

PROGRAM OUTCOMES

PO1: To train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to Business Management.

PO2: The course exposes students to practical aspects of course through viva and projects.

PO3: Ability to frame complex problems, analyze data to produce meaningful conclusions and recommendations and to increase awareness of the factors influencing decisions and the risks involved.

PO4: Ability to design and develop solutions that meet specific management related problems within realistic constraints.

PO5: Ability to adopt current technologies and modern IT tools in the various domains of management.

PO6: To give understanding of subjects like Entrepreneurial and Tourism management and thereby encouraging students to start their own business.

Program Specific Outcome

After Completing Masters in Commerce students can develop

- Ability to apply knowledge acquired in problem solving.
- Ability to work in teams with enhanced interpersonal skills and communication.
- Ability to start their own business.
- Ability to work in MNCs as well as Private, and Public Companies.
- Team work, leadership, managerial and administrative skills.

COURSE OUTCOMES

SEMESTER - I

COURSE TITLE: STRATEGIC MANAGEMENT

CO1: To provide information pertaining to business, corporate and Global reforms.

CO2: To provide understanding of the Tasks, Functions and Skills of Strategic Management and latest developments.

CO3: Students get the information about Corporate Restructuring Strategies, PPP and Strategic Alliance; hence students can learn the importance of these.

COURSE TITLE: ECONOMICS FOR BUSINESS DECISIONS

CO1: To aim at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepare them to analyze the market behavior with economic way of thinking.

CO2: To equip the students with basic tools of economic theory and its practical applications.

CO3: To understand decisions making in different Market Structures.

COURSE TITLE: COST AND MANAGEMENT ACCOUNTING

CO1: To enable the learners to understand, develop and apply the techniques of costing indecision making in the business corporation.

CO2: To develop an understanding of the conceptual framework of Management Accounting.

CO3: Students understand management decision making.

COURSE TITLE: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

CO1: To familiarize the learners with the concept and relevance of business ethics in the modern era.

CO2: To enable learners to understand the scope of Corporate Social Responsibility.

CO3: To enable students to understand the elements of Corporate Governance and the consequences of the failure of the Corporate Governance Mechanism.

SEMESTER - II

COURSE TITLE: RESEARCH METHODOLOGY FOR BUSINESS

CO1: To enhance the abilities of learners to undertake research in diverse areas.

CO2: To facilitate students, in developing the most appropriate methodology for their research studies.

CO3: Students understand the importance of data analysis and learn hypotheses through various Parametric & Non-Parametric test.

COURSE TITLE: MACRO ECONOMICS CONCEPTS AND APPLICATIONS

CO1: To enable the learners to grasp fully the theoretical rationale behind policies at the country.

CO2: To enable the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies.

CO3: Learners understand basic Keynesian macroeconomics concepts such as ADF, ASF.

COURSE TITLE: CORPORATE FINANCE

CO1: To enhance the abilities of learners to develop the objectives of Financial Management.

CO2: To enhance the abilities of learners to analyse the financial statements.

CO3: Students get the knowledge about various types of risk faced by organisation.

COURSE TITLE: E-COMMERCE

CO1: To provide an analytical framework to understand the emerging world of e-commerce.

CO2: To make the learners familiar with current challenges and issues in ecommerce.

CO2: Students learn all curve of E-marketing and its market use.

SEMESTER - III

COURSE NAME: HUMAN RESOURCE MANAGEMENT

CO1: Train students to be an expert in Human Resource Management.

CO2: To understand how to determine the appropriate training for the employees.

CO3: Promote better Industrial relations and understand the role of Trade Unions.

COURSE TITLE: RURAL MARKETING

CO1: To understand the importance of Agriculture Marketing its problems and initiatives taken by the government in this regard.

CO2: To get an insight into recent trends in rural markets, E-commerce, Role of IT in marketing.

CO3: To understand Consumer Behaviour and how it influences Rural Marketing Strategies.

COURSE TITLE: ENTREPRENEURIAL MANAGEMENT

CO1: To acquaint the learner with the concept, importance of entrepreneurial.

CO2: To familiarize the learner with the assistance and incentives available for promotion and Development of Entrepreneurship.

CO3: Enable students to understand various theories of Entrepreneurship.

COURSE NAME: MARKETING STRATEGIES AND PRACTICES

CO1: Students acquire the knowledge of Marketing Strategies, Designing Marketing plans and types.

CO2: Students understand concepts like Marketing Mix, SBU, SWOT and defensive Marketing strategies.

CO3: To develop a thorough understanding of the process of environment analysis building customer value and customer loyalty.

COURSE NAME: ORGANISATIONAL BEHAVIOUR

CO1: Understand the fundamental concepts on organisational behaviour.

CO2: To understand how to manage conflicts effectively among workers.

CO3: Identify the organizational growth records and overcome the impediments.

SEMESTER - IV

COURSE TITLE: SUPPLY CHAIN MANAGEMENT AND LOGISTICS

CO1: To introduce the learners to the concept of supply chain management (SCM), its principles and participants.

CO2: Examine the activities performed by logistics department.

CO3: To acquaint the learner with the Indian and global Customer perspective of SCM.

COURSE TITLE: ADVERTISING AND SALES MANAGEMENT

CO1: To introduce the learners to fundamentals of advertising and various New Media options and Ad - agencies.

CO2: Develop Art of Selling – Types, Process, Qualities of an Effective Salesman, Structure and Steps in Developing a Sales Organisation.

CO3: To enable the learners to develop and apply creativity and understand social and Regulatory Framework of Advertising.

COURSE TITLE: RETAIL MANAGEMENT

CO1: To introduce and exhibit the application of various Retail management, Marketing, and Consumer Strategies.

CO2: To understand the recent trends and career option in the retail sector.

CO3: To understand technology trend in Retail Sector and concept of E-Retailing

COURSE TITLE: TOURISM MANAGEMENT

CO1: To understand the basic information about types of tourism and various career options in tourism.

CO2: To understand general Information about tourism marketing, pricing and promotion.

CO3: Learners learn the practical application of how to set up travel agency and approval.

COURSE TITLE: MANAGEMENT OF BUSINESS RELATIONS

CO1: Understand the basic concept of Business Relationship Management (BRM) Competencies.

CO2: Explain the nature of Key Drivers for shifting from Industrial Relations to Employee Relations.

CO3: Examine the activities performed by RM in E-CRM: Concept and Benefits, Steps, Successful CRM implementation.