

UNIVERSITY OF MYSORE
Bahadur Institute of Business Administration
Manasagangothri, Mysuru-570 006

Programme outcomes, Programme Specific outcome and course outcomes

1. PH.D. IN BUSINESS ADMINISTRATION

Ph.D. Programme

PhD is a doctoral degree with an academic focus. Aspirants need to possess a master's degree to be eligible to pursue a Ph. D programme.

Candidates can pursue a PhD programme in any stream. In a Ph.D. course aspirants need to select a topic or a subject and do in-depth research on it and answer any queries related to the topic/ subject.

Programme Outcome

The Ph.D. work provides theoretical and empirical exposure pertaining to different aspects of research, which enables the research scholars to take up research in the contemporary areas of management science like Corporate Restructuring, Accounting Systems, Financial Regulations, Business Excellence, Emerging Markets, Financial Derivatives, International trade, Human Resource Management, Branding, Business Information System and Risk Management Portfolio Theory. Thus, the Ph.D. programme enables the scholars to acquire the necessary knowledge and skills to implement in academic and corporate sectors.

Candidates who have cleared entrance exams like UGC NET are usually offered fellowships while pursuing a PhD course. Apart from this, university offer few fellowships to SC/ST students pursuing full time PhD courses.

**COURSE-I: ADVANCED RESEARCH
METHODOLOGY**

Course Outcomes:

1. To acquaint the research students about the tools used for analyzing business data.
2. It aims to provide an understanding of problem identification research.
3. It provides an overall view of conducting field work and to provide data for decision making.
4. It aims at providing an overview of report writing.

COURSE-II: LITERATURE REVIEW

Course Outcomes:

1. To acquaint the research students about the various sources of literature available.
2. It provides an overall view of framing the research questions
3. It aims to provide an understanding of the various styles of research work undertaken and their flaws in methodology
4. It helps to understand the styles used to write the report.

II. Masters in BIMS administration

Programme Outcome

1. The University of Mysore MBA will empower you with crucial skills and knowledge and provide you with the networking opportunities that you need to accelerate your career, either as a manager within the private or public sector, or in developing your own entrepreneurial ambition.
2. To exhibit the skills required to identify, design, develop and implement business solutions to the social relevant problems
3. Ability to develop Value based Leadership ability.
4. To develop Cross-Functional skills and to demonstrate ethical, social and environmental responsibilities in business environment.

Programme Specific Outcomes:

1. Develop highly adept professional managerial skills
2. Explore practical application of the management concept.
3. Empowers students to demonstrate the ability to innovate, the ability to execute the most daunting of challenges in the most trying of circumstances.
4. Create synergies amongst the most diverse set of variables and the ability to continuously learn, improvise, adapt, energize, excel and grow.
5. Encourage student on their professional development plans by reflecting on their first year's learning and Summer Internship experiences.
6. Provide a Strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.
7. Recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
8. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
9. Acquire ability to develop a systematic understanding of globalization and its impact on People, Global businesses, Technology and the Economy.
10. An ability to demonstrate a critical awareness of current issues with respect to Cross Culture & diversity, social responsibility, sustainability, innovation, knowledge management, etc.
11. Obtain an ability to analyze international business problem identification and to formulate and use the appropriate managerial techniques for solutions.
12. Recognize and address global ethical issues and Indian values and apply them in organizational settings across globally.
13. Obtain an understanding of professional, ethical, legal, financial, marketing, sales, logistical security and social issues and responsibilities.
14. Acquire an ability to communicate effectively, both in writing and orally including French as a foreign language.

15. Use information and knowledge effectively: scanning and organizing data, synthesizing and analyzing in order to abstract meaning from information, and to share knowledge.

CORE COURSE

COURSES-I: MANAGEMENT CONCEPTS & THEORIES

Course Outcomes

1. To understand the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To develop cognizance of the importance of management principles

COURSES -II: ORGANIZATIONAL BEHAVIOR

Course Outcomes

1. To help the students develop cognizance of the importance of human behavior.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To analyze the complexities associated with management of the group behavior in the organization.
4. To enable students to synthesize related information and evaluate options for an optimal solution in prediction and control of human behavior at work.

COURSES -III: MANAGERIAL ACCOUNTING

Course Outcomes

1. This course aims at acquainting students with the basic principles of accounting and accounting practices.
2. It aims at providing a basic framework to solve the accounting problems.
3. It provides an understanding of financial statement analysis using EXCEL
4. It also provides an overview of Cost accounting.

COURSES -IV: STATISTICS FOR MANAGEMENT

Course Outcomes

1. To enhance the student's ability to deal with graphical and numerical descriptive statistics for different types of data in management scenario.
2. To apply probability rules and concepts relating to continuous and discrete random variables within a business context.
3. To design data collection plans, analyze data appropriately and interpret & draw conclusion from analyzed data.
4. To provide students with hands on experience to use statistical tools in order to make systematic and scientific decisions even in uncertain business environment.

COURSES -V: Managerial Economics

Course Outcomes

1. To Improve managerial decision making process
2. To understand the basic necessity of economic in Global business
3. To utilize the scarce time and resources for the better production
4. To improve the applied economic principles based on the managerial economics theories

COURSES-VI: MANAGERIAL COMMUNICATION

Course Outcomes

1. To introduce the key concepts of communication, theory, strategy and implementation within an Organizational setting.
2. To develop skills in applying the learnt concepts to realistic situations in a variety of Workplace environments.
3. Writing business documents that are inviting to read , easily understood and logically argued.
4. To enhance the ability to prepare and deliver effective presentations and pitches to suitvarious business scenarios.

COURSES - VII: BUSINESS, GOVERNMENT AND SOCIETY

Course Outcomes

1. It provides the students to acquaint an understanding of economic rules of government in the Indian context.
2. It provides the interface between economic growth, poverty and inequality
3. It helps to understand the success and failure of private and public partnership in the Indian context.
4. It also helps to assess the forces for and against globalization.

COURSES -VIII: COMPUTER APPLICATIONS IN MANAGEMENT

Course Outcomes

1. To acquaint the students with the applications of IT in the business decision making process.
2. It also introduces basic uses of IT in the day-to-day activities of an organization.
3. It provides an overview of the role of technology in business transactions.
4. It gives the students to understand and use MS-office in the course.

SECOND SEMESTER CORE COURSE

COURSES - I: MARKETING MANAGEMENT

Course Outcomes

1. This course is intended to offer a comprehensive introduction to the management of marketing functions, structures and institutions
2. It helps to understand the role in the contemporary economic and social development.
3. To formulate a marketing plan including marketing objectives, marketing mix, strategies, budgeting considerations and evaluation criteria.
4. To understand marketing mix that take into account perceived value, competitive pressures and corporate objectives.

COURSES -II: HUMAN RESOURCE MANAGEMENT

Course Outcomes

1. To enable students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and
 - i. develop manpower develop relevant resources
3. To help students understand the process and evaluation of the performance appraisal and compensation management
4. To develop relevant skills necessary for application in HR related issues.

COURSES - III: CORPORATE FINANCE

Course Outcomes

1. To provide the students to understand the working of corporate financial systems.
2. To help the students to understand to understand investment decision.
3. To provide the students to understand private equity and venture capital.
4. To provide the students also with opportunity cost of making a specific investment.

COURSES - IV: BUSINESS RESEARCH METHODS

Course Outcomes

1. To acquaint the students about the tools used for analyzing business data.
2. It aims to provide an understanding of problem identification research.
3. It provides an overall view of conducting field work and to provide data for decision making.
4. It aims at providing an overview of report writing.

COURSES - V: OPERATIONS MANAGEMENT

Course Outcomes

1. The course aims at familiarizing us students with production process and related issues in industrial units.
2. It introduces to students with inventory planning and material requirements planning.
3. It helps in job designing in the organizations.
4. It provides students with total quality Management and Supply Chain Management.

FOUNDATION COURSE

COURSES - VI: LEGAL ASPECTS OF BUSINESS

Course Outcomes

1. To disseminate knowledge on the formation and management of business in company format.
2. To provide information about the applicability of various industrial laws.
3. To provide an insight into matters related to foreign exchange and its effect on managing the business.
4. To provide an exposure on the laws related to intellectual properties and their influence on business.

COURSES -VII: Management Information Systems

Course Outcomes

1. To recognize contemporary MIS t and how information systems support business strategy, business processes, and practical applications in an organization.
2. To interrelate how various support systems can be used for business decisions and to sustain competitive advantage.
3. To provide a global platform for e-business, business mobility and communications, collaboration, and cloud computing.
4. To express ethical awareness and moral reasoning

COURSES -VIII: OPERATIONS RESEARCH

Course Outcomes

1. The acquaint the students with the application of operations research to business and industry.
2. It also helps them to grasp the significance of analytical techniques in decision making.
3. It helps them to understand the project sequencing and optimize the project duration.
4. It also provides to take decision under risk and uncertainty.

COURSES -IX: GLOBAL BUSINESS ENVIRONMENT

Course Outcomes

1. It helps the students to understand the International Trade Theory
2. It explores knowledge on international economic Institutions
3. It helps to understand the foreign Investment flows
4. It also helps to understand the regional economic block

THIRD SEMESTER

CORE COURSE

COURSES -I: PROJECT MANAGEMENT

Course Outcomes

1. To acquaint the students with the overview of Business related Project Management.
2. To Provide the students with Project Planning
3. To identify the Project Risk Management and reduce project risks.
4. To Provide an understanding of Project team Management.

COURSES -II: ENTREPRENEURSHIP AND SMALL BUSINESS

Course Outcomes

1. To describe the importance of entrepreneurship; outline the qualities of a successful entrepreneur; state the functions of an entrepreneur; explain the issues and problems faced by entrepreneurs.
2. To identify and secure customers, stakeholders, and team members through networks, primary customer research, and competitive and industry analyses in order to prioritize and pursue an initial target market in real-world projects.
3. To develop knowledge on how to assess business opportunities and an in-depth understanding of what typically characterize successes and failures.
4. To detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths

ELECTIVE PAPERS

MARKETING

COURSES - III: CONSUMER BEHAVIOR AND MARKETING RESEARCH

Course Outcomes

1. The objective of the course is to familiarize the students with the consumer behavior.
2. It helps them to identify the decision making process with the consumers.
3. It provides them to understand the various marketing research designs to conduct research on consumers.
4. It also helps them to understand the data analysis using SPSS.

COURSES - IV: SALES AND LOGISTICS MANAGEMENT

Course Outcomes

1. To understand sales force and marketing channels to gain competitive advantage.
2. To familiarize with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.
3. To introduce course participants to national and international sales and distribution practices
4. To expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales & distribution management systems

COURSES -V: ADVERTISING AND SALES PROMOTION MANAGEMENT

Course Outcomes

1. Analyze the expanding environment of media and communication techniques and assess the strengths, weakness, opportunities and threats (SWOT) of different kind of promotional campaigns.
2. Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program
3. Contribute to evaluating the effectiveness of advertising and marketing communication initiatives.
4. Participate in the development of creative solution to address advertising and marketing communications challenges.

FINANCE

COURSES - III: ADVANCED CAPITAL BUDGETING

Course Outcomes

1. The objectives of the Course is to provide knowledge about cash flow measurement in evaluating projects.
2. To provide the students with ranking projects based in optimal cash flow.
3. To understand the concepts of real options in capital investment
4. To identify the techniques for project risk analysis.

COURSES -IV: FINANCIAL MARKETS AND INSTITUTIONS

Course Outcomes

1. To understand the Indian capital market and money market.
2. To understand the basic concepts of banking in India.
3. To understand merchant banking and credit rating in India
4. To evaluate the regulatory mechanism of capital Market .

COURSES - V: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Outcomes

1. To recognize and apply appropriate theories, principles and concepts relevant to securities analysis and portfolio management.
2. To familiarize the students with the fundamental and technical analysis of the diverse investment avenues.
3. To outline major steps in the portfolio management process and identify different types of financial markets.
4. To identify, analyze and draw reasoned conclusions in selecting and presenting information on securities.

HUMAN RESOURCE MANAGEMENT

COURSES -III: HUMAN RESOURCE DEVELOPMENT

Course Outcomes

1. To equip students to develop themselves into a critically reflective and capable HRD practitioner.
2. To enable students to develop an ability to decide learning and training needs
3. To apply HRD interventions like coaching, mentoring, and counseling.
4. To explain the role of HRD in designing, developing, Implementing and evaluating appropriate strategies in line with the business goals.

COURSES -IV: ORGANIZATIONAL CHANGE AND DEVELOPMENT

Course Outcomes

1. To understand how the process of Organizational Change occurs and the typical roles that collaborate to deliver successful change
2. To understand how Individuals are impacted by change and the different ways they might respond to change.
3. To Outline important aspects as to how to build and equip a change team to improve effectiveness in an organization.
4. To learn to diagnose ongoing activities within an Organization and plan the implementation of selected OD interventions.

COURSES -V: TRAINING AND DEVELOPMENT

Course Outcomes

1. To understand the basic concepts of organizational Training and Development.
2. To provide both conceptual and practical value for developing training programs.
3. To be able to evaluate a training program using statistical methods.
4. To emphasize the importance of training in improving the core competencies of individuals and organizations.

INTERNATIONAL BUSINESS

COURSES -III: INTERNATIONAL ECONOMICS

Course Outcomes

1. To enable students to Comprehend theory of decision making under conditions of scarcity and uncertainty.
2. To analyze choice and demand, production, cost, the firm and market structure & reasons for market failure.
3. To develop analytic tools used to understand how the economy functions in aggregate.
4. To understand the short & long run economic fluctuations.

COURSES - IV: INDIA & WTO

Course Outcomes

1. To acquaint the students with international body/ Institution WTO and its establishment for the smooth conduct of International trade & Business. Highlighting its importance.
2. To identify the inherent structure & the primary objectives of WTO.
3. To recognize the functional role of WTO, as a facilitator & protector of international trade.
4. To highlight some of the important trade agreements under the overall preview of WTO such as TRIPS/ TRIMS/ GATS Etc

COURSES - V: EXPORT-IMPORT PROCEDURES & DOCUMENTATION

Course Outcomes

1. To introduce familiarize the students with the Import & Export Policy framework & Guidelines of the Government of India.
2. To introduce the role & functions of the principal regulatory authorities like DGFT, CBEC who administer & govern the foreign trade in India.
3. To familiarize the students, import & export licensing formalities with relation to category of importers and exporters, categories of goods/ services with reference to both industrial & Non- industries sectors.
4. To familiarize the students about the international contractual terms & conditions such as INCOTERMS etc & the duties & responsibilities of buyer & seller.

INFORMATION SYSTEMS

COURSES - III: SYSTEM ANALYSIS AND DESIGN

Course Outcomes

1. To understand and apply the information systems (IS) theories and concepts required in Systems Analysis and Design (SAD)
2. To design system components and environments.
3. To build general and detailed models that assist programmers in implementing a system.
4. To design a database for storing data, a user interface for data input and output, and controls to protect the system and its data.

COURSES - IV: SOFTWARE ENGINEERING MANAGEMENT

Course Outcomes

1. To build basic knowledge and understanding of the analysis and design of complex systems.
2. To use the techniques, skills, and modern engineering tools and processes necessary for software engineering practice
3. To develop, maintain and evaluate large-scale software systems.
4. To produce efficient, reliable, robust and cost-effective software solutions.

COURSES -V: DATABASE MANAGEMENT TECHNIQUES

Course Outcomes

1. To understand the fundamentals of database systems, design techniques and their use in organizations.
2. To comprehend how database systems are used for strategic and operational decision making.
3. To understand managerial issues associated with database technologies.
4. To understand current/emerging technologies like data warehousing and Web-enabled data-driven systems

RETAIL & SUPPLY CHAIN MANAGEMENT

COURSES -III: SUPPLY CHAIN MANAGEMENT

Course Outcomes

1. With the concepts of supply chain linkages in organizations.
2. It helps the student to understand inventory levels and order quantities
3. It also helps in illustrate the linkages with customers' issues, logistics and business issues in Indian context.
4. It helps in understanding retail and supply chain interface and channel design management

COURSES -IV: OPERATIONS STRATEGY

Course Outcomes

1. To acquaint the students with the building blocks of planning and control of operations.
2. To provide the students with various types of productivity.
3. To provide also with a framework for operations strategies.
It also provides the students with learning and growth Strategies in operations

COURSES -V: SERVICES & RETAIL MARKETING

Course Outcomes

1. To acquaint the students with the service design elements of variety of services.
2. To provide the students with the strategies for marketing services.
3. To introduce the students with various types of retailing in India.
4. It also provides the students with merchandise management.

FOURTH SEMESTER

CORE COURSE

COURSES -I: STRATEGIC MANAGEMENT

Course Outcomes

1. To devise strategies of the organization with clear vision and mission using the best available technology.
2. To understand environmental considerations and also knowing socioeconomic and cultural background of both internal and external environments.
3. To experience policy making process and making technological changes keeping in mind the change in needs of the customers to compete in local as well as global markets.
4. To understand generic competitive strategies.

ELECTIVE PAPERS MARKETING

COURSES -II: PRODUCT AND BRAND MANAGEMENT

Course Outcomes

1. To increase understanding of the important issues in planning and evaluating product and brand strategies.
2. To provide “real world” experience and understanding of product and branding strategies.
3. To understand product and branding concepts from the consumer’s point-of-view.
4. To explore contemporary issues in product and branding development and sustainability.

COURSES - III: BUSINESS MARKETING MANAGEMENT

Course Outcomes

1. To create an understanding, the nature of business marketing vis-a vis consumer marketing.
2. To create an awareness about the business to business (B2B) model of marketing
3. To understand the organization Buying Behaviour (OBB) with emphasis on the customer profile identification of need based requirements in terms of quantity, quality, cost & delivery of industrial buyers.
4. To understand the various strategies involved in business marketing in terms of product, price, positioning, placement, promotion etc vis-a vis competitors.

COURSES -IV: SERVICES MARKETING

Course Outcomes

1. To Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.
2. To Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence.
3. To Identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications
4. To understand key linkages between marketing and other business function in the context of designing and operating an effective service system.

COURSES -V: INTERNATIONAL MARKETING

Course Outcomes

1. To give an in depth analysis of international marketing and its opportunities for the marketer.
2. It also helps them to understand promotional policies of the governments to augment trade.
3. It provides the procedures to export and import from various countries.
4. It also provides insights into the International Economic Institutions and its relationships with India.

FINANCE

COURSES -II: ELECTIVE FM 4: STRATEGIC FINANCIAL MANAGEMENT

Course Outcomes

1. To understand the students with the various financial strategies of business.
2. To help the students to understand financial distress and restructuring.
3. To provide the students to understand dividend policy of a firm.
4. It is also to provide students with credit rating and merchant banking.

COURSES -III: DERIVATIVES

Course Outcomes

1. To demonstrate an understanding of the uses of risk management approaches and techniques used by modern organizations.
2. To apply their knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk, credit risk and portfolio risks.
3. To make informed judgments on the use of derivative instruments.
4. To evaluate, synthesize and communicate strategies to manage risk

COURSES - IV: INTERNATIONAL FINANCIAL MANAGEMENT

Course Outcomes

1. To give a specialized knowledge of significance of Foreign exchange and its relevance to survival of Companies in international markets.
2. To study the foreign exchange markets.
3. It also provides insights about hedging and swaps.
4. It also helps in international investment decisions.

COURSES - V: CORPORATE TAXATION

Course Outcomes

1. To understand the basic concepts related to Income Tax act.
2. To help the students to understand the computation of business income.
3. To provide the student to compute Capital gains
4. To help the students to understand the assessment and advance payment of Tax in business.

HUMAN RESOURCE MANAGEMENT

COURSES - II: STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Outcomes

1. To explain the purpose of strategic planning in an organization
2. To demonstrate the ability to explain the importance of people in the achievement of strategic change.
3. To analyze the strategic issues and strategies required to select, develop, appraise & compensate human resource.
4. To integrate the knowledge of HR concepts to take correct business decisions.

COURSES - III: LABOUR LEGISLATIONS

Course Outcomes

1. The course provides basic conceptual basis of industrial relations.
2. It is aimed at developing and understanding interaction pattern among labour, management and the state.
3. It imparts basic knowledge of the labour laws and its features with various enactments with focus on practice.
4. To understand major statutes and regulations pertaining to employment practices with respect to state.

COURSES - IV: INDUSTRIAL RELATIONS & COLLECTIVE BARGAINING

Course Outcomes

1. To help students acquire solid theoretical, practical and ethical perspective on various aspects of IR.
2. To make the student aware of the present state of IR in India.
3. Understand the various processes and procedures of handling Employee Relations.
4. To be acquainted with the concepts, principles and issues connected with Trade Unions, Collective Bargaining and Grievance redressal.

COURSES - V: KNOWLEDGE MANAGEMENT

Course Outcomes

1. It introduces to concepts and ideas on knowledge acquisition, creation and externalization in modern organization.
2. To understand the organizational strategy and knowledge management initiatives.
3. To address different aspect of knowledge management: knowledge culture, teams and leadership.
4. To develop analytical skills of organizational intellectual ability as well as managerial skills for knowledge based strategy implementation.

INTERNATIONAL BUSINESS

COURSES -II: INDIA'S FOREIGN TRADE

Course Outcomes

1. To Understand India's position in the globalized world market in terms of quantum of world trade and its contribution to the GDP, economic growth & development as a performance parameter.
2. To understand the balance of payments (BoP) in term of foreign trade & to identify and address any imbalances in trade which India needs to work on or working on.

3. To take note of the various bi-lateral & multilateral trade agreements which India has entered into and also the nature & scope of various areas of economic cooperation which India seems to be pursuing.
4. To understand the foreign Trade Policy of India in both letter & spirit and its thrust in export promotion.

COURSES -III: INTERNATIONAL TRADE POLICY

Course Outcomes

1. To understand the various International trade policy and factors leading to International trade and evaluations.
2. To help the students to understand tariffs and taxes imposed by the government on imported goods.
3. To provide the students to know the barriers to trade in Indian economy.
4. To also understand the economic ideas and theories of regional economic integrations.

COURSES -IV: INTERNATIONAL FINANCIAL MANAGEMENT

Course Outcomes

1. To give a specialized knowledge of significance of Foreign exchange and its relevance to survival of Companies in international markets.
2. To study the foreign exchange markets.
3. It also provides insights about hedging and swaps.
4. It also helps in international investment decisions.

COURSES -V: INTERNATIONAL MARKETING

Course Outcomes

1. To give an in depth analysis of international marketing and its opportunities for the marketer.
2. It also helps them to understand promotional policies of the governments to augment trade.
3. It provides the procedures to export and import from various countries.
4. It also provides insights into the International Economic Institutions and its relationships with India.

INFORMATION SYSTEMS

COURSES-II: ENTERPRISE RESOURCE PLANNING AND BUSINESS PROCESS RE-ENGINEERING

Course Outcomes

1. To know and apply key technical terminology in enterprise information systems as they apply in different ERP products and development methods
2. To understand key differences between the major ERP applications (such as SAP R/3, and Oracle/PeopleSoft/Siebel) and issues specific to these applications their configuration and management.
3. To evaluate the progress of an ongoing ERP implementation project.
4. To understand various BPR methodologies and their applications.

COURSES -III: ELECTRONIC COMMERCE

Course Outcomes

1. To understand the complexity of e-commerce and its many facets.
2. To explore how e-business and e-commerce fit together.
3. To identify the impact of e-commerce.
4. To recognize the benefits and limitations of e-commerce.

COURSES -IV: IPR AND CYBER LAWS

Course Outcomes

1. To introduce the cyber world and cyber law in general
2. To explain about the various facets of cyber crimes
3. To enhance the understanding of problems arising out of online transactions and provoke them to find solutions
4. To clarify the Intellectual Property issues in the cyber space and the growth and development of the law in this regard

COURSES -V: BUSINESS STRATEGIES

Course Outcomes

1. To disseminate knowledge regarding the concept and tools of Business Policy and strategy
2. To understand various perspectives and concepts in the field of Business Strategic Management
3. To understand the principles of strategy, formulation, implementation and control in organizations.
4. To develop skills for applying these concepts to the solution of business problems and master the analytical tools of strategic management

RETAIL & SUPPLY CHAIN MANAGEMENT

COURSES -II: SALES AND LOGISTICS MANAGEMENT

Course Outcomes

1. To understand sales force and marketing channels to gain competitive advantage.
2. To familiarize with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.
3. To introduce course participants to national and international sales and distribution practices
4. To expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales & distribution management systems

COURSES -III: RETAIL MANAGEMENT

Course Outcomes

1. To describe retailing, the entities involved, and the impact of decisions on a retail business
2. To Identify the important aspects of merchandise planning and management
3. To Identify good store design and Explain the value of a thoughtful store layout
4. To Illustrate how the store environment can create a rewarding shopping experience

COURSES -IV: PROMOTION & RELATIONSHIP MANAGEMENT

Course Outcomes

1. To develop the skills to turn prospects into advocates
2. To maintain large proportion of loyal advocates
3. To enable profitable relationship of the type the customers would desire and with those who desire them.
4. To enable Usage of cross selling opportunities without annoying customers.

COURSES -IV: OPERATIONS RESEARCH

Course Outcomes

1. To acquaint the students with the application of operations research to business and industry.
2. It also helps them to grasp the significance of analytical techniques in decision making.
3. It helps them to understand the project sequencing and optimize the project duration.
4. It also provides to take decision under risk and uncertainty.