



**S.P. Mandali's  
R.A. Podar College of Commerce & Economics**

**S.Y.B.M.S- Subjects and Learning Outcomes- 2018-19**

**Subjects: Semester III and Semester IV**

- **Information Technology in Business Management**
- **Foundation Course**
- **Business Planning & Entrepreneurial Management**
- **Accounting for Managerial Decisions**
- **Strategic Management**
- **Equity & Debt Market**
- **Corporate Finance**
- **Consumer Behaviour**
- **Advertising**
- **Recruitment & Selection**
- **Motivation and Leadership**
- **Business Economics**
- **Business Research Methods**
- **Production & Total Quality Management**
- **Financial Institutions & Markets**
- **Corporate Restructuring**
- **Integrated Marketing Communication**
- **Rural Marketing**
- **Training & Development in HRM**
- **Change Management**

**SEMESTER III-**

Sr No.	Name of the Subject	Learning Objectives	Learning Outcome
1	Information Technology in Business Management-I	<ul style="list-style-type: none"><li>• To learn basic concepts of Information Technology, its support and role in Management, for managers</li><li>• Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software</li></ul>	<ul style="list-style-type: none"><li>• This paper helps in obtaining and understanding about basic concepts pertaining to Information Technology</li><li>• Gives a hands on experience of MS Office software.</li><li>• It enables the students in understanding about the internet and</li></ul>

		<ul style="list-style-type: none"> <li>● To understand basic concepts of Email, Internet and websites, domains and security therein</li> <li>● To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features</li> </ul>	<p>website domains along with its advanced security factors.</p>
2	Foundation Course–III	<ul style="list-style-type: none"> <li>● To learn about various Environmental Concepts</li> <li>● To help in bring Sustainability and role of business in maintaining sustainability</li> <li>● To foster Innovations in business- an environmental Perspective</li> </ul>	<ul style="list-style-type: none"> <li>● This subject gives an opportunity to students to develop their understanding towards environmental factors that foster innovations and sustainability in business.</li> </ul>
3	Business Planning & Entrepreneurial Management	<ul style="list-style-type: none"> <li>● Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding entrepreneurs.</li> <li>● To develop entrepreneurs &amp; to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.</li> </ul>	<ul style="list-style-type: none"> <li>● This course helps to achieve an understanding of the basics of entrepreneurship.</li> <li>● Enhances the entrepreneurial skills in fulfilling managerial responsibilities in a company along with SME sector.</li> <li>● This paper establishes the core concepts in developing business plan and learning the trends in venture development.</li> </ul>
4	Accounting for Managerial Decisions	<ul style="list-style-type: none"> <li>● To acquaint management learners with basic accounting fundamentals.</li> <li>● To develop financial analysis skills among learners.</li> <li>● The course aims at explaining the core concepts of business finance and its importance in managing a business</li> </ul>	<ul style="list-style-type: none"> <li>● Students get a practical knowledge of the accounting fundamentals by analyzing the financial skills required which are the core to business finance that helps in managing a company.</li> </ul>
5	Strategic Management	<ul style="list-style-type: none"> <li>● The 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.</li> <li>● The focus is to critically examine the management of the entire enterprise from the Top Management view points.</li> <li>● This course deals with corporate level Policy &amp; Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.</li> </ul>	<ul style="list-style-type: none"> <li>● The course content develops knowledge regarding management policies and develops skills in strategy formulation which helps to achieve managerial objectives by strategic evaluation and control.</li> </ul>

	<b>FINANCE ELECTIVES</b>		
1	Equity & Debt Market	<ul style="list-style-type: none"> <li>• This paper will enable the students to understand the evolution of various aspects of financial markets which in turn will help them in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis. The teaching will be done mainly through materials available on internet and published research papers</li> </ul>	<ul style="list-style-type: none"> <li>• This subject gives an opportunity for the students to learn about the financial policies and equity markets. The students gain an in depth knowledge about valuation of equity, bonds and government securities.</li> </ul>
2	Corporate Finance	<ul style="list-style-type: none"> <li>• The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making</li> <li>• The course aims at explaining the core concepts of corporate finance and its importance in managing a business</li> <li>• To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business</li> </ul>	<ul style="list-style-type: none"> <li>• The course describes the dimensions of performance and risks relevant to companies along with a clear understanding of financial tools and functions.</li> <li>• It provides clarity on concepts of capital structure and leverage along with mobilization of funds and its guidelines.</li> </ul>
	<b>MARKETING ELECTIVES</b>		
1	Consumer Behaviour	<ul style="list-style-type: none"> <li>• The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms</li> <li>• This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• This course establishes the relevance of consumer behavior theories and concepts to marketing decisions.</li> <li>• It helps in recognizing social and ethical implications of marketing actions on consumer behavior.</li> </ul>
2	Advertising	<ul style="list-style-type: none"> <li>• To understand and examine the growing importance of advertising</li> <li>• To understand the construction of an effective advertisement</li> <li>• To understand the role of advertising in contemporary scenario</li> <li>• To understand the future and career in advertising</li> </ul>	<ul style="list-style-type: none"> <li>• This paper demonstrates an overall understanding of advertising and its strategies for effective advertising along with the development of creativity and a comprehensive understanding of varied advertising tools and recent trends.</li> </ul>

	<b>HRM ELECTIVES</b>		
1	Recruitment & Selection	<ul style="list-style-type: none"> <li>● The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.</li> <li>● To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.</li> </ul>	<ul style="list-style-type: none"> <li>● The students are acquainted with the core concepts of recruitment and selection, induction and soft skills.</li> <li>● Under this course, the students practically experience interviews and selection process along with an insight of the human resource management</li> </ul>
2	Motivation and Leadership	<ul style="list-style-type: none"> <li>● To gain knowledge of the leadership strategies for motivating people and changing organizations</li> <li>● To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences</li> <li>● To acquaint the students about practical approaches to Motivation and Leadership &amp; its application in the Indian context</li> </ul>	<ul style="list-style-type: none"> <li>● This paper demonstrates effective implementation of leadership strategy and development of leadership skills.</li> <li>● The concepts of work life balance, motivation and its application is well understood under this paper.</li> </ul>

**SEMESTER IV-**

<b>Sr No.</b>	<b>Name of the Subject</b>	<b>Learning Objectives</b>	<b>Learning Outcome</b>
1	Information Technology in Business Management-II	<ul style="list-style-type: none"> <li>● To understand managerial decision-making and to develop perceptive of major functional area of MIS</li> <li>● 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.</li> <li>● To learn and understand relationship between database management and data warehouse approaches , the requirements and applications of data warehouse</li> <li>● To learn outsourcing concepts. BPO/KPO industries, their structures , Cloud computing</li> </ul>	<ul style="list-style-type: none"> <li>● This paper offers students complete understanding of MIS and its related functional technologies like ERP, CRM and SCM.</li> <li>● The students are also enabled with the approaches and requirements of database warehousing along with outsourcing concepts like BPO/KPO for a better managerial functioning.</li> </ul>
2	Foundation course-IV	<ul style="list-style-type: none"> <li>● To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country</li> <li>● To learn the applicability of ethics in functional areas like marketing, finance and human resource management</li> <li>● To understand the emerging need and growing importance of good governance and CSR by organizations</li> <li>● To study the ethical business practices, CSR and Corporate Governance practiced by various organizations</li> </ul>	<ul style="list-style-type: none"> <li>● This subject offers a clear perspective of ethics and ethical framework in various functional areas like Finance, Marketing, and HR of the organization which thereby paves the way for taking decisions adhering to the ethics followed the company.</li> </ul>
3	Business Economics-II	<ul style="list-style-type: none"> <li>● Introduction to Macroeconomic Data and Theory</li> <li>● To study Money, Inflation and Monetary Policy</li> <li>● Constituents of Fiscal Policy</li> <li>● Open Economy: Theory and Issues of International Trade</li> </ul>	<ul style="list-style-type: none"> <li>● This course analyzes various macroeconomic factors and gives a clear understanding about fiscal policies and helps to understand how it impacts the business at large.</li> </ul>

4	Business Research Methods	<ul style="list-style-type: none"> <li>● The course is designed to inculcate the analytical abilities and research skills among the students.</li> <li>● The course intends to give hands on experience and learning in Business Research.</li> </ul>	<ul style="list-style-type: none"> <li>● This paper establishes the knowledge related to research terminologies and gives a practical experience of business research.</li> </ul>
5	Production & Total Quality Management	<ul style="list-style-type: none"> <li>● To acquaint learners with the basic management decisions with respect to production and quality management</li> <li>● To make the learners understand the designing aspect of production systems</li> <li>● To enable the learners apply what they have learnt theoretically.</li> </ul>	<ul style="list-style-type: none"> <li>● This subject covers basic concepts of production and quality management enabling the students to understand about production designing aspects theoretically.</li> </ul>
	<b>FINANCE ELECTIVES</b>		
1	Financial Institutions & Markets	<ul style="list-style-type: none"> <li>● The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India.</li> <li>● To inculcate understanding relating to managing of financial system</li> </ul>	<ul style="list-style-type: none"> <li>● This course helps to achieve knowledge about various financial institutions and their intermediaries. It also provides an in depth knowledge of financial markets in India and their impact on financial system of the company.</li> </ul>
2	Corporate Restructuring	<ul style="list-style-type: none"> <li>● To impart knowledge relating to legal, accounting and practical implementation of corporate restructuring.</li> <li>● The subject covers the complex facets of corporate restructuring process</li> </ul>	<ul style="list-style-type: none"> <li>● This course demonstrates basic knowledge about internal and external reconstruction and accounting related to corporate restructuring by studying the impact of reorganization of the company.</li> </ul>
	<b>MARKETING ELECTIVES</b>		
1	Integrated Marketing Communication	<ul style="list-style-type: none"> <li>● To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.</li> <li>● To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.</li> </ul>	<ul style="list-style-type: none"> <li>● This course helps students to achieve general understanding regarding basic elements of IMC program and its implementation along with the ethics followed in marketing communication.</li> </ul>
2	Rural Marketing	<ul style="list-style-type: none"> <li>● The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand</li> </ul>	<ul style="list-style-type: none"> <li>● This paper allows students to explore various facets of rural marketing and expose them towards rural market</li> </ul>

		consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.	environment and challenges in the globalized economies.
	<b>HRM ELECTIVES</b>		
1	Training & Development in HRM	<ul style="list-style-type: none"> <li>This paper is not pure academic oriented but practice based. It has been designed, keeping in view the needs of the organizations. Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. All organizations need to pay adequate attention to equip their employees. Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.</li> </ul>	<ul style="list-style-type: none"> <li>This paper helps to understand the importance of training and development by assessing the need for training using various tools and then implementing an effective training program suitable according to requirement which thus helps in increasing employee retention rate at large.</li> </ul>
2	Change Management	<ul style="list-style-type: none"> <li>The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science.</li> </ul>	<ul style="list-style-type: none"> <li>This course helps to achieve foundational aspects of change management and also studies the role played by a change agent in bringing about a successful change in processes.</li> </ul>

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