



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

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

Subjects: Semester V and Semester VI

- **Logistics and Supply Chain Management**
- **Corporate communication & Public Relations**
- **Investment Analysis & Portfolio Management**
- **Commodity & Derivatives Market**
- **Wealth Management**
- **Risk Management**
- **Services Marketing**
- **E-Commerce & Digital Marketing**
- **Sales & Distribution Management**
- **Customer Relationship Management**
- **Finance for HR Professionals & Compensation Management**
- **Strategic Human Resource Management & HR Policies**
- **Performance Management & Career Planning**
- **Industrial Relations**
- **Operation Research**
- **International Finance**
- **Innovative Financial Services**
- **Project Management**
- **Strategic Financial Management**
- **Brand Management**
- **Retail Management**
- **International Marketing**
- **Media Planning & Management**

- **HRM in Global Perspective**
- **Organisational Development**
- **HRM in Service Sector Management**
- **Indian Ethos in Management**

SEMESTER V-

Sr No.	Name of the Subject	Learning Objectives	Learning Outcome
1	Logistics and Supply Chain Management	<ul style="list-style-type: none"> • To provide students with basic understanding of concepts of logistics and supply chain management • To introduce students to the key activities performed by the logistics function • To provide an insight in to the nature of supply chain, its functions and supply chain systems • To understand global trends in logistics and supply chain management 	<ul style="list-style-type: none"> • students get familiar with the important concepts of logistics and supply chain management. • It covers the basic elements of logistics and their costs. • It also highlights the current trends in logistics and SCM.
2	Corporate communication & Public Relations	<ul style="list-style-type: none"> • To provide the students with basic understanding of the concepts of corporate communication and public relations • To introduce the various elements of corporate communication and consider their roles in managing organizations • To examine how various elements of corporate communication must be coordinated to communicate effectively • To develop critical understanding of the different practices associated with corporate communication 	<ul style="list-style-type: none"> • This subject focuses on the scope and emergence of corporate communication and public relations along with its various laws and theories. • The functions and emerging technology in CC and public relations are also outlined. • It enhances the social skills of students
	FINANCE ELECTIVES		
1	Investment Analysis & Portfolio Management	<ul style="list-style-type: none"> • To acquaint the learners with various concepts of finance • To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world • To understand various models and techniques of security and portfolio analysis 	<ul style="list-style-type: none"> • Students gain knowledge on investment environment, risk-return relationship, portfolio management and security analysis.
2	Commodity & Derivatives Market	<ul style="list-style-type: none"> • To understand the concepts related to Commodities and Derivatives market • To study the various aspects related to options and futures • To acquaint learners with the trading, clearing and settlement mechanism in derivates market. 	<ul style="list-style-type: none"> • Gives a better insight on working of the commodity and derivatives market which clears the various concepts of futures, hedging, options and trading.
3	Wealth Management	<ul style="list-style-type: none"> • To provide an overview of various aspects related to wealth management • To study the relevance and importance of Insurance in wealth management 	<ul style="list-style-type: none"> • It provides an overview of wealth management concepts.

		<ul style="list-style-type: none"> To acquaint the learners with issues related to taxation in wealth management To understand various components of retirement planning 	<ul style="list-style-type: none"> Students learn about the planning aspects of insurance, investment, tax and retirement.
4	Risk Management	<ul style="list-style-type: none"> To familiarize the student with the fundamental aspects of risk management and control To give a comprehensive overview of risk governance and assurance with special reference to insurance sector To introduce the basic concepts, functions, process, techniques of risk management 	<ul style="list-style-type: none"> This paper serves as an introduction for students to learn about the fundamental aspects of risk measurement, control and avoidance.
	MARKETING ELECTIVES		
1	Services Marketing	<ul style="list-style-type: none"> To understand distinctive features of services and key elements in services marketing To provide insight into ways to improve service quality and productivity To understand marketing of different services in Indian context 	<ul style="list-style-type: none"> This subject highlights the methods through which services are marketed to customers. Students learn the quality aspects of marketing and its key elements.
2	E-Commerce & Digital Marketing	<ul style="list-style-type: none"> To understand increasing significance of E-Commerce and its applications in Business and Various Sectors To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation 	<ul style="list-style-type: none"> It makes students aware about the various E-Commerce concepts, its applications and challenges. It also focuses on the recent developments and the field of digital marketing and its future.
3	Sales & Distribution Management	<ul style="list-style-type: none"> To develop understanding of the sales & distribution processes in organizations To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management 	<ul style="list-style-type: none"> This subject focuses on learning the sales and distribution process using market analysis and proper distribution channels. It imparts knowledge on selling and negotiation skills. It helps the students to understand effective closing of sale.
4	Customer Relationship Management	<ul style="list-style-type: none"> To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management To provide insight into CRM marketing initiatives, customer service and designing CRM strategy To understand new trends in CRM, challenges and opportunities for organizations 	<ul style="list-style-type: none"> Students are informed about the various CRM initiatives and its formulation and implementation. New trends and concepts of CRM are also understood.
	HRM ELECTIVES		
1	Finance for HR Professionals &	<ul style="list-style-type: none"> To orient HR professionals with financial concepts to enable them to make prudent HR decisions 	<ul style="list-style-type: none"> This paper gives students an insight into how compensation plans are formulated for various levels of

	Compensation Management	<ul style="list-style-type: none"> • To understand the various compensation plans • To study the issues related to compensation management and understand the legal framework of compensation management 	employees within the organisation and the ethics and legality in compensation.
2	Strategic Human Resource Management & HR Policies	<ul style="list-style-type: none"> • To understand human resource management from a strategic perspective • To link the HRM functions to corporate strategies in order to understand HR as a strategic resource • To understand the relationship between strategic human resource management and organizational performance • To apply the theories and concepts relevant to strategic human resource management in contemporary organizations • To understand the purpose and process of developing Human Resource Policies 	<ul style="list-style-type: none"> • Students explore the link between business strategy and HRM, learn about formulation of HR strategies and policies as well as recent trends in SHRM.
3	Performance Management & Career Planning	<ul style="list-style-type: none"> • To understand the concept of performance management in organizations • To review performance appraisal systems • To understand the significance of career planning and practices 	<ul style="list-style-type: none"> • This subject focuses on the entire process of performance management system. • It emphasises the need for career planning and development.
4	Industrial Relations	<ul style="list-style-type: none"> • To understand the concept of performance management in organizations • To review performance appraisal systems • To understand the significance of career planning and practices 	<ul style="list-style-type: none"> • It covers the various aspects related to industrial relations, industrial disputes, trade unions, collective bargaining and the laws of IR.

SEMESTER VI-

Sr No.	Name of the Subject	Learning Objectives	Learning Outcome
1	Operation Research	<ul style="list-style-type: none"> To help students to understand operations research methodologies To help students to solve various problems practically To make students proficient in case analysis and interpretation 	<ul style="list-style-type: none"> Students learn how to practically solve problems to maximize profits and minimize costs of an operation.
	FINANCE ELECTIVES		
1	International Finance	<ul style="list-style-type: none"> The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance The course aims to give a comprehensive overview of International Finance as a separate area in International Business To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market 	<ul style="list-style-type: none"> It encompasses the fundamentals of international finance, foreign exchange markets, taxation management and risks in a globalised market.
2	Innovative Financial Services	<ul style="list-style-type: none"> To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services To give a comprehensive overview of emerging financial services in the light of globalization To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services 	<ul style="list-style-type: none"> Students are informed about traditional financial services and the various issues related. The subject also highlights the mechanism of financial services.
3	Project Management	<ul style="list-style-type: none"> To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services To give a comprehensive overview of emerging financial services in the light of globalization To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services 	<ul style="list-style-type: none"> The students are able to execute project initiation and also analysing feasibility of the project, costs and risks of any project undertaken by an organisation.
4	Strategic Financial Management	<ul style="list-style-type: none"> To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable To acquaint learners with contemporary issues related to financial management 	<ul style="list-style-type: none"> It gives clarity on various concepts of financial management such as capital budgeting and rationing, corporate restructuring etc.

	MARKETING ELECTIVES		
1	Brand Management	<ul style="list-style-type: none"> To understand the meaning and significance of Brand Management To Know how to build, sustain and grow brands To know the various sources of brand equity 	<ul style="list-style-type: none"> Students gain knowledge about the process of planning, implementing, and measuring the performance of a brand program, thus increase and sustain brand equity.
2	Retail Management	<ul style="list-style-type: none"> To familiarize the students with retail management concepts and operations To provide understanding of retail management and types of retailers To develop an understanding of retail management terminology including merchandize management, store management and retail strategy. To acquaint the students with legal and ethical aspects of retail management To create awareness about emerging trends in retail management 	<ul style="list-style-type: none"> It helps in retail strategy making, managing merchandise and its price, and sustaining the retailing process.
3	International Marketing	<ul style="list-style-type: none"> To understand International Marketing, its Advantages and Challenges. To provide an insight on the dynamics of International Marketing Environment To understand the relevance of International Marketing Mix decisions and recent developments in Global Market 	<ul style="list-style-type: none"> Market Research, international market environment, international marketing mix are fundamental elements of international marketing learned by students.
4	Media Planning & Management	<ul style="list-style-type: none"> To understand Media Planning, Strategy and Management with reference to current business scenario. To know the basic characteristics of all media to ensure most effective use of advertising budget. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys. 	<ul style="list-style-type: none"> Important aspects such as media mix, media choices, media research used to formulate media strategies. It also covers media budgeting, buying and scheduling.
	HRM ELECTIVES		
1	HRM in Global Perspective	<ul style="list-style-type: none"> To introduce the students to the study and practice of IHRM To understand the concepts, theoretical framework and issues of HRM in Global Perspective To get insights of the concepts of Expatriates and Repatriates To find out the impact of cross culture on Human Resource Management To provide information about Global Workforce Management 6 To study International HRM Trends and Challenges 	<ul style="list-style-type: none"> Students learn about global HRM functions, managing expatriation and repatriation and facing international HRM challenges.

2	Organisational Development	<ul style="list-style-type: none"> • To understand the concept of Organisational Development and its Relevance in the organization • To Study the Issues and Challenges of OD while undergoing Changes • To get an Understanding of Phases of OD Programme • To Study the OD Intervention to meet the Challenges faced in the Organisation • To get an Insight into Ethical Issues in OD 	<ul style="list-style-type: none"> • This subject deals with understanding the need for change in an organisation and its process, challenges and effectiveness.
3	HRM in Service Sector Management	<ul style="list-style-type: none"> • To understand the concept and growing importance of HRM in service sector • To understand how to manage human resources in service sector To understand the significance of human element in creating customer satisfaction through service quality • To understand the Issues and Challenges of HR in various service sectors 	<ul style="list-style-type: none"> • Learning and understanding how to manage HRM functions in the service sector, dealing with the issues, HRP evaluation, attrition, retention and globalization.
4	Indian Ethos in Management	<ul style="list-style-type: none"> • To understand the concept of Indian Ethos in Management • To link the Traditional Management System to Modern Management System • To understand the Techniques of Stress Management • To understand the Evolution of Learning Systems in India. 	<ul style="list-style-type: none"> • It helps to understand correlation between ancient management system and principles with the modern management. • It helps them understand the importance of yoga and meditation in maintaining overall balance in life.
