

# DEPARTMENT OF BCA

## COURSE OBJECTIVES

### **BCA-205**

#### **Numerical and Statistical Methods**

1. To learn advanced features of the numerical calculations
2. To learn the measures of central tendency
3. To learn the measures of dispersions'
4. To learn A.M,G.M,H.M.
5. To learn mathematical properties of variance

### **BCA 204T**

#### **Database management system**

1. To learn the importance of DBMS in the present scenario.
2. To learn about DBMS architecture, sql to interact with database.
3. To learn the normalization, functional dependencies, schema,constraints.
4. To learn sql, query processing,transactionetc.

### **BCA204P**

#### **Database management system Lab**

1. The purpose of the course is to provide students with an understanding of how to write sql query and do manipulation in the table.
2. To learn how to create, delete, insert, update table.

### **BCA 303T**

#### **Object oriented programming using C++**

- 1.To learn advanced features of the C++ programming language .
2. To learn the characteristics of an object-oriented programming language: data abstraction and information hiding, inheritance, and dynamic binding of the messages to the methods.
3. To learn the basic principles of object-oriented design in terms of software reuse and managing complexity.
4. To enhance problem solving and programming skills in C++ with extensive programming projects.

### **BCA304P**

#### **Object oriented programming using C++ Lab**

1. The purpose of the course is to provide students with an understanding of OOPS concept.
2. To learn how to optimize the solution using oops concept.

### **BCA405T**

#### **Operational Research**

1. To learn advanced features of the numerical calculations
2. To learn the LPP
3. To learn the Game theory
4. To learn ALGORITHM,PROJECTS
5. To learn Transportation problem

### **BCA404T**

#### **Unix Shell Programming**

1. To get the basic knowledge necessary to understand the Unix Programming.
2. To understand, how unix is different from unxi shell programming.
3. To learn the user interface programming using Unix shell Programming.

### **BCA404P**

#### **Unix Programming**

1. The purpose of the course is to provide students with an understanding of how to analyze, build, and execute programs using unix shell
2. To learn how to execute commands

### **BCA 403T**

#### **Visual programming**

1. To learn advanced features of the visual programming.
2. To learn the characteristics of VB and VC++.
3. To learn the basic principles of Visual programming
4. To enhance problem solving and programming skills in visual programming with extensive programming projects.

### **BCA 405P**

#### **Visual programming Lab**

1. The purpose of the course is to provide students with an understanding of Visual programming concepts programming concept.
2. To learn how to create front end design and how to connect into databse.

### **BCA 504T**

#### **web programming**

1. To learn advanced features of the web programming.
2. To learn the characteristics of HTML,XHTML,Java script,XML.
3. To learn the basic principles of Web programming
4. To enhance problem solving and programming skills in web programming with extensive programming projects.

### **BCA 505T**

#### **Microprocessor and assembly language programming**

1. Developing of assembly level programs and providing the basics of the processors

2. To provide solid foundation on interfacing the external devices to the processor according to the user requirements to create novel products and solutions for the real time problems
3. To assist the students with an academic environment aware of excellence guidelines and lifelong learning needed for a successful professional carrier

### **BCA 505P**

#### **Microprocessor and assembly language programming**

1. The purpose of the course is to provide students with an understanding of Microprocessor and assembly language programming concept.
2. To learn how to access the memory by using instructions.

### **BCA 602T**

#### **System Programming**

To learn the importance of System programming in the present scenario.

2. To learn about components of system programming.
3. To learn about assembly language and machine language in details
4. To learn algorithms in detail which are used in different components

### **BCA 601T**

#### **Theory of Computation**

1. To get the basic knowledge necessary to construct abstract machine
2. To understand, the types of abstract machine
3. To learn various applications of abstract machine

### **BCA 605P**

#### **web programming Lab**

1. The purpose of the course is to provide students with an understanding of a Web programming concept.
2. To learn how to create front end design and how to create dynamic and responsive pages

# DEPARTMENT OF BBA

## **BBA-2.4**

### **Quantitative Methods for Business-II**

#### **COURSE LEARNING OBJECTIVES**

1. To learn advanced features of the numerical calculations
2. To learn the measures of central tendency
3. To learn the measures of dispersions'
4. To learn A.M,G.M,H.M.
5. To learn mathematical properties of variance
6. To develop ethical managers.
7. To prepare students to take the responsibility.
8. To develop business analyses.
9. To develop students for complete examinations.

#### **COURSE LEARNING OUTCOMES**

1. Use the characteristics of statistics.
2. Use the data and method of statistics.
3. Advantages and limitations of statistical methods.
4. Use the principals of probability.
5. Use the operators of differentiation and integrations
6. Applications of some standard numerical methods.
7. Applications of graphical representation of data.

### **ADVANCE FINANCIAL MANAGEMENT**

To give the knowledge about financial analysis of an organization in terms of risk analysis, capital structure approaches, to find out the cost for the capital, various dividend theories, working capital and its operating cycle, planning and forecasting of working capital requirements, and corporate valuation.

### **HUMAN RESOURCE MANAGEMENT**

To give the knowledge of human resource planning, recruitment, selection, induction and training, their performance appraisal and compensation policy, basis of promotions and transfer policies, and overall development of a human resources in an organization.

### **E-BUSINESS**

The objective is to expose the students to electronic modes of commercial operations.

## **MARKETING MANAGEMENT**

1. Understand the place and contribution of marketing to the business enterprise
2. Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels in North America
3. Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix
4. Illustrate how the international trade system, economic, political-legal, and cultural environments in a foreign country affect a company's international marketing decisions
5. Identify the major social criticisms of marketing

## **BUSINESS RESEARCH METHODS**

The objective is to create an awareness of the Process of Research, the tools and techniques of research and generation of reports.

## **BANKING REGULATION & OPERATIONS**

1. Essence of banking.
2. Money creation.
3. Risks in banking.
4. Bank models & prudential requirements.

## **BUSINESS TAXATION**

The course learning objective is to enable the students to understand assessment of Firms and Companies with regard to Income tax act, 1961 and to study the other existing Indirect tax provisions on goods not covered under GST. Also the calculation of customs duty payable on imports and export.

## **BRAND MANAGEMENT**

1. Provide the students with thorough understanding of Brand management concepts.
2. It helps in understanding various stages of the product.
3. It helps to identify and define Marketing opportunities and problems.

## **FINANCIAL ACCOUNTING**

1. Students in financial Accounting will develop advanced skills that build upon those acquired in Accounting
2. Calculating accounts of insurance companies
3. Additional knowledge of insurance accounting
4. Calculation of dividend, interest for shares and debentures

## **COMPENSATION MANAGEMENT**

The objective is to enable the students to understand the various aspects of Compensation Management.

## **ENVIRONMENT AND PUBLIC HEALTH**

1. Student understand environment in detail and public health.
2. To Analyse how the natural world works
3. To understand interaction between humans and environment.
4. To create new pattern of behaviours in individuals.
5. To acquire awareness about environment.

## **ORGANISATIONAL BEHAVIOUR**

1. Students in Organizational Behaviour will develop knowledge and build upon the managerial skill.
2. Additional skills such as leadership, controlling, planning etc.
3. Knowledge related to the Decision Making, coordinating.
4. Knowledge related to organization structure, different industry/business group.
5. Ascertain the knowledge of behavioural process.

### **ORGANISATIONAL CHANGE AND DEVELOPMENT**

1. Students in Organizational Behaviour will develop knowledge and build upon the Organizational Change.
2. Additional skills such as leadership, controlling, planning etc.
3. Knowledge related to the Decision Making, coordinating.
4. Knowledge related to organization structure, different industry/business group.
5. Ascertain the knowledge of change process.
6. Additional knowledge of sources organizational Development.

### **PERSONALITY DEVELOPMENT**

1. Students in Personality Development will develop knowledge and build upon the personal skill.
2. Additional skills such as leadership, controlling, planning etc.

3. Knowledge related to the Decision Making, coordinating, stress management, time management.
4. Knowledge related to own self, different industry/business group.
5. Ascertain the knowledge of personality development.
6. Additional knowledge of sources of leadership, creativity, innovation etc. .

### **RETAIL MANAGEMENT (MARKETING ELECTIVE)**

1. Understand the impact of retailing on the economy.
2. Comprehend retailing's role in society and, conversely, society's impact on retailing.
3. See how retailing fits within the broader disciplines of business and marketing.
4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
5. Know the responsibilities of retail personnel in the numerous career positions available in the retail field

### **FINANCIAL MANAGEMENT**

The course learning objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making in financial aspects like capital structure, Financing & investment decision, dividend decision and working capital management

### **INTERNATIONAL BUSINESS**

1. Demonstrate an in-depth understanding of environmental forces affecting International Business.
2. Present an overview of International Business functional areas.

3. Explain functions of supranational organizations and their impact on International Business.
4. Identify the critical issues in International Business.
5. Students will be able to demonstrate their knowledge of International Business.
6. Students will be able to think critically and solve business problem

### **INTERNATIONAL FINANCE**

To give the knowledge about international financial market, international financial institution and liquidity, foreign exchange and risk involve in it, balance of payment.

### **INCOME TAX**

1. Demonstrate knowledge of the concepts, principles, and rules of taxation of individuals and small businesses.
2. Recognize tax planning opportunities and recommend appropriate tax-saving strategies for decision making.
3. Address tax situations for a variety of taxpayers, such as wage earners, salespersons, owners of small business, professionals, investors, home and rental property owners, farmers, etc.

### **COST ACCOUNTING**

1. Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies.
2. Define the costs and their impact on value creation in the manufacturing and non-manufacturing companies.
3. Use accounting methods of cost calculation

### **STOCK AND COMMODITY MARKETS**

The learning objective is to provide students with a conceptual framework of Stock Markets and Commodity Markets, functionaries in these markets and their mode of trading.

## **DEPARTMENT OF BA**

### **Counselling Psychology-II**

1. Making the students to conceptually understand what Counselling is, its merits and limitations especially in the context of special areas and special population counselling. To enable the students to adapt and hone skills which are required for an efficient counsellor.

### **Developmental Psychology-II**

1. Making the students to conceptually understand the importance and processes of human development as well as stages of life (adolescence-late adulthood)

### **ENTREPRENEURSHIP AND INNOVATION**

1. Our graduates will have a strategic understanding of entrepreneurship and innovation and be able to take into account the relationships between this discipline and other areas of business to make holistic judgments when analyzing business situations.

2. Our graduates will assess the interdependent, fast-changing, and diverse world of entrepreneurship and innovation, as well as global economic/financial interdependencies that signify current geopolitical, economic and financial relationships, to make business decisions that make a difference in the world.
3. Our graduates will demonstrate critical thinking skills, making the intellectual connection between quantitative and qualitative tools, theories and context to properly and effectively solve problems and make decisions, as well as develop new and innovative business opportunities to strategically navigate the complex demands of the current and dynamic national and international business environments.
4. Our graduates will utilize interpersonal and leadership skills to be highly effective business managers and leaders; demonstrating self-awareness, emotional intelligence, curiosity, visionary and strategic thinking, teamwork, reflection and knowledge transfer skills.
5. Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.
6. Our graduates will effectively communicate using business specific terminology in written and verbal form and facilitate information flow in a variety of organizational, social, and intercultural contexts.

### **Basic Psychological Process -II**

1. To have general introduction towards Psychology
2. To understand the different theories of intelligence and assessment methods
3. To understand types of learning and theories of learning
4. To understand types of memory and technique to improve memory
5. To understand different approaches towards motivation

### **INDUSTRIAL ORGANISATIONAL PSYCHOLOGY**

1. To understand the performance appraisal methods
2. To understand the styles of leadership
3. To understand different training styles and communication patterns
4. To understand team dynamics and improve team building ability

### **Advertisement and Public Relations**

1. To understand advertising as an important marketing communication.
2. To understand the types roles as well as strategies used in modern day advertising.
3. To understand different nature and scope of public relation in modern day job market.
4. To understand advertising and public relations as an important media tool.

### **Personality Development (Foundation Course)**

1. To understand the difference between personality development and self development.
2. To understand the importance of goal setting, time management, interpersonal skills to build a positive personality.

3. To understand difference between ethics and ideals in life so that one can become a role model.
4. How important is to be Self Aware and have Stress management skills.
5. How to stimulate creativity and what is its difference with innovation barriers.

### **JOURNALISM**

1. To make students awareness about newspaper organizations this helps to the course.
2. To give complete package of course detail & benefit.
3. To make awareness of the course weight in the students minds.
4. Guidance of complete printing plant background.
5. Developing professional ethics.
6. To create interest in the academic curriculum among the students.

### **JOURNALISM**

1. Students will get knowledge of Media Laws in India.
2. Knowledge on concept of freedom of speech and expression.
3. Knowledge related to Contempt of court, Cyber law & various defamation cases.
4. Interpreting the Media Laws and its operations.
5. Additional knowledge of Press Council & Press Commissions of India.
6. Knowledge of Press & Registration of Books Act, RTI, Copy Right Act & Prasara Bharathi Act.
7. Knowledge of Parliamentary proceedings & privileges.

### **JOURNALISM**

1. Students in the subject will develop knowledge in various ways.
2. Skills in printing techniques.
3. Knowledge related to Newspaper, Radio and TV.
4. Additional knowledge of global competition on Indian Media.
5. Additional knowledge of Media tour.
6. Knowledge of Newspaper Ownership.

## **DEPARTMENT OF ENGLISH**

### **GENERAL ENGLISH**

1. To inculcate literacy sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of literature.
5. To develop and integrate the use of the four language skills. i.e reading,listening,speaking,and writing.
6. To revise and reinforce structure already learnt.

### **GENERAL ENGLISH**

1. To inculcate literacy sensibility and taste among students across curriculum.

2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of literature.
5. To develop and integrate the use of the four language skills. i.e reading,listening,speaking,and writing.
6. To revise and reinforce structure already learnt

### **GENERAL ENGLISH**

1. To inculcate literacy sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of literature.
5. To develop and integrate the use of the four language skills. i.e reading,listening,speaking,and writing.
6. To revise and reinforce structure already learnt.

### **ADDITIONAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing. To revise and reinforce structure already learnt.

### **ADDITIONAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
6. To revise and reinforce structure already learnt.

### **GENERAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
6. To revise and reinforce structure already learnt.

### **GENERAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
6. To revise and reinforce structure already learnt.

### **OPTIONAL ENGLISH-II**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To introduce a variety of poetic forms and elements, as they compile their own collections of poetry
3. To enable the learner to communicate effectively and appropriately in real life situation.
4. To use English effectively for study purpose across the curriculum.
5. To develop interest in and appreciation of Literature.
6. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
7. To revise and reinforce structure already learnt.

### **GENERAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.

6. To revise and reinforce structure already learnt.

### **OPTIONAL ENGLISH-VIII**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To introduce a variety of poetic forms and elements, as they compile their own collections of poetry
3. To enable the learner to communicate effectively and appropriately in real life situation.
4. To use English effectively for study purpose across the curriculum.
5. To develop interest in and appreciation of Literature.
6. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
7. To revise and reinforce structure already learnt.

### **GENERAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
6. To revise and reinforce structure already learnt.

### **GENERAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.
3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
6. To revise and reinforce structure already learnt.

### **ADDITIONAL ENGLISH**

1. To inculcate literary sensibility and taste among students across curriculum.
2. To enable the learner to communicate effectively and appropriately in real life situation.

3. To use English effectively for study purpose across the curriculum.
4. To develop interest in and appreciation of Literature.
5. To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.
6. To revise and reinforce structure already learnt.

## **DEPARTMENT OF COMMERCE**

### **BUSINESS REGULATIONS**

1. The objective is to introduce the students to various regulations affecting business
2. To familiarize the students with such regulations which are essential to run the day to day business legally

### **COSTING METHODS**

The objective is to give the knowledge of costing methods and various types of costing methods followed by manufacturing and service industry. To give the conceptual idea about contract between two parties, and the procedure of contract costing. To give the idea about the production department and process followed by them.

### **ADVANCED CORPORATE ACCOUNTING**

The objective is to enable the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards

### **ADVANCED CORPORATE ACCOUNTING**

The objective is to enable the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards

### **ADVANCED FINANCIAL ACCOUNTING**

1. The objective of this subject is to acquaint the students with the few accounting standards

2. To make students familiar with the accounting procedures for different types of business.

### **RETAIL MANAGEMENT**

1. Understand the impact of retailing on the economy.
2. Comprehend retailing's role in society and, conversely, society's impact on retailing.
3. See how retailing fits within the broader disciplines of business and marketing.
4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
5. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

### **RETAIL MANAGEMENT**

1. Understand the impact of retailing on the economy.
2. Comprehend retailing's role in society and, conversely, society's impact on retailing.
3. See how retailing fits within the broader disciplines of business and marketing.
4. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.
5. Know the responsibilities of retail personnel in the numerous career positions available in the retail field.

### **BANKING LAW AND OPERATIONS**

The course learning objective is to familiarize the students to understand the law and practice of banking, also to know the innovations in modern banking system.

### **BUSINESS TAXATION**

The course learning objective is to enable the students to understand assessment of Firms and Companies with regard to Income tax act, 1961 and to study the other existing Indirect tax provisions on goods not covered under GST. Also the calculation of customs duty payable on imports and export.

### **COST ACCOUNTING**

The objective is to give the knowledge of costing methods and various types of costing procedure followed by manufacturing and service industry to maintain their material, labour, overhead.

### **COST MANAGEMENT**

The objective is to give the knowledge of cost management used in controlling the cost of an organization and various types of costing methods followed by manufacturing and service industry in terms of controlling the cost. To give the conceptual ideas about cost reduction and cost control and difference between them.

### **PRINCIPILES AND PRACTICE OF AUDITING**

1. To Familiarize meaning and importance of auditing techniques for any business organisation
2. To Guide various internal control systems and voucher verification mechanisms
3. To Assist to understand verification and valuation methods for assets and liabilities
4. Gain knowledge of auditing of limited companies

### **PRINCIPILES AND PRACTICE OF AUDITING**

1. To Familiarize meaning and importance of auditing techniques for any business organisation
2. To Guide various internal control systems and voucher verification mechanisms
3. To Assist to understand verification and valuation methods for assets and liabilities
4. Gain knowledge of auditing of limited companies

## **PRINCIPILES AND PRACTICE OF AUDITING**

1. To Familiarize meaning and importance of auditing techniques for any business organisation
2. To Guide various internal control systems and voucher verification mechanisms
3. To Assist to understand verification and valuation methods for assets and liabilities
4. Gain knowledge of auditing of limited companies

## **PERSONALITY DEVELOPMENT**

1. Students in Personality Development will develop knowledge and build upon the personal skill.
2. Additional skills such as leadership, controlling, planning etc.
3. Knowledge related to the Decision Making, coordinating, stress management, time management.
4. Knowledge related to own self, different industry/business group.
5. Ascertain the knowledge of personality development.
6. Additional knowledge of sources of leadership, creativity, innovation etc.

## **PERSONALITY DEVELOPMENT**

1. Students in Personality Development will develop knowledge and build upon the personal skill.
2. Additional skills such as leadership, controlling, planning etc.
3. Knowledge related to the Decision Making, coordinating, stress management, time management.

4. Knowledge related to own self, different industry/business group.
5. Ascertain the knowledge of personality development.
6. Additional knowledge of sources of leadership,creativity,innovation etc.

### **QABD**

1. Making them understand what is statistics how it is used in business its limitations scope and functions
2. Make them familiar with mean, median and mode. Also finding them by graphical method. And using them in business conditions
3. Teaching them central tendencies of second order like QD,SD,MD and finding the variations to compare the two sets of data given.
4. Teaching them to find skewness.
5. Introducing the Index numbers finding index numbers by different methods.
6. Introduction to consumer price index number.

### **E-BUSINESS & ACCOUNTING**

The objective of the subject is to familiarize the students with E- Commerce models and Tally operations

### **FINANCIAL MANAGEMENT**

The course learning objective is to enable students to understand the basic concepts of Financial Management and the role of Financial Management in decision-making in financial aspects like capital structure, Financing & investment decision, dividend decision and working capital management.

### **INCOME TAX II A SEC**

The Objective of this subject is to make the students to understand the computation of Taxable Income and Tax Liability of individuals

### **INCOME TAX II B SECTION**

The Objective of this subject is to make the students to understand the computation of Taxable Income and Tax Liability of individuals

### **MANAGEMENT ACCOUNTING**

1. Clear view of understanding ethical responsibilities.
2. Activity-based management tools through the preparation of estimates.
3. Cost-volume-profit techniques to determine optimal managerial decisions.
4. Management tools and techniques such as the balanced scorecard, operational performance measures, quality, and environmental cost management.

### **MARKETING OF INSURANCE PRODUCT**

The study of this paper will particularly help the student to acquire specialised knowledge and skills in the marketing of insurance products, both life and non-life. This will help the student to gain an entry in to the most fascinating and challenging area of insurance.

The objective of this unit is to provide the knowledge and understanding of marketing and marketing planning in the insurance industry

### **STOCK AND COMMODITY MARKETS**

i. explain stock exchanges function  
working style

ii. explain how stock indexes are  
evaluated

iii. explain the commodity markets  
and stock markets.

iv. Give the information about  
trading patterns in Indian stock markets  
and how it works

v. Explain Trading in commodity  
markets working style also

### **PRINCIPLES OF EVENT MANAGEEMNT**

a. The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.

b. Understanding of the process of event planning including the management of people, resources, finances. time and venues to run an event. Reflection and evaluation of the process.

c. The practical experience of planning, advertising and running an event along with the financial controls and limitations.

d. To build upon students' skills in the principles of events management and develop their knowledge and application of management processes within events;

To enable students to apply principles of events management to a practical situation

### **PRINCIPLES OF EVENT MANAGEEMNT**

1 The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.

- 2 Understanding of the process of event planning including the management of people, resources, finances, time and venues to run an event. Reflection and evaluation of the process.
- 3 The practical experience of planning, advertising and running an event along with the financial controls and limitations.
- 4 To build upon students' skills in the principles of events management and develop their knowledge and application of management processes within events;
- 5 To enable students to apply principles of events management to a practical situation.

### **RISK MANAGEMENT**

- 1 To provide an understanding and an appreciation of the principles and practices of risk management in order to enable production of the optimum strategy for the handling of risk in an organisation.
- 2 Define the exposures that constitute the overall risk faced by a firm or enterprise.
- 3 Discuss the process of managing the various exposures that affect the firm or enterprise.
- 4 Explain how insurance can be employed to avoid risk and protect the firm or enterprise.
- 5 Explain how the insurance market is structured and regulated.

### **STOCK AND COMMODITY MARKETS**

The learning objective is to provide students with a conceptual framework of Stock Markets and Commodity Markets, functionalities in these markets and their mode of trading.

### **VALUE EDUCATION**

- a. This subjects provides a conceptual knowledge of investment management portfolios
  
- b. While the course is designed to meet the needs of students who might want to pursue a career in the investment field
  
- c. This subjects explores the theory and practice of investments, covering the topic areas of capital market structure, valuation, security analysis and portfolio management
  
- d. Students gaining the adequate knowledge in mutual funds

# DEPARTMENT OF HINDI

HINDI

,

HINDI

,

HINDI

,

HINDI

,

HINDI

,

# DEPARTMENT OF M.COM

## **BUSINESS MARKETING**

- a. To Familiarize students with respect to nature of business marketing and differences between in consumer and industrial marketing
- b. To Guide regarding process of new product development, product, pricing and promotion strategies for industrial marketing
- c. To Assist to understand industrial strategic planning, marketing of logistics
- d. Gain knowledge of business communication programme for business enterprises

## **BUSINESS RESEARCH METHODS**

- a. To Familiarize students with respect to meaning and scope of scientific and social science research
- b. To Guide the students regarding research design, research problem, sampling techniques
- c. To Assist students
- d. To acquire knowledge on data collection, sources of data
- e. To gain knowledge on analysis of data ,hypothesis framing, use of statistical tools
- f. To acquire skills on report writing

## **INDIAN BANKING**

- a. To expose the students to Indian Banking System along with the latest reforms in Banking.

b. To enable the students to understand prudential norms and new technologies in Banking.

c. To identify the innovations happening in the field of banking

#### **MICRO FINANCE**

1. To make the student understand the concept of Financial Benefits and RBI guidelines to Micro Finance.

2. To have an overview of different players, institutions and regulatory agencies influencing the Micro Finance activity.

3. To examine & compare the changing scenario of the Rural people with the use of Microfinance.

#### **Operation Research and quantitative Techniques**

a. To impart knowledge in concepts and tools of OR and QT

b. To make students apply these in managerial decision making

#### **ADVANCED E-COMMERCE AND MOBILE COMMERCE**

a. to understand the emerging world of e-commerce and mobile commerce.

b. E-commerce and mobile commerce poses both a challenge and an opportunity for managers.

c. As a matter of competitive necessity, savvy managers must gain an understanding of the rapidly changing technology and business models.

#### **RISK MANAGENT**

The course learning objective is to enable the students to understand basics of risk and risk management. Learning Specific risk aspects such as Credit risk, Market risk operational risk. Familiarizing with tools of risk management which includes derivatives