.

BA5022 - Enterprise Resource Planning

- 1 Explores the ERP systems basics and business process
- 2 Gives an insight on ERP software solutions and the various functional modules.
- 3 Explores the evaluation and selection of ERP
- 4 Enable to understand on the maintenance and ERP success factors
- 5 Exposes knowledge in the emerging trends in ERP development.
- 6 Enable the students to design new ERP system to overcome the issues in existing system

BA5028 PROJECT MANAGEMENT

- 1 Understand Project Management concepts, portfolios of project and professional responsibilities
- 2 Demonstrate the knowledge of project planning activities, Project budget and risk management
- 3 Apply techniques for Project planning, scheduling and resource handling
- 4 Ability to conduct project closure activities and obtain formal project acceptance
- 5 Demonstrate a strong working knowledge on conflict management and Organisational structure
- 6 Strategically apply project management practices in real situations

BA5021 Data mining for Business Intelligence

- 1 Define the Data Warehouse fundamentals, Data Mining Principles
- 2 Design data warehouse with dimensional modelling and apply OLAP operations.
- 3 Identify appropriate data mining algorithms to solve real world problems
Compare and evaluate different data mining techniques like classification, prediction,
- 4 clustering and association rule mining
- 5 Compare complex data types with respect to spatial and web mining.
- 6 Build the user experiences towards research and innovation and integration.

BA5025 Logistics Management

- 1 Explore the basics of logistics.
- 2 Gives an insight on the Channel structure and mode of outsourcing
- 3 Explores the efficiency of transportation and sustainable packaging
- 4 Enable to measure the performance of logistics
- 5 Explore the current and future trends of logistics
Enable the students to design new logistics system with optimized cost and
- 6 time

BA5030 SUPPLY CHAIN MANAGEMENT

- Understand the concepts of supply chain strategies and performance
- 1 measures
 - 2 Analyse the importance of strategic sourcing and supplier selection
 - 3 Demonstrate the impact of network design decision models of supply chain
Evaluate the effectiveness of inventory decisions based on demand and
 - 4 supply
Acquire knowledge about role of IT on supply chain integration and
 - 5 coordination
Enabling the students to gain knowledge about effective supply chain
 - 6 decisions

BA5311 SUMMER TRAINING

- 1 Understand the nature and objectives of the organization
- 2 Acquire knowledge about working in real organizations
- 3 Understand the specific functional areas.

4 Analyse linkages among different functions and departments

5 Describe about supervised professional experiences.

6 Analyse career opportunities in exploring in their areas of interest.