

BUSINESS MANAGEMENT

1. *Name of Department:* **Masters of Commerce**

2. *Title of Programme:* **Masters of Commerce – Business Management**

3. *Programme Outcomes:*

- Fundamental knowledge in different functional areas of management, managerial principles, economic theory and quantitative techniques of decision-making like Statistics and Operations Research are imbibed by the students
- Managerial skill of the students are developed by adopting practical approaches such as case study, business games, assignment writing and application of digital technology
- Students get adequate exposure to operational procedures in Finance, Marketing, HRD, Banking, Insurance, Accounting, Taxation, International Business and Operations Management.
- Enable learners to develop presentation skills, problem-solving skills and leadership skills.

4. *Programme Specific Outcomes:*

- Students develop the ability to comprehend and imbibe core and functional management concepts, business environment and domain specific knowledge.
- Equip the students with requisite knowledge, skills and right attitude necessary to provide effective leadership in a global environment.
- Develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.
- Develop skills for analyzing of the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, finance, business strategy and human resources etc.
- Develop attributes for research in academics and applied research for industry.

5. Course Outcomes:

Title of the course	Course credit	Course outcome
Semester I		
Strategic Management	06	<ol style="list-style-type: none"> 1. To enable the learners to understand new forms of Strategic Management concepts and their use in business 2. To provide information pertaining to Business, Corporate and Global Reforms 3. To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions 4. To acquaint the learners with recent developments and trends in the business corporate world
Economics for Business Decisions	06	<ol style="list-style-type: none"> 1. This course is designed to equip the students with basic tools of economic theory and its practical applications 2. The course aims at familiarizing the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyze the market behavior with economic way of thinking 3. To provide an insight into application of economic principles in business decisions 4. To widen analytical ability of the students and to provide them a foundation for further study of economics
Cost and Management Accounting	06	<ol style="list-style-type: none"> 1. To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business 2. To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates 3. To enable the learners in understanding, developing, preparing and 4. presenting the financial report in the business corporates
Business Ethics and Corporate Social Responsibility	06	<ol style="list-style-type: none"> 1. To familiarize the learners with the concept and relevance of Business Ethics in the modern era 2. To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context
Semester II		
Research Methodology for Business	06	<ol style="list-style-type: none"> 1. To enhance the abilities of learners to undertake research in business & social sciences 2. To enable the learners to understand, develop and apply the fundamental skills in formulating research problems 3. To enable the learners in understanding and developing the most appropriate methodology for their research 4. To make the learners familiar with the basic statistical tools and techniques applicable for research

Macro Economics Concepts and Applications	06	<ol style="list-style-type: none"> 1. To enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level 2. To instill a firm grounding on the basic macro-economic concepts that strengthen analysis of crucial economic policies
Corporate Finance	06	<ol style="list-style-type: none"> 1. To enhance the abilities of learners to develop the objectives of Financial Management 2. To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates 3. To enhance the abilities of learners to analyze the financial statements
E-Commerce	06	<ol style="list-style-type: none"> 1. To provide an analytical framework to understand the emerging world of e-commerce 2. To make the learners familiar with current challenges and issues in e-commerce 3. To develop the understanding of the learners towards various business models 4. To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business 5. To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce
Semester III		
Entrepreneurial Management	06	<ol style="list-style-type: none"> 1. To develop a comprehensive understanding of the concepts, theories, and principles of entrepreneurship. 2. To understand the role of innovation, creativity, risk-taking, and opportunity recognition. 3. To analyze the changes introduced in the components of environment of the business internally and externally and understanding their impact on the enterprise. 4. To acquaint the learners about the assistance and incentives for Promotion and Development of Entrepreneurship
Organizational Behaviour	06	<ol style="list-style-type: none"> 1. To help students comprehend the various factors that influence individual behavior, motivation, perception, and attitudes within an organizational setting. 2. To introduce students to the concept of organizational culture and its impact on employee behavior, job satisfaction, and overall performance. 3. To explore how individuals interact in groups and teams, including aspects such as leadership, communication, decision-making, and conflict resolution. 4. To highlight the importance of employee well-being, work-life balance, and stress management, and how these factors affect both individuals and the organization.
Marketing Strategies and Practices	06	<ol style="list-style-type: none"> 1. To provide students with a solid understanding of the core principles and concepts of marketing, including the marketing

		<p>mix (product, price, place, promotion), market segmentation, targeting, and positioning.</p> <ol style="list-style-type: none"> To cultivate strategic thinking skills by teaching students how to analyze market trends, competitive landscapes, and consumer behaviors to formulate effective marketing strategies. To explore the psychological and sociological factors that influence consumer decision-making, helping students understand how to tailor marketing strategies to target audiences. To provide insights into the challenges and opportunities of marketing in a global context and to cover the essentials of e-marketing, social marketing and digital marketing.
Project Work	06	<ol style="list-style-type: none"> To enable the learners to conduct research independently in the area of their interest in case of research-based projects. In the case of internship-based project ability to critically comprehend, analyze, suggest and recommend on the job role performed by the learner To encourage students to identify and address challenges and obstacles that arise during research or internship project, promoting critical thinking and problem-solving abilities. To provide students with a practical learning experience that bridges the gap between theory and application.
Semester IV		
Supply Chain Management and Logistics	06	<ol style="list-style-type: none"> To emphasize the importance of collaboration and integration among various supply chain partners, including suppliers, manufacturers, distributors, and retailers. To introduce students to the concepts and components of logistics, including transportation, inventory management, warehousing, distribution, and order fulfillment. To examine the challenges and opportunities of managing supply chains on a global scale, including issues related to customs, regulations, and cultural differences.
Advertising and Sales Management	06	<ol style="list-style-type: none"> To aid the learners in exploring various advertising methods, creative strategies, and media channels used to reach target audiences and promote products or services. To provide insights into creating compelling advertising content, including copywriting, visual design, storytelling, and the use of multimedia elements as well as the regulatory framework for advertising. To discuss sales management principles, sales planning, sales controlling and sales force management. To delve on the importance of Customer Feedback, Data Mining and the Role of IT for the purpose of Sales Management.
Retail Management	06	<ol style="list-style-type: none"> To provide students with an overview of the retail industry, its significance in the economy, and the role of retail managers in delivering value to customers.

		<ol style="list-style-type: none"> 2. To explore marketing strategies specifically tailored for the retail industry including Promotional Strategies, Retail Planning Process and Retail - Market Segmentation. 3. To explore store layout design principles, visual merchandising techniques, and how store aesthetics can influence customer experience. 4. To acquaint the students with the integration of technology, such as Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system, and the concept of Green Retailing.
Project Work II	06	<ol style="list-style-type: none"> 1. To enable the learners to conduct research independently in the area of their interest in case of research-based projects. 2. In the case of internship-based project ability to critically comprehend, analyze, suggest and recommend on the job role performed by the learner 3. To encourage students to identify and address challenges and obstacles that arise during research or internship project, promoting critical thinking and problem-solving abilities. 4. To provide students with a practical learning experience that bridges the gap between theory and application.