

F.Y.B.M.S. Sem.-I (w.e.f. 2016-17)

1. Introduction to Financial Accounts

Course Objectives

- To help students understand fundamental accounting concepts and principles
- To introduce students to Accounting, stressing its importance in today's business world.
- To help students understand the main concepts and principles of Accounting.
- To provide students with a theoretical basis upon which they will develop their knowledge in other areas of accounting.

2. Business Law

Course Objectives

- To provide the brief idea about the frame work of Indian Business Laws.
- To orient students, about the legal aspects of business.
- To familiarize the students with case law studies related to Business Law.
- To acquaint students with laws related to Indian Contract Act, Sale of goods Act, Negotiable Instruments Act.

3. Business Statistics

Course Objectives

- To understand and Master the concepts, techniques & applications of Statistical Methods.
- To develop the skills of solving real life problems using Statistical Methods.
- To make students to understand the art of applying statistical techniques to solve some real life problems.
- To gain knowledge of Statistical Computations

4. Business Communication – I

Course Objectives

- To effective communication is an essential requirement for any organisation and in turn contributes to its success.
- To the organisation has to ensure that the employees at all levels are educated and trained to keep abreast of the progress in the respective field.

5. Foundation of Human Skills

Course Objectives

- To make the BMS students understand the basic behaviour pattern of human which is the most important resource of a business and to deal with them in an apt manner.
- To help in dealing and negotiating with different kinds of human nature and greater awareness of the human behaviour

6. Business Economics-I
Course Objectives

- A strong foundation in economics helps a business decision maker track and forecast business trends and optimises use of resources.
- It is necessary for managers and business personals to understand business economics concepts to achieve desired goals

7. Foundation Course- I
Course Objectives

- To provide the adequate information about the Indian society, the diversity of different cultures, languages, religion, caste, gender and to make understand the regional variations according to rural, urban and tribal characteristics.
- To make students understand the concept of disparity as arising out of stratification and inequality, violence against women, female foeticide (declining sex ratio), and portrayal of women in media and to understand the issues of people with physical and mental disabilities and also the inter-group conflicts arising out of communalism
- To familiarise the Philosophy and structure of the Constitution in the Preamble its Main Body and Schedules; Fundamental Duties of the Indian Citizen, peace and communal harmony as crucial values.

F.Y.B.M.S. Sem.-II (w.e.f. 2016-17)

1. Principles of Marketing
Course Objectives

- 1 To study basic concepts in marketing applicable to business
- 2 To critically analyze the marketing theories and concepts and understand their relevance in perspective to current business scenario in India
- 3 To develop basic marketing skill among students in order to cater to the needs of marketing industries

2. Industrial Law
Course Objectives

- To understand various role of people played in factory, their rights and duties how they settle their problems like disputes, health safety and welfare, social legislation and how they get their compensations for the work done.

3. Business Communication –II

Course Objectives

- To effective communication is an essential requirement for any organisation and in turn contributes to its success.
- To the organisation has to ensure that the employees at all levels are educated and trained to keep abreast of the progress in the respective field.

4. Business Environment

Course Objectives

- To study the Business Environment- types feature scope component, Micro and Macro Environment.
- To understand the Political and legal Environment their legal framework Impact of business on private and public sector.
- To learn the applicability Social and Cultural Environment- Nature, Impact of foreign culture, Social Audit importance , Technological Environment- feature Impact of technology on business, Competitive Environment- Michael Porter's competitive strategies.
- To understand significant of International Environment related to their GATT/WTO, MNCs, Globalization, FDI and Challenges faced by International Business and Investment Opportunities for Indian Industry.

5. Principles of Management

Course Objectives

- To provide a basis of understanding to the students with reference to working of business organization through the process of management
- To inculcate the managerial skills of planning , organizing , and controlling and
- To teach how it can be executed in a variety of circumstances and apply concepts of strategic and tactical organizational planning

6. Business Mathematics

Course Objectives

- To understand the concept of Matrices and Determinants.

- To provide the concept of Functions and Derivatives.
- To understand the concept of Elementary Financial Mathematics and Numerical Analysis.

7. Foundation Course- II **Course Objectives**

- To understand the concept of globalization and Indian Society, concept of Liberalization, privatization and globalization changing in agrarian sector due to globalization, growth in information technology and communication
- To know the concept of human right, origin and evolution, fundamental rights.
- To insight the knowledge of ecology , understand the concept of environment, environment degradation, sustainable development
- To understand the concept of stress and conflict, significant of value, ethics and prejudices in developing the individual.
- To understand the concept of managing stress and conflict in contemporary society, conflict resolution and efforts towards building peace and harmony Maslow's theory

S.Y.B.M.S. Sem.-III (w.e.f. 2017-18)

1. Information Technology in Business Management – I **Course Objectives**

- To learn basic concepts of Information Technology, its support and role in Management, for managers
- To comprise of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software
- To understand basic concepts of Email, Internet and websites, domains and security therein
- To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

2. Business Planning & Entrepreneurial Management **Course Objectives**

- To focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
- To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference

to SME sector.

3. Accounting for Managerial Decisions

Course Objectives

- To acquaint management learners with basic accounting fundamentals.
- To develop financial analysis skills among learners.
- To aims at explaining the core concepts of business finance and its importance in managing a business

4. Strategic Management

Course Objectives

- To objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world.
- To focus is to critically examine the management of the entire enterprise from the Top Management view points.
- To deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

5. Introduction to Cost Accounting

Course Objectives

- To exposes the students to the basic concepts and the tools used in Cost Accounting
- To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations

6. Corporate Finance

Course Objectives

- To the basic concepts and the tools used in Cost Accounting
- To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations

7. Consumer Behaviour

Course Objectives

- To basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing

function of firms

- To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.

8. Social Marketing

Course Objectives

- To understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a non-profit social environment.
- To Analyze the impact of environment on social marketing & study the various behavior models/frameworks/theories for social change
- To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing.
- To provide an overview of the Not for Profit Sector (NPO) and comment on the CSR provision in the companies act of 2013.
- To study overview of social marketing in various key sectors and Identify basic ethical issues in Social marketing and appreciate the careers in Social Marketing.

S.Y.B.M.S. Sem.-IV (w.e.f. 2017-18)

1. Information Technology in Business Management II

Course Objectives

- To understand managerial decision-making and to develop perceptive of major functional area of MIS
- To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.
- To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse.
- To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing.

2. F. C. (Ethics & Governance) IV

Course Objectives

- To understand significance of ethics and ethical practices in businesses

which are indispensable for progress of a country

- To learn the applicability of ethics in functional areas like marketing, finance and human resource management
- To understand the emerging need and growing importance of good governance and CSR by organisations
- To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

3. Business Economics-II

Course Objectives

- The syllabus introduces some of the facts of macroeconomics that will help students to understand occurrences that are observed in the real world or reported by the media.
- It would help understand what are causes of inflation are or what is monetary policy or fiscal policy and how does it work. What is trade cycle, balance of payments and so on.
- The basic concepts of macroeconomics so as to enable them to understand and analyse the economy as a whole.

4. Business Research Methods

Course Objectives

- To inculcate the analytical abilities and research skills among the students.
- To give hands on experience and learning in Business Research.

5. Production and Total Quality Management

Course Objectives

- To acquaint learners with the basic management decisions with respect to production and quality management
- To make the learners understand the designing aspect of production systems
- To enable the learners apply what they have learnt theoretically.

6. Auditing

Course Objectives

- To enable students get acquainted with the various concepts of auditing.
- To ensure students understand and practice the various techniques of auditing while managing their finances

7. Strategic Cost Management

Course Objectives

- To develop skills of analysis, evaluation and synthesis in cost and management accounting
- To covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.

8. Event Marketing

Course Objectives

- To understand basic concepts of Event Marketing.
- To impart knowledge to learners about categories of Events.
- To understand segmenting, targeting and positioning in the context of Event Marketing.
- To familiarize learners with trends and challenges in Event Marketing.

9. Tourism Marketing

Course Objectives

- To understand basic concepts and strategies of Tourism Marketing.
- To impart knowledge to learners about types of tourism.
- To understand segmentation and Marketing mix in the context of Tourism Marketing.
- To familiarize learners with trends and challenges in Tourism Marketing.

T.Y.B.M.S. Sem.-V (w.e.f. 2018-19)

1. Logistics & Supply Chain Management

Course Objectives

- To provide students with basic understanding of concepts of logistics and supply chain management.
- To introduce students to the key activities performed by the logistics function.
- To provide an insight in to the nature of supply chain, its functions and supply chain systems.
- To understand global trends in logistics and supply chain management.

2. Corporate communication and public relations

Course Objectives

- To provide the students with basic understanding of the concept of corporate communication and Public relations with various elements, roles, coordination and critical understanding.

3. Investment Analysis & Portfolio Management

Course Objectives

- To help students in gaining a deep intuitive understanding of the concepts used in investment analysis.
- To make students understand the tools used in investment analysis, including excel modelling and regression analysis
- To help students in gaining confidence in applying the concepts and tools in managing a portfolio.

4. Wealth Management

Course Objectives

- To provide an overview of various aspects related to wealth management.
- To study the relevance and importance of insurance in wealth management.
- To acquaint the learner with the issues related to taxation in wealth management.
- To understand various components of retirement planning.

5. Risk Management

Course Objectives

- To help students to identify and categorise the various risks face by an organization.
- To explain to students the various risk control measures available.
- To help students in designing a risk management program for a business organization.
- To help students to identify ways to overcome finance risk.
- To help students to apply the insurance mechanism in risk management.

6. Direct tax

Course Objectives

- To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws.
- To develop a broad understanding of the tax laws and accepted tax practices. To give an understanding of the relevant provisions of Direct Tax Code.
- To introduce practical aspects of tax planning as an important managerial decision-making process. Expose the participants to real life situations involving taxation
- To equip them with techniques for taking tax-sensitive decisions.

7. Services Marketing

Course Objectives

- To understand distinctive features of services and key elements in services marketing
- To provide insight into ways to improve service quality and productivity
- To understand marketing of different services in Indian context

8. E-Commerce & Digital Marketing

Course Objectives

- To understand concept of e-commerce implementation of e-commerce
- To provide insight into e-commerce ,e-business and application , e-procurement ,principles of web design e-commerce strategy
- To understand new trends in e-commerce , challenges and opportunities for organization

9. Sales & Distribution Management

Course Objectives

- To develop understanding of the sale and distribution processes in organization
- To get familiarized with concept , approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

10. Customer Relationship Management

Course Objectives

- .To understand concept of CRM implementation of CRM
- To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
- To understand new trends in CRM, challenges and opportunities for organization

T.Y.B.M.S. Sem.-VI (w.e.f. 2018-19)

1. Operation Research

Course Objectives

- To help students in solving specialized linear programming problems like the transportation and assignment problems
- To acquaint students in solving network models like the shortest path, minimum spanning tree, and maximum flow problems

- To help students in understanding the applications of, basic methods for, and challenges in integer programming knowledge.
- To help students in understanding the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.
- To help students in understanding in designing new simple models, like: CPM to improve decision –making and develop critical thinking and objective analysis of decision problems.

2. **International Finance**

Course Objectives

- To introduce the environment of international finance and its implications on international business.
- To provide an introduction to international finance theory (e.g., exchange rate determinants, foreign exchange exposure, foreign exchange markets, interest rate parity).
- Analyze the nature and functioning of foreign exchange markets, determination of exchange rates and their forecasting.
- To explain to students the foreign exchange risks and to identify risk management strategies.
- To help students in exploring the international sources of long term finance.

3. **Innovative Financial Services**

Course Objectives

- To make them aware how financial intermediation process creates wealth of a nation, how it will built up a strong foundation of financial architecture.

4. **Project Management**

Course Objectives

- To know the art of managing project and deliverables with a view to produce finished products and services. To clearly understand what we want to achieve and how to achieve

5. **Indirect Taxes**

Course Objectives

- To provide an in depth study on the various provisions of indirect taxation laws and their impact on business decision-making.
- To aims to test the student’s ability to
- To understand the principles underlying the Indirect Taxation Statutes (with reference to Goods and Services Tax Act, Customs Act).
- To the assessable value of transactions related to goods and services for levy

and determination of duty to liability.

- To Identify and analyse the procedural aspects under different applicable statutes related to indirect taxation.

6. Brand Management

Course Objectives

- To understand the meaning and significance of Brand Management
- To know how to build, sustain and grow brands.
- To know the various sources of brand equity.

7. Retail Management

Course Objectives

- To familiarize the students with retail management concepts and operations
- To provide understanding of retail management and types of retailers
- To develop an understanding of retail management terminology including merchandize management , store management and retail strategy
- To acquaint the students with legal and ethical aspects or retail management
- To create awareness about emerging trends in retail management

8. International Marketing

Course Objectives

- To understand international marketing, its advantages and challenges.
- To provide an insight on the dynamics of international marketing environment.
- To understand the relevance of international marketing mix decisions and recent developments in Global Market.

9. Media Planning & Management

Course Objectives

- To understand Media Planning, Strategy and Management with reference current business scenario.
- To know the basic characteristics of all media to ensure most effective use of advertising budget.
- To provide an Insight on Media Planning, Budgeting Scheduling and evaluating the different Media Buys.