

Regulation - 2017

YEAR/SEMESTER : I / I

C101 BA 5101 Economic Analysis for Business	
C101.1	Analyze the basic fundamentals economic problems and the behavior by understanding the basic concepts of micro and macro economies.
C101.2	Understanding of the standard theoretical analysis of consumer and producer behaviour
C101.3	Design competition strategies, and market environment according to the natures of products and the structures of the markets.
C101.4	Integrate the concept of macroeconomic aggregates and output decisions of firms under various national income.
C101.5	Make optimal business decisions by integrating the concepts of Demand and supply of money.
C102 BA5102 Principles Of Management	
C102.1	Evaluate the context for taking managerial actions of planning, organizing and controlling. .
C102.2	Assess situation, including opportunities and threats that will impact management of an organization
C102.3	Integrate management principles into management practices
C102.4	The students should be able to describe and discuss the elements of effective management,
C102.5	Discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication
C103 BA5103 Accounting For Management	
C103.1	Prepare various costing schedules where an analysis of cost classification, behaviour, and types.
C103.2	Analyze cost-volume-profit techniques to determine optimal managerial decisions.
C103.3	Apply and analyze different types of activity-based management tools through the preparation of estimates
C103.4	Possess a managerial outlook at accounts

C103.5	Acquire a reasonable knowledge in accounts. Analysis and evaluate financial statements.
C104 BA5104 Legal Aspects Of Business	
C104.1	Acquire Basic knowledge and understanding of the principles governing the business organization.
C104.2	Ability to analyze legal issues facing a company with the knowledge gained.
C104.3	Comprehend the key concepts of business law relating to contract formation, the selection of a business organization etc
C104.4	Legal insight will be established in the business practices according to the situation of changing environment
C104.5	Analyse the knowledge of Legal perspective and its practices to improvise the business
C105 BA5105 ORGANIZATIONAL BEHAVIOUR	
C105.1	Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.
C105.2	Analyze how these theories and empirical evidence can help to understand contemporary organizational issues.
C105.3	Apply theories to practical problems in organizations in a critical manner.
C105.4	Comprehend some of the main theories of Organizational Behavior
C105.5	Analyse an overview of theories and practices in organizational behavior in individual, group and organizational level.
C106 BA5106 STATISTICS FOR MANAGEMENT	
C106.1	Have a fundamental knowledge of the basic statistics and probability distribution concepts.
C106.2	Aware of the problem and know how to apply the normal, t-distribution and F-distribution and one-way and two-way analysis of variance for hypothesis testing.
C106.3	Find the application of correlation, regression and time series analysis in various aspects.
C206.4	To facilitate objective solutions in business decision making under subjective conditions
C206.5	Students to solve the problems by understanding the basic concepts and learn the applications of statistics in business decision making.

C107 BA5107 TOTAL QUALITY MANAGEMENT	
C107.1	Apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.
C107.2	Familiar the principles of total quality management and peculiarities of their implementation
C107.3	Use quality management methods analyzing and solving problems of organization.
C107.4	To use new concepts of TQM Process of continuous improvement and learning
C107.5	To create an awareness of fundamental principles , significance and implementation of quality management.
C108 BA5108 SPOKEN AND WRITTEN COMMUNICATION	
C108.1	Get into the habit of writing regularly.
C108.2	Express themselves in different genres of writing from creative to critical to factual writing.
C108.3	Take part in print and online media communication.
C108.4	Read quite widely to acquire a style of writing
C108.5	Identify their area of strengths and weaknesses in writing
C108.6	Speak confidently with any speakers of English, including native speakers. Speak effortlessly in different contexts – informal and formal
YEAR/SEMESTER : I / II	
C201 BA5201 APPLIED OPERATIONS RESEARCH	
C201.1	Understand and analyze managerial problems in industry so that they are able to use Resources more effectively.
C201.2	Specialized linear programming problems like the transportation and assignment Problems.
C201.3	Understand the applications of basic methods for and challenges in integer programming and the concepts of game theory to know how they are used in modeling and analyzing an interactive situation.
C201.4	Understand the characteristics of different types of decision making environments and The appropriate decision making approaches and tools to be used in each type.
C201.5	Understand basic characteristic features of a queuing system and acquire in analyzing Queuing models and analyzing the problem of replacement when machines, equipment

	become less effective using the replacement models.
C202 BA5202 Business Research Methods	
C202.1	Remembering the types of research, its objectives and how the concept theory plays its role in research.
C202.2	Understanding the different types of research designs, types of validity and various measurement techniques.
C202.3	Knowledge about the various methods of data collection and how sample and sample size could be determined.
C202.4	Possessing the statistical techniques and different analytical methods for research.
C202.5	Knowing the needs and values of ethical research and how it could be implemented in report writing.
C203 BA5203 FINANCIAL MANAGEMENT	
C203.1	Understanding basic concepts of financial management such as decisions and functions of financial management. And to learn meaning and estimations of time value of money, valuation of securities and risk and return of securities.
C203.2	Evaluate long term investments using techniques like payback period, accounting rate of return, net present value, profitability index and internal rate of return and to estimate specific cost of capital and weighted average cost of capital.
C203.3	concepts of dividend and examine impact of dividend policy of a firm.
C203.4	Estimate and evaluate different components of working capital such as Receivables, payables, inventory, cash, etc.,
C203.5	Exposure and knowledge of long term sources of fund namely share, debenture, term loans,private equity, venture capital, and so on.
C204 BA5204 Human Resource Management	
C204.1	Knowledge about the evolution of human resource management, its roles, policies and the application of computers in human resource management
C204.2	Understanding the need for human resource requirement and the process of recruitment and selection
C204.3	Knowing the training methods, development programmes and the concepts of knowledge management
C204.4	Insight into the concept of motivation, its theories and techniques and the concept of career management

C204.5	Understanding the necessity of performance evaluation and the importance, process and methods of control system
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C205 BA5205 Information Management

C205.1	Knowledge about the basic concepts of information technology and functional information systems
C205.2	Remembering the tools for system analysis and its application in information management
C205.3	Familiarity with the database management systems and the concepts like data warehousing and data mart
C205.4	Understanding the need for security, testing process, knowing the concepts of disaster management, computer crimes etc., and ethics in Information technology.
C205.5	Understanding the role of e- commerce in information management and knowledge about data mining and cloud computing

C206 BA5206 Operations Management

C206.1	Familiarize the basics of operations management, its importance in transformation process, development over years in a system perspective by studying the functions, recent trends, future challenges and to frame strategy to achieve it..
C206.2	Knowing the various quantitative and qualitative forecasting methods and make planning of capacity, facility location, facility layout and operations based on that.
C206.3	Identify the factors to be considered and the various approaches to be followed in designing the product, process and the work; and the method to measure and improve productivity.
C206.4	Understand the need and importance of managing materials by planning and purchasing the right material; and managing the inventory for best output.
C206.5	Knowing various scheduling techniques like PERT and CPM and also the various methods to schedule and manage the projects.

C207 BA5207 Marketing Management	
C207.1	Understanding of ideas and nuances of marketing; Define the business environment and priorities of marketing. And to distinguish the various marketing practices in serving the needs of organizations versus consumer goods and to explain the key coreconcepts of marketing globally.
C207.2	Formulate and manage the industrial market and consumer marketing strategies including all key components and to understand the basics of service marketing and competitor analysis with Marketing mix.
C207.3	Explain the techniques to conduct market analysis practices including market segmentation and targeting and apply the 4 P's in the industrial and consumer market.
C207.4	Compare and contrast different perspectives that characterize the study of consumer behavior and apply theories and Models of consumer behavior to the formulation of effective marketing strategy.
C207.5	consumer behavior and also to understand the role of Marketing information systems, online marketing and the impact of Ethics in business.
C208 BA5208 Data Analysis and Business Modelling	
C208.1	Determine the aspects of creating spreadsheet, performing calculations, formatting, some very widely used formulas
C208.2	Compute and interpret the results of Bi variate and Multivariate Regression and Correlation Analysis, for forecasting and also perform ANOVA and F-test.
C208.3	Understand the various alternatives available for investment and make sound investment decisions in the context of Analysis
C208.4	Build an understanding of the fundamental concepts of computer networking.
C208.5	Familiarity with the basic protocols of networking Models and how they can be used to assist in network design and implementation.

Year/SEMESTER : II / III	
C301 BA5301 International Business Management	
C301.1	Knowing the nature, factors and advantages of International business and its business Environment.
C301.2	Understanding the roles of GATT/WTO, Regional Trade block and the theories of international trade.
C301.3	Familiarity with the concepts of strategic compulsion, strategic options, controlling of international business and its performance evaluation.
C301.4	Understanding the necessity of make or buy decision, concepts of product development and criteria in selecting and training the expatriate managers.
C301.5	Awareness about the conflict management, the disadvantages and ethical issues of international business.
C302 BA5302 Strategic management	
C302.1	Determine Understanding the conceptual framework, process, objectives and goals of strategic management.
C302.2	Knowing the basic concept of competitive advantage and its impact in external and internal business environment.
C302.3	Analyzing the generic strategic alternatives, corporate strategy, diversification and strategic alliances.
C302.4	Implementing the strategic processes, strategic change, designing organizational structure and the techniques of strategic evaluation and control.
C302.5	Awareness about the strategic issues for non-profit organization and understanding the new business models and strategies for internet economy.
C303 BA5001 Brand Management	
C303.1	Developing a basic understanding of Branding its functions, Significance and various types of brands.
C303.2	Highlighting the strategic issues in branding. And also to study the branding strategies used by companies to compete with foreign brands.
C303.3	Develop hands-on abilities establishing the key foundations of a strong brand image building, brand loyalty programmes, brand promotion, and brand personality

C303.4	Understanding of brand adoption practices and basic issues in brand extensions.
C303.5	Develop critical perspectives in evaluating research in branding and applying them in strategic management of brands in creative industries, traditional and non-traditional tools for measuring brand strength – both qualitative and quantitative measures..
C304 BA5003 Customer relationship Management	
C304.1	To gain in sight in relationship marketing
C304.2	To use strategic customer acquisition and retention techniques in CRM
C304.3	To understand the structural implications of CRM
C304.4	To plan and coordinate with various functional areas in management to arrive at the strategy.
C304.5	To understand the new technological developments in CRM
C305 BA5005 Retail Marketing	
C305.1	Explain the central role of retail in industrialised societies, and the impact of key market/retail trends upon this sector in the local and global contexts
C305.2	Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders
C305.3	Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry
C305.4	Evaluate the implementation of marketing strategy through the retail mix – including product and merchandise mix, pricing, location and store- design, promotions, and store management - to improve the total customer experience and retailer market competitiveness.
C305.5	Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions

C306 BA5008 Banking Financial Services Management	
C306.1	Familiarize overview of Indian Banking System, its function, acts governing the function of Indian banking system and the bank financial statement.
C306.2	Price various types of loans and deposits proposed by banks to various prospective Borrowers and depositors respectively.
C306.3	Identify the various risk profiles and evaluate the performance of banks and manage the asset liabilities of the bank.
C306.4	Understand the need and importance of mergers and diversification of bank and the methods to evaluate the performance of banking.
C306.5	Understand e-banking and the threats that go with it.
C307 BA5022 Merchant Banking And Financial Services	
C307.1	Apply corporate finance concepts, principles and theories to the basic financial problems of the industry.
C307.2	Apply best practice tools and methods in investment management to different settings
C307.3	Explain the capital structure and analyze how financing decisions influence firm value.
C307.4	Describe how dividends are paid and explain factors that affect a firm's dividend policy.
C307.5	Evaluate different stakeholders' roles and significance in relation to corporate Governance
C308 BA5012 Security Analysis and Portfolio Management	
C308.1	Understanding the basic environment of Indian financial systems especially investment options and their risk and return.
C308.2	Understanding the mechanism and functioning of primary and secondary markets of capital market and intermediaries
C308.3	Analyze and predict securities risk and return using fundamental analysis.
C308.4	Skill to predict share price movements and make decisions using different methods of technical analysis
C308.5	Analyze, evaluate and manage portfolio of securities based on various techniques.

C309 BA5014 ENTREPRENEURSHIP DEVELOPMENT	
C309.1	Familiarize overview of the competencies, personality traits and characteristics of Entrepreneurs.
C309.2	Understand the Environmental factors affecting entrepreneurship and central and state government policies for SME"s
C309.3	Understand about prefeasibility, feasibility, project preparation for stating a business enterprise.
C309.4	Understand the various functions areas of Management ie Finance Marketing, HR and Operations management.
C309.5	Understand monitoring of business, preventing of sickness, rehabilitation of business Enterprises.
C310 BA5015 INDUSTRIAL RELATIONS AND LABOUR WELFARE	
C310.1	Developing an understanding of ideas and nuances of Industrial relation; Define Concepts, trends dominated I.R. concept in early stages, causes of Disputes improving I.R, strengthening Trade unions &Corporate codes of conduct on workers.
C310.2	Identify the major causes for industrial conflicts, how Collective Bargaining, negotiation, adjudication and arbitration helps to reduce conflict. Techniques can be implemented to bring Industrial Peace .administrative machinery set up for resolving disputes.
C310.3	Explain the labour welfare, kinds of training available for workers, voluntary welfare measures, How do labour welfare officers can prevent the industrial conflicts and analyse the effective strategy to improve the labour management relations in India
C310.4	social security and social assistance provided for child labor, women labour, agriculture labour , contract labour, knowledge workers and physically challenged people. various Acts, which regulate labour and employment in India
C310.5	Explain the statutory health, welfare and safety provisions, find the consequences of work stress, preventive and curative measures of occupational diseases. causes of accidents in a factory and discuss the need for counseling, Major psychological problems of workers in factories

C311 BA5019 STRATEGIC HUMAN RESOURCE MANAGEMENT	
C311.1	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems..
C311.2	Understanding of the tools and techniques used by organizations to meet current challenges.
C311.3	Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks
C311.4	Providing an overview of the counseling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organizations
C311.5	Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers
C312 BA5020 ADVANCED DATABASE MANAGEMENT SYSTEM	
C312.1	To provide insight into the various types of databases used in different organisations and to provide the applications of different databases for various purposes.
C312.2	To understand the steps in database query processing with the objective of accessing the data from the database. To provide the importance of data security and data recovery process followed by different organization.
C312.3	To understand the concepts of databases used in different locations with the intricacies of data access and providing data security in various networks. To understand the importance of data concurrency and the reliability of data used at various levels of management.
C312.4	To provide insight into Object Oriented Database structure with different models to store and retrieve the datas from different modes in an organization.
C312.5	To understand the recent developments in Database Technology with various tools and techniques for better usage of database. To understand the various connectivity process for effective date access.
C313 BA5024 E- BUSINESS MANAGEMENT	
C313.1	Ability to understand basic business models on the web and the methods to generate revenue (Knowledge and Understanding)

C313.2	To attain a comprehensive level of understanding of the use of information and communication technologies for conducting and supporting business activities (Problem solving and analysis)
C313.3	To attain a clear understanding of the strategic impacts of use of electronic tools and their effects on the way business activities are done (Problem solving)
C313.4	To understand the different ways of online payment system and their security (Critical thinking)
C313.5	To understand and critically analyze legal, ethical and privacy issues in doing business online (Thinking and analysis)
C314 BA5024 Enterprise Resource planning	
C314.1	Identify the important business functions provided by typical business software such as enterprise resource planning and Business Process management
C314.2	Describe basic concepts of ERP software solutions for best business practices.
C314.3	Design the ERP implementation strategies
C314.4	Create reengineered business processes for successful ERP implementation.
C314.5	To understand the basics in business intelligence (BI), data mining (DM), and knowledge discovery in databases
C315 BA5311 Summer Internship	
C315.1	Understand the progress of company and its development
C315.2	To apply the literature survey on Industries
C315.3	Understand the operations of process in various departments
C315.4	Identify the problems in various departments.
C315.5	To give suggestions and recommendations to improve operations.
II Year/SEMESTER : IV	
PROJECT WORK	
C401.1	Understand the problem statement in a various domain
C401.2	Identify the problem and do the literature survey
C401.3	Design a module for solving a problem in the respective area.
C401.4	Implement a module for solving a problem identified.
C401.5	Evaluate the module results and make improvements.