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**Bachelor of Commerce (Honours)**

**B. Com. (Hons.)**

**(Effective from Academic Year 2022-23)**

**Learning Outcomes**

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## I. Programme Learning Outcomes of B. Com. (Hons.)

The outcomes and attributes described in qualification descriptors are attained by students through learning acquired on completion of a programme of study. The term ‘programme’ refers to the entire scheme of study followed by students leading to a qualification.

Programme learning outcomes for B. Com. (Hons.) include various subject specific skills and generic skills like mind management, creativity, and innovation of competencies in diverse areas of Commerce and Business, the achievement of which will be demonstrated by the students of B. Com. (Hons.) Programme for the award of bachelor degree. The programme learning outcomes of B. Com. (Hons.) also enable a student to prepare for further study, employment, and good citizenship. Further, the difference in the level of achievement of programme outreach provides for comparing of learning levels and standards across different college/institution. The various learning outcomes of the programme are mentioned below:

- a. Bachelor’s Degree in Commerce results in giving comprehensive knowledge of Marketing, Human Resource Management, Business and Corporate Law, Economics, Finance, Accounting, Management, Tax and several other branches of Commerce that includes Investment, Insurance, and Banking. Thus, this programme helps students in building a concrete footing for advanced studies in Commerce and to stand with the requirement of business sector, insurance, banking seeking youth fit for employment.
- b. Students undergoing this programme will be equipped to the world of work, particularly, work of the future. The student will get a first-hand exposure of working in the real world.
- c. Students completing this programme will be able to develop managerial knowledge and tactical dexterity, with a broader skill set and encourages them to seek out audacious, innovative solutions for today’s business.
- d. Completion of this programme will also enable the students to formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders that are compassionate yet efficient.
- e. The course provides an extreme and rigorous base for teaching, research, and allied business administrations.

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# SEMESTER- I

## **Management Principles and Applications**

### **BCH: DSC- 1.1**

**Objective:** The course aims to familiarize the learner with extant and emerging management theories and practices for reflective and holistic thinking on management principles and practices.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the various levels of management and applicability of management principles.
2. evaluate a company's competitive landscape as per Porter's Five-force model.
3. demonstrate various types of authority, delegation and decentralization in authority
4. demonstrate various types of leadership styles and identify the motivation techniques used by leaders.
5. discuss the impact of emerging issues in management.

## **Business Laws**

### **BCH: DSC- 1.2**

**Objective:** To impart basic knowledge of the important business laws relevant for the inception and conduct of general and business activities with relevant case laws.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.
2. describe various modes of discharge of contract and remedies available in case of breach.
3. recognize and differentiate between the special contracts.
4. analyse the rights and obligations under the Sale of Goods Act.
5. attain skills to form and manage entrepreneurial ventures as LLP.

## **Financial Accounting**

### **BCH: DSC- 1.3**

**Objective:** The course aims to help learners to acquire conceptual knowledge of financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. apply the generally accepted accounting principles while recording transactions and preparing financial statements.
2. demonstrate the accounting process under a computerised accounting system.
3. measure business income applying relevant accounting standards.
4. evaluate the impact of depreciation and inventories on Business Income.
5. prepare the Financial Statements of sole proprietor firms and Not-For-Profit Organisations.
6. prepare the accounts for Inland Branches, Departments and Leases.

## **Business Organisation**

### **BCH: GE- 1.1**

**Objective:** The course aims to familiarize the students with the forms of business organisation and contemporary issues.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the dynamics of the most suitable form of business organisations in different situations.
2. evaluate the various elements affecting the business environment.
3. analyse business models for different organisations.
4. record and report emerging issues and challenges of business organisations.
5. defend changes in the working pattern of modern organisations

## **Finance For Everyone**

### **BCH: GE- 1.2**

**Objective:** The course aims to offer an integrated approach to the understanding of concepts and applications of financial planning.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the importance of financial literacy and the institutions providing financial services.
2. prepare a financial plan, budget and manage personal finances.
3. open, avail and manage services offered by banks.
4. open, avail and manage services offered by post offices.
5. plan for life insurance and property insurance.
6. choose instruments for investment in shares.

## **Marketing for Beginners**

### **BCH: GE- 1.3**

**Objective:** The structure of this course is to provide basic understanding of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing scenario in India.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. evaluate the companies following societal marketing concepts and alongwith their social initiatives.
2. judge the segmentation of a product, service, event, organisation of companies.
3. analyse the process of value creation through marketing decisions involving product, pricing and its distribution.
4. compare the pricing strategies of various companies.
5. explain marketing decisions involving product promotion and to acquire knowledge about the various developments in the marketing area.

Accounting For Everyone  
BCH: GE- 1.4

**Objective:** The course aims to help learners coming from non-commerce backgrounds acquire basic knowledge of financial accounting and to impart preliminary skills for recording various kinds of financial transactions and prepare financial statements.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Analyze various terms used in accounting;
2. Make accounting entries and prepare cash books and other accounts necessary while running a business;
3. Prepare profit and loss account and balance sheet;
4. Prepare accounts based on accounting software;
5. Analyze information from the company's annual report.

**Computer Applications in Business**  
BCH: GE- 1.5

**Objective:** This paper aims to impart computer knowledge that will enable them with the ability to handle and analyse data for decision making and presenting it to the person concerned in the form of presentations and/or reports in the fast moving business world.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the various concepts and terminologies used in computing, computer networks and the internet.
2. examine document creation for report making and communication.
3. identify and make good presentations.
4. analyse various computations using various functions in the area of accounting and finance and represent the business data using suitable charts. s/he should also be able to manipulate and analyse the business data for better understanding of the business environment and decision making.
5. identify the spreadsheet knowledge acquired through this paper in solving real life problems that help in decision making.

**Bhartiya Gyan Parampara (Indian Knowledge System)**  
BCH: GE- 1.6

**Objective:** The course aims to familiarize the students with astonishing breadth and depth of the Indian scientific and knowledge tradition.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. appportion the experience of Gurukul system of education Indian culture
2. explain the concept of oneness (Ekatma Bhav).
3. use meditation on Panchkoshas and Chakras for enhancing productivity.
4. apply the management principles from the epics and compare with the policies and schemes of Government of India.

**Business Organisation**  
BCH: SEC- 1.1

**Objective:** The course aims to familiarize the students with the forms of business organisation and contemporary issues.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the dynamics of the most suitable form of business organisations in different situations.
2. evaluate the various elements affecting the business environment.
3. analyse business models for different organisations.
4. record and report emerging issues and challenges of business organisations.
5. defend changes in the working pattern of modern organisations.

### **Personality Development**

#### **BCH: SEC- 1.2**

**Objective:** The course aims to provide in-depth information about personalities. It will help the learner gain a better understanding about those around.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. gather a detailed understanding about personality development, personality traits, types etc.
2. learn their personality better and understand the stages of personality development and enhance their self-esteem.
3. apprehend methods and ways to improve one's interpersonal relationship with those around them for better growth and opportunities.
4. explain attitudes better and learn about negative and positive attitudes.
5. learn about various skills for employability to enhance personality.

### **Finance For Everyone**

#### **BCH: SEC- 1.3**

**Objective:** The course aims to offer an integrated approach to the understanding of concepts and applications of financial planning.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. understand the importance of financial literacy and the institutions providing financial services.
2. prepare a financial plan, budget and manage personal finances.
3. open, avail and manage services offered by banks.
4. open, avail and manage services offered by post offices.
5. plan for life insurance and property insurance.
6. choose instruments for investment in shares.

### **Fundamentals of Marketing BCH:**

#### **SEC- 1.4**

**Objective:** The course aims to equip and develop marketing skills in learners through knowledge of concepts, tools and techniques of marketing to create a marketing mix for a product.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the marketing mix strategy of various products.

2. formulate marketing mix for a product ensuring integration and synchronisation of all 4 P's.
3. examine the concept of segmentation, targeting and positioning.
4. learn about the marketing decisions related to product, price, promotion and distribution.
5. compare the pricing strategy of new products launched.
6. prepare a report on channels of distribution used for several products.

## **Business Communication**

### **BCH: SEC- 1.5**

**Objective:** The course aims to train students to enhance written as well as oral communication in the corporate world. This course will help students in understanding the principles and techniques of business communication. Also, to understand the use of electronic media for communication.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the need for communication in management.
2. appreciate the need of effective writing for communication.
3. demonstrate the skill of effective report writing and summarizing annual reports.
4. analyse business correspondence and e-correspondence.
5. appreciate oral presentations.

# **SEMESTER- II**

## Corporate Accounting

### BCH: DSC- 2.1

**Objective:** The course aims to help learners to acquire conceptual knowledge of corporate accounting systems and to learn the techniques of preparing the financial statements of companies.

**Learning Outcomes:** After completion of the course, learners will be able to understand:

1. examine the matters related to issues of share capital, debentures, bonus shares, redemption of preference shares and debentures of a company.
2. examine the annual reports of business organisations to find out whether applicable accounting standards (AS and Ind AS) are complied with or not.
3. prepare a report on amalgamation of companies from news articles.
4. the preparation of financial statements of companies manually as well as using online software.
5. analyse the voluntary and mandatory information contained in the financial statements.

## Company Law

### BCH: DSC- 2.2

**Objective:** The course aims to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analysing case laws.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules.
2. recognize the basic legal documents and their usage essential for formation of a company.
3. analyse the process and documents required for raising capital for the company.
4. evaluate the process of company meetings and corporate decision making.
5. know the framework of dividend distribution and develop understanding of the winding up process including Insolvency Resolution.

## Human Resource Management

### BCH: DSC- 2.3

**Objective:** The course aims to acquaint the learners with the techniques and principles to manage human resources of an organisation for better performance and workplace environment.

**Learning Outcomes:** After the completion of the course, the learners will be able to:

1. demonstrate necessary skills to design an HR policy that improves the work environment.
2. analyse job requirements and prepare a Human Resource Plan;
3. match the skills with the job requirement and preparation of report on job analysis;
4. organize an onboarding programme in an organisation;
5. describe and apply the use of different kinds of training and development strategies in real life situations;
6. organize counselling sessions for employees for better psychological health;
7. create incentive schemes for diverse job roles to enhance satisfaction and improve

- retention of employees;
- 8. design HR policies for employee engagement and experience; grievance redressal, employee health, safety, welfare, and social security, for employees to attain stress-free work life balance.

### **Competency Mapping**

#### **BCH: SEC- 2.1**

**Objective:** The course aims to give input regarding competency aspect of human resource management and also integrates competency of an employee with the human resource practices.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse various basics concepts of Competency.
2. understand the framework for Competency Management.
3. experience the process of designing a Competency Model.
4. interpret the concept of Concept Mapping.
5. integrate Competency Mapping to various HR applications.

### **Personal Financial Planning**

#### **BCH: SEC- 2.2**

**Objective:** The course aims to familiarize learners with different aspects of personal financial planning like savings, investment, taxation, insurance, and retirement planning and to develop the necessary knowledge and skills for effective financial planning.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. understand the meaning and appreciate the relevance of financial planning.
2. understand the concept of investment planning and its methods.
3. examine the scope and ways of personal tax planning.
4. analyse insurance planning and its relevance.
5. develop insight into retirement planning and its relevance.

### **Personal Selling BCH:**

#### **SEC- 2.3**

**Objective:** The course aims to familiarize the students with the concept and process of personal selling

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the theoretical and practical aspect of personal selling.
2. demonstrate the sales presentations.
3. develop and execute the selling skills in different situations.
4. build the ability and confidence to face customer grievances and objections.

### **Communication in Management**

#### **BCH: GE- 2.1**

**Objective:** The course aims to train students to enhance written as well as oral communication in management. This course will help students in understanding the principles and techniques of

communication. Also, to understand the use of electronic media for communication.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the need of communication in management.
2. interpret the need for effective listening.
3. understand the basics of written and spoken communication.
4. demonstrate the role of group discussion and interviews.
5. summarise business reports and proposals.

### **Financial Management For Beginners**

#### **BCH: GE- 2.2**

**Objective:** The course aims to familiarize the students with the basic concepts of financial management.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. understand the overview of finance, the concept of time value of money and risk & return.
2. learn financial analysis with the aid of various financial statements & analyse the capital budgeting process and techniques.
3. analyse the cost of capital, capital structure and leverage.
4. examine dividend & working capital dividend decisions.
5. perform valuation of securities.

### **Sales Promotion**

#### **BCH: GE- 2.3**

**Objective:** The course aims to familiarize the students with the basics of Sales Promotion and its importance in marketing.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. develop a sales promotion campaign.
2. design different tools for sales campaign
3. analyse the need of a particular tool.
4. examine the public relation management.
5. contribute positively in business.

### **Computerised Accounting System**

#### **BCH: GE- 2.4**

**Objective:** This course aims to impart the skills needed for recording business transactions and producing final accounts by a non-commerce student using computerised accounting software.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. understand manual and computerised accounting system environments.
  2. create a structure of a computerised accounting system for a business firm.
  3. record day to day business transactions in Computerised Accounting System
  4. make necessary adjustments for Goods and Service Tax (GST) while recording business transactions
  5. generate various accounting reports for analysis and decision making
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# SEMESTER- III

### Business Mathematics

#### BCH: DSC- 3.1

**Objective:** The course aims to familiarize the learners with the basic mathematical tools with special emphasis on applications to business and economic situations.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse how matrices are used as mathematical tools in representing a system of equations.
2. explain differential calculus to solve simple business problems.
3. evaluate business problems involving complex linear relationships between decision variables and their determining factors.
4. explain mathematical formulation and solution of problems related to finance including different methods of interest calculation, future and present value of money.
5. develop programming for business problems involving constrained optimisation.

### Financial Management

#### BCH: DSC- 3.2

**Objective:** The course aims to enable students to acquire knowledge of principles and practice of financial management.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the conceptual framework of financial management and will have an insight into the concept of time value of money and risk and return.
2. analyse the capital budgeting process and demonstrate decision making abilities using different techniques of capital budgeting.
3. compute the cost of capital; critically analyse and understand different capital structure theories and factors affecting capital structure decision of a firm.
4. analyse and understand different theories of dividend and factors affecting dividend policy.
5. examine the concept of working capital and estimate working capital requirements of a firm; critically examine and decide optimum credit policy for a firm.

### Principles Of Marketing

#### BCH: DSC- 3.3

**Objective:** The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing.

**Learning Outcomes:** After completing the course, learners will be able to:

1. develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm.
2. explore the dynamics of consumer Behaviour and process of market selection

- through STP.
3. analyse the process of value creation through marketing decisions involving product development.
  4. analyse the process of value creation through marketing decisions involving product pricing and its distribution.
  5. analyse the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.

### **Organisational Behaviour**

#### **BCH: DSE- 3.1**

**Objective:** The course aims to develop an in-depth understanding of the concept of organisational behaviour and its relevance in modern organisations. It also aims to expand the knowledge about the complexities of human behaviour, competitiveness, and interpersonal group dynamics.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. demonstrate understanding of the basic concepts of organisational behaviour and their applicability in contemporary organisations.
2. analyse the various means of managing people at the workplace.
3. interpret the complex nature of human behaviour and group dynamics.
4. critically evaluate leadership styles and strategies.
5. summarise the ways to build supportive organisational culture.

### **Financial Markets and Institutions**

#### **BCH: DSE- 3.2**

**Objective:** The course aims to provide students an overview of the financial system to help them understand the role of financial institutions and the financial markets.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the meaning, components and functions of a financial system.
2. interpret different financial systems and describe how they operate.
3. analyse theoretical concepts underlying money and capital markets.
4. describe the evolution of the Indian financial system.
5. assess information related to financial markets and institutions in a global context with special emphasis on financial stability.

### **Brand Management**

#### **BCH: DSE- 3.3**

**Objective:** The course aims to make students aware of brands, their evolution, extensions, brand Management strategies and its practical implications for business. The course shall focus on developing skills to devise strategies for brand positioning and equity in the market.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. comprehend the conceptual framework of brands
2. analyse various strategies of popular brands
3. describe the brand extensions
4. explore the life cycle of a brand

5. apply brand management strategies to real life products.

### **Financial Reporting Analysis & Valuation**

#### **BCH: DSE- 3.4**

**Objective:** The course aims to help the learners to understand, analyse and interpret the basic framework of financial reporting and information incorporated in the corporate annual reports.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse and interpret information provided in the financial statements of a company.
2. interpret the contents of corporate annual reports.
3. demonstrate applicability of relevant Ind AS.
4. understand valuation of tangible and intangible assets.
5. understand and summarise emerging areas in financial reporting.

### **Yoga and Happiness**

#### **BCH: DSE- 3.5**

**Objective:** The course aims to cultivate a pure mindset in learners which in turn reduces the possibility of corruption, crime, and injustice in the society. It also aims to instill a healthy mindset that allows learners to break free from themselves (addictions, depression, personal problems) and experience true change in their lives.

**Learning outcomes:** After completion of the course, the learners will be able to:

1. demonstrate Asanas, Pranayama, Kriya with proficiency.
2. demonstrate postures of Hatha Yoga, Raja Yoga, and Laya Yoga.
3. analyse the relevance of Yog Sutras in real life situations.
4. interpret the significance of Meditation in Business Context;.
5. summarise the importance of Ayurveda in modern lifestyle.
6. enhance their Happiness & Spiritual Quotient.

### **Team Building**

#### **BCH: SEC- 3.1**

**Objective:** The course aims to teach students importance of building teams in business and industry. The course will examine basic structure of a team, how they are developed their management and evaluation.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explore the definition of Team and examine unique features of types of Teams.
2. design various ways of building an effective team.
3. evaluate techniques to manage teams at each stage of Development.
4. design shared vision and articulate business strategy of a hypothetical organisation to create high performing team.
5. examine and explore methods and techniques of assessing team performance.

**E-Commerce**  
**BCH: SEC- 3.2**

**Objective:** The course aims to enhance skills for effective and contemporary applications of E-Commerce.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the challenging needs of the society in the field of e-commerce.
2. evaluate various applications in the context of online transactions.
3. construct the steps in designing of website.
4. compare various e-payment systems.
5. analyse security and operational issues in e-commerce.

**Advanced Spreadsheet Applications in Business**

**BCH: SEC- 3.3**

**Objective:** This course is designed to enable students understand and utilize the powerful spreadsheet tools to handle and manipulate huge amounts of data generated through business transactions, use spreadsheet utilities to take business decisions, automate repetitive tasks and present complex information in a professional manner. This course expected to make the learner industry ready.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine large data generated through business transactions using advanced spreadsheet tools.
2. analyse and present data using tables, pivot tables, pivot charts and dashboards.
3. examine complex business problems using various functions.
4. evaluate excel add-ins for constraint optimization, summarization and forecasting.
5. use advanced spreadsheets in various real life problems.

**General Management**

**BCH: GE- 3.1**

**Objective:** The course aims to equip learners with essential management related knowledge and skills and their applicability in real world.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the evolution of management and its significance
2. comprehend and analyse applicability of managerial functions
3. recognise the role of decision-making in business
4. analyse the role of directing in management
5. appraise the function of controlling and contemporary issues in management

**Basics to Advertising**

**BCH: GE- 3.2**

**Objective:** The objective of this paper is to familiarise the students with concepts and techniques of advertising used in marketing.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. identify communication objectives behind advertising of various products and services.

2. explain various advertising and media elements in the advertising decisions.
3. identify ethical issues of advertising.

### **Investing in Stock Markets**

#### **BCH: GE- 3.3**

**Objective:** The course aims to familiarize the students with the skills required to operate in the stock market. They can learn the trading mechanism of the stock exchanges.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the basics of investing in the stock market, the investment environment as well as risk & return.
2. analyse the Indian securities market including the derivatives market.
3. examine the EIC (economic, industry and company) framework.
4. conduct fundamental analysis.
5. conduct technical analysis.
6. analyse the mutual funds market.

### **Financial Statements Analysis**

#### **BCH: GE- 3.4**

**Objective:** The course aims to enable the student to analyse and interpret the financial statements and related footnotes of publicly traded companies.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the meaning of financial statements as per Companies act, 2013.
2. describe the tools of financial statements analysis.
3. compute the financial ratios using spreadsheets.
4. analyse the financial performance of companies using the techniques of ratio analysis.
5. examine the cash position of companies using the cash flow statements.

### **Yoga and Happiness**

#### **BCH: GE- 3.5**

**Objective:** The course aims to cultivate a pure mindset in learners which in turn reduces the possibility of corruption, crime, and injustice in the society. It also aims to instill a healthy mindset that allows learners to break free from themselves (addictions, depression, personal problems) and experience true change in their lives.

**Learning outcomes:** After completion of the course, the learners will be able to:

1. demonstrate Asanas, Pranayama, Kriya with proficiency;
2. demonstrate postures of Hatha Yoga, Raja Yoga, and Laya Yoga;
3. analyse the relevance of Yog Sutras in real life situation;
4. interpret the significance of Meditation in Business Context;
5. summarise the importance of Ayurveda in modern lifestyle;
6. enhance their Happiness & Spiritual Quotient.

# SEMESTER-

# IV

### **Business Statistics**

#### **BCH: DSC- 4.1**

**Objective:** The course aims to develop amongst the learners the ability to summarise, analyse and interpret quantitative information for business decision making.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine and understand the various descriptive properties of statistical data.
2. compare probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.
3. analyse the underlying relationships between the variables to use simple regression models.
4. analyse the trends and tendencies over a period of time through time series analysis.
5. examine and apply index numbers to real life situations.

### **Cost Accounting**

#### **BCH: DSC- 4.2**

**Objective:** The course aims to develop understanding among learners about contemporary cost concepts and rational approach towards cost systems and cost ascertainment. The course also aims to provide knowledge about various methods of cost determination under specific situations and to acquire the ability to use information determined through cost accounting for decision making purposes.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine and analyse the different cost concepts.
2. determine various components of cost of production.
3. classify unit cost and total cost by preparing a cost statement.
4. compute employee cost, employee productivity and employee turnover.
5. compare cost for different industries using job costing, process costing, contract costing and service costing.

### **International Business**

#### **BCH: DSC- 4.3**

**Objective:** The course aims to impart the core body of knowledge in international business to the students. The course would introduce students to the international trading and investment environment and also create awareness about emerging issues such as outsourcing and sustainable development in the context of international business.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the process of globalization and its impact on growth of international business.
2. evaluate the changing dynamics of the diverse international business environment.
3. analyse the theoretical dimensions of international trade as well as intervention measures adopted.
4. analyse the significance of different forms of regional economic integration and the role played by various international economic organisations.
5. summarize the concept and components of the Balance of Payments statement.
6. evaluate the forms of foreign direct investment and analyse benefits and costs of FDI.

7. create awareness about emerging issues in international business such as outsourcing and sustainable development.

## **Human Resource Development**

### **BCH: DSE- 4.1**

**Objective:** The course aims to make students understand the various aspects of human resource development and its contribution in the organisation.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Examine the evolution of HRD.
2. analyse the role of HRD strategies in organisations.
3. apply and evaluate a learning process starting with training needs, analysis, assessment and evaluation process.
4. explore the role of training needs of employees.
5. evaluate the training methods used in industry.

## **Investment Management**

### **BCH: DSE- 4.2**

**Objective:** The course aims to familiarize learners with different aspects of investment management and risks, introduce them to the framework of securities analysis and valuation and highlight the process of portfolio management.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the basics of investment management and different investment avenues available.
2. evaluate the securities in terms of their risk and return.
3. create an optimal portfolio.
4. analyse the performance of mutual funds.

## **Sustainability Marketing**

### **BCH: DSE- 4.3**

**Objective:** This course aims to familiarize the students with the concept and process of sustainable marketing.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the need of sustainable marketing in view of environmental, legal and ethical aspects.
2. explore the opportunities for sustainable marketing strategies.
3. identify the consumer behaviour for sustainable marketing.
4. demonstrate how sustainable marketing can be applied in marketing mix strategies.
5. discover the case studies of legal framework for sustainable marketing.

## **Analysis Of Financial Statements**

### **BCH: DSE- 4.4**

**Objective:** The course aims to help the learners to analyse accounting and other information incorporated in the corporate annual reports, and to analyse the operating,

financial, and structural performance of business firms with the help of appropriate analytical tools.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Analyse and interpret the quantitative information provided in the Financial Statements of a company;
2. Compute and analyse accounting ratios of a company;
3. Conduct cash flow analysis.

### **Decision Science**

#### **BCH: DSE- 4.5**

**Objective:** The course aims to familiarise the learners with basic mathematical tools, emphasising applications to business and economic situations.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse quantitative techniques that play an important role in managerial decision-making.
2. compare programming for business problems involving constrained optimization.
3. examine, schedule, and coordinate the activities of a large-scale project using PERT and CPM.
4. describe programming to assign sources and jobs to destinations and machines.
5. examine how competitive choices in a business are made.
6. examine how the business strategies are developed to reduce the customers' wait time.
7. analyse the decision-making process to replace used equipment.

### **Bhartiya Gyan Parampara (Indian Knowledge System)**

#### **BCH: DSE- 4.6**

**Objective:** The course aims to familiarize the students with astonishing breadth and depth of the Indian scientific and knowledge tradition.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. apportion the experience of Gurukul system of education Indian culture
2. explain the concept of oneness (Ekatma Bhav).
3. use meditation on Panchkoshas and Chakras for enhancing productivity.
4. apply the management principles from the epics and compare with the policies and schemes of Government of India.

### **Leadership and Team Development**

#### **BCH: SEC- 4.1**

**Objective:** The course aims to enable the learners to understand key leadership theories and be able to apply them effectively in developing solutions to relevant case studies and issues.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. evaluate the traits of successful leader;
2. create the leadership self-assessment tool to assess their leadership styles;
3. differentiate between different leadership styles with real life examples and

- demonstrate role play as a leader in a team in the class;
4. analyse the strategies of building an effective team with a real-life example;
  5. design shared vision and articulate business strategy of a hypothetical organisation to create high performing teams.

### **Data Visualisation**

#### **BCH: SEC- 4.2**

**Objective:** The course helps students learn the technique to visualise data and to gain hands-on experience with creating visualisations of financial data.

**Learning Outcomes:** After the completion of the course, the learners will be able to:

1. find out how to build effective visualisations and dashboards.
2. discover how to create advanced visualisations that explain complex financial data with clarity and style.
3. analyse data and interpret results.
4. export and share dashboards and visualisations.

### **Marketing of Financial Services**

#### **BCH: SEC- 4.3**

**Objective:** The course aims to acquaint students with the distinctive characteristics of financial services and the problems and issues involved in the marketing of financial services. A framework for developing a marketing-mix strategy for financial services is presented and recent developments in the field will be introduced to the students.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. distinguish the characteristics and issues involved in financial services marketing.
2. analyse the marketing framework of financial services organisations.
3. examine the consumer buying behaviour in the context of financial services marketing and how the organisations can have enduring relationships with the customers.

### **Cyber Crimes and Laws**

#### **BCH: SEC- 4.4**

**Objective:** The course aims to create an understanding of cybercrimes and to familiarize the students with the application of cyber laws in business and day to day life.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine cyber risk associated with online activities and develop cyber hygiene.
2. prepare themselves for safe working in the vertical having varied access points, data sources, network, and system-related issues in online activities.
3. generate and preserve electronic evidence for personal and professional use.
4. examine global virtual space conforming to the regulatory framework and not falling under the ambit of cybercrimes.
5. analyse the cases and find pertinent facts for resolutions on managerial cyber issues.

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## Basics of Organisation Behaviour

### BCH: GE- 4.1

**Objective:** The course aims to enhance the understanding of the basic concept of Organisational Behaviour (OB) and the working of modern organisations. It focuses on the study of human behaviour at three levels: Individual, Interpersonal and Group.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the working of organisations and human Behaviour.
2. apply the concepts of OB in managing people at the workplace.
3. critically evaluate the role of motivation theories in guiding human behaviour.
4. develop understanding of diverse leadership styles and strategies.
5. summarise the ways to build supportive organisational culture.

### Personal Financial Planning

#### BCH: GE- 4.2

**Objective:** The course aims to familiarize learners with different aspects of personal financial planning like savings, investment, taxation, insurance, and retirement planning and to develop the necessary knowledge and skills for effective financial planning.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the meaning and appreciate the relevance of financial planning.
2. appraise the concept of investment planning and its methods.
3. examine the scope and ways of personal tax planning.
4. analyse insurance planning and its relevance.
5. develop insight into retirement planning and its relevance.

### Brand Management

#### BCH: GE- 4.3

**Objective:** The course aims to make students aware of brands, their evolution, extensions, simple brand management strategies and its practical implications for business. The course shall focus on developing skills to devise success actions for brand positioning and equity in the market.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. comprehend the conceptual framework of brands
2. analyse various success actions of popular brands
3. describe the brand extensions
4. explore the life stages of a brand
5. apply brand management success actions to real life products.

### Accounting for Managerial Decision Making

#### BCH: GE- 4.4

**Objective:** The course aims to enable students to acquire knowledge of concepts, methods and various techniques of accounting for the purpose of managerial planning, control and decision making.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the fundamentals of accounting and its branches.

2. apply financial statements and their uses in managerial decision making.
3. evaluate the budgetary control system as a tool of managerial planning and control.
4. evaluate the concept of cost-volume-profit analysis for use in short-term decision making.
5. relate the concept of relevant cost and make decisions related to different business situations using marginal costing and differential costing techniques.

### **Fundamentals of International Business**

#### **BCH: GE- 4.5**

**Objective:** The course aims to impart the core body of knowledge in international business to the students. The course would introduce students to the international trading and investment environment and also create awareness about emerging issues such as outsourcing and sustainable development in the context of international business.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the process of globalization and its impact on growth of international business.
2. evaluate the changing dynamics of the diverse international business environment.
3. analyse the theoretical dimensions of international trade as well as intervention measures adopted.
4. analyse the significance of different forms of regional economic integration and the role played by various international economic organisations.
5. evaluate the forms of foreign direct investment and analyse benefits and costs of FDI.
6. create awareness about emerging issues in international business such as outsourcing and sustainable development.

# SEMESTER- V

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**INCOME TAX LAW AND PRACTICE****BCH: DSC- 5.1****Objective:**

The course aims to impart knowledge of law pertaining to levy of income tax in India.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. analyse the basic concepts of income tax and determine the residential status of different persons;
2. compute income under the heads ‘salaries’ and ‘income from house property’;
3. compute income under the heads ‘profits and gains of business or profession’ and ‘capital gains’;
4. compute income under the head ‘income from other sources’ and understand the provisions relating to income of other persons included in assessee’s total income; and
5. analyse various deductions and computation of total income and tax liability of individuals.

**Business Economics****BCH: DSC- 5.2**

**Objective:** The course aims to acquaint the learners with Micro economics and its applications.

**Learning Outcomes:** After the completion of the course, the learners will be able to:

1. examine the nature and scope of business economics.
2. analyse how consumers try to maximize their satisfaction by spending on different goods.
3. evaluate the relationship between inputs used in production and the resulting outputs and costs.
4. analyse and interpret various facets of and pricing under different market situations.
5. relate the contemporary issues and applications in micro economics.

**Management Accounting****BCH: DSC- 5.3**

**Objective:** The course aims to enable students to acquire knowledge of concepts, methods and techniques of management accounting for the purpose of managerial planning, control and decision making.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine thoroughly the conceptual framework of Management Accounting; identification of differences between different forms of accounting—Financial, Cost and Management; distinction between cost control and cost reduction
  - (a) analyse budgetary control system as a tool of managerial planning and control; prepare various types of budget
  - (b) Explore standard costing system as a tool of managerial control; calculation of variances in respect of each element of cost and sales; control ratios
2. recognise the concept of marginal cost and marginal costing; preparation of income

statements using absorption and variable costing; learning of cost-volume-profit analysis and break even analysis through statements, mathematical and graphical approaches; identification of key factor and determination of profitability; determination of cost indifference point.

3. infer the concept of relevant cost and make decisions related to different business situations using marginal costing and differential costing techniques
4. facilitate basic understanding of different contemporary issues involved in management accounting like Responsibility Accounting, Divisional Performance Measurement.

### **Organisational Democracy and Industrial Relations**

#### **BCH: DSE- 5.1**

**Objective:** The course enables the learners to understand and apply the important concepts of Organisational democracy and industrial relations including trade unions, workers participation in management, collective bargaining, industrial disputes, grievance handling and various labour enactments through the pedagogy of case discussions and the practices of Indian Organisations in this context.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the organisational democracy and industrial relations in a changing environment.
2. examine the effectiveness of trade unions and to analyse the legal framework of trade unions.
3. identify the role of workers' participation in management and collective bargaining.
4. analyse industrial disputes and implementation of its legal provisions and to evaluate the effectiveness of grievance redressal mechanism;
5. appraise the various legal enactments related to Industrial relations.

### **International Finance**

#### **BCH: DSE- 5.2**

**Objective:** The course aims to familiarize the students with the principles and practice of international finance.

**Learning Outcomes:** After completion of the course, learners will be able to:

- (1) Describe the International Monetary System and the nature and scope of international finance.
- (2) Understand Foreign Exchange Markets.
- (3) Analyse the factors affecting the exchange rates.
- (4) Understand the International Financial Markets and Instruments.
- (5) Evaluate various kinds of risks due to fluctuation in the exchange rate and management of these risks.
- (6) Analyse issues in International Capital Budgeting.

### **Consumer Affairs & Sovereignty**

#### **BCH: DSE- 5.3**

**Objective:** This course seeks to familiarize the learners with their rights and responsibilities of a consumer and the procedure to redress their complaints. The learner should be able to comprehend the business firms' interface with consumers and the

related regulatory and business environment.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the concept of consumer and post-purchase voicing of consumer grievances.
2. demonstrate how to exercise the consumer rights provided under Consumer Protection Act, 2019.
3. comprehend the filing, hearings, and appeal provisions.
4. identify the role of industry regulators in consumer protection.
5. demonstrate the impact of standards on quality of products.

### **Accounting for Mergers & Acquisitions and Valuation** **BCH: DSE- 5.4**

**Objective:** The course aims to help learners to conceptualise the knowledge of value creation through Mergers and Acquisitions and acquire skills for accounting for Mergers and Acquisitions both from the perspective of India and Internationally.

**Learning Outcomes:** After completion of the course, learners will be able to understand:

1. value creation through Mergers and Acquisitions.
2. analyse reasons for mergers, acquisitions and demergers from Indian perspective.
3. analyse reasons for mergers, acquisitions and demergers from International Perspective.
4. compare different types of Synergic effects.
5. compare the concepts of Demerger and Reverse Merger.

### **Auditing** **BCH: DSE- 5.5**

**Objective:** The course aims to provide knowledge of auditing concepts, principles, procedures, and techniques in accordance with current legal requirements.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. summarise the basic concepts of auditing and acquaint with latest developments in the area of auditing.
2. describe the need of auditing and the role of auditors.
3. demonstrate the principles, procedures and techniques of auditing.
4. interpret the contents of audit reports.
5. analyse the provisions of Companies Act, 2013 relating to auditor and auditing.

### **Export-Import Management**

#### **BCH: DSE- 5.6**

**Objective:** The course aims to develop an understanding and build knowledge on the key aspects of export-import management in India and enabling students to become export professionals and entrepreneurs in the fast-changing global environment.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the basics of export-import management in India.
2. evaluate various export incentives and schemes designed for business firms and

- exporters.
3. organise and plan the documents required for export and import transactions and export finance.
  4. analyse the different operations involved in executing export orders.
  5. summarize the procedure and documentation formalities, practices and regulations governing export trade.
  6. create awareness about India's policy reforms to promote export competitiveness.

### **Public Administration and Business** **BCH: DSE- 5.7**

**Objective:** The course aims to impart basic knowledge about the structure and working of the public administration system in India.

**Learning Outcomes:** After completion of this course, learners will be able to:

1. explain the basic concept of public administration and its relevance for business.
2. explain the difference between public administration and business administration.
3. analyse the concept of good society and its impact on business.
4. analyse the impact of the political system on the business environment in India.
5. evaluate the impact of the judicial system on the business environment in India.
6. assess the impact of governance and public policies on business.

### **BUSINESS TAX PROCEDURES AND MANAGEMENT** **BCH: DSE- 5.8**

**Objective:**

The course aims to provide knowledge of provisions pertaining to income tax procedures with a view to equip students with effective tax management skills.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Analyse the provisions of payment of tax in advance, deduction of tax at source and computation of tax, interest and fee payable to / by government;
2. Know about various Income Tax authorities and return of income;
3. Comprehend the assessment procedures and filing of appeals;
4. Learn the provisions dealing with penalties and prosecutions, and search, seizure and survey; and
5. Evaluate the concept of GAAR and conditions for levy of Securities Transaction Tax.

### **Emotional Intelligence** **BCH: SEC- 5.1**

**Objective:** The course aims to create a positive mindset of the future leaders (students) in order to make them ready to face any challenges that the world might throw at them. Further, the course will also help the students to become emotionally intelligent human beings.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the meaning and need of emotional intelligence.

2. understand their own self and manage your emotions.
3. interpret the emotions of self and others to maintain healthy relations with others.
4. apply the strategies to improve their emotional intelligence.
5. understand and apply the components of emotional intelligence.

### **Customer Relationship Management**

#### **BCH: SEC- 5.2**

**Objective:** This course aims to familiarise the students with the concept and importance of the relationship with customers and techniques of customer relationship management (CRM) in different market situations.

**Learning Outcomes:** After completion of the course, the learners will be able to:

1. demonstrate the management of customer life-cycle, importance of trust, value and commitment in building relationship.
2. analyse the CRM technological tools.
3. describe the applications of CRM tools in the service sector.

### **Social Media Analytics**

#### **BCH: SEC- 5.3**

**Objective:** The course aims to equip the learners with the basic ideas and techniques underlying the usage of Social Media & Analytics. The goal is to explain the concept of social media analytics and demonstrate its applications using various software tools.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the applications of social media platforms.
2. analyse the fundamentals of social media analytics.
3. infer the basics of python.
4. examine and process social media data.
5. analyse and visualize data more effectively.

### **EXIM Procedures and Documentation**

#### **BCH: SEC- 5.4**

**Objective:** The course aims to acquaint students with the documentation and procedures in trade from planning to execution stage.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. assess how to plan and set up international business.
2. analyse the importance of documentation in export compliance management.
3. carry out routine operations such as drafting an export sale contract, deciding price list, selection of method of payment, etc.
4. describe documentation and procedures from planning to execution stage.
5. develop skills for application of delivery terms in international transactions to minimise potential losses.

### **Investing In Stock Markets**

#### **BCH: SEC- 5.5**

**Objective:** The course aims to familiarize the students with the skills required to operate in the stock market. They can learn the trading mechanism of the stock exchanges.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the basics of investing in the stock market, the investment environment as well as risk & return.
2. analyse the Indian securities market including the derivatives market.
3. examine the EIC (economic, industry and company) framework.
4. conduct fundamental analysis.
5. conduct technical analysis.
6. analyse the mutual funds market.

## **Fundamentals of Human Resource Management**

### **BCH: GE- 5.1**

**Objective:** The course aims to introduce learners to the field of human resource management by exposing them to the key concepts.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Examine the organisational human resource processes.
2. compare job analysis, job description, and job design.
3. evaluate the relevance and methods of training and development.
4. categorise the requisite skills in performance appraisal and compensation of employees.

## **Project Management**

### **BCH: GE- 5.2**

**Objective:** The course aims to enable the learners to evolve a suitable framework for the preparation, appraisal, monitoring, and control of projects undertaken in an organisation.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. relate the concept and attributes of projects, project management system, process and its principles;
2. perform technical feasibility, marketing feasibility and commercial viability; using NPV, and further to understand tax and legal aspects of a project;
3. develop schedule for a specific project and its appraisal using various techniques;
4. calculate project duration and assess project cost;
5. evaluate project management in terms of risk and performance.

## **Digital Marketing**

### **BCH: GE- 5.3**

**Objective:** The course aims to provide knowledge regarding the concepts, tools, techniques and relevance of digital marketing in the current scenario. It also enables the learners to learn the practical application of the Digital Marketing tools and the ethical and legal issues involved therein.

**Learning Outcomes:** After completion of course, learners will be able to:

1. identify and assess the impact of digital technology in transforming the business

environment and also the customer journey.

2. describe the functioning of the digital marketers and how it is different than the traditional marketing practices
3. explain the significance of digital marketing tools, such as, SEO, Social media platforms, Online advertising, Blogging etc.
4. gather knowledge about the ethical considerations and the regulatory framework of digital marketing in India

## **Ethics and Governance**

### **BCH: GE- 5.4**

**Objective:** This course is designed keeping in view the dominant role that modern corporations play in creating desirable economic, social and environmental outcomes for the society. As corporate governance is intertwined with social responsibility, it requires a multi-disciplinary approach to understand the associated issues and challenges. Therefore, the course outlines the key theoretical and practical issues underpinning the study of both corporate governance (CG) and corporate social responsibility (CSR) in an integrated fashion.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. evaluate and analyse the concepts, tools and theories of ethics and the issues in ethics.
2. recognize the essence of ethics in business.
3. develop decision-making skills with regard to ethical governance.
4. understand major aspects of corporate governance principles and various theories and systems of corporate governance.
5. provide opportunities for reflection on the roles and responsibilities of directors towards the shareholders and other stakeholders covering both theory and relevant practices.
6. recognise emerging issues and challenges in corporate governance.

## **Consumer Affairs & Sovereignty**

### **BCH: GE- 5.5**

**Objective:** This course seeks to familiarize the learners with their rights and responsibilities of a consumer and the procedure to redress their complaints. The learner should be able to comprehend the business firms' interface with consumers and the related regulatory and business environment.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the concept of consumer and post-purchase voicing of consumer grievances.
2. demonstrate how to exercise the consumer rights provided under Consumer Protection Act, 2019.
3. comprehend the filing, hearings, and appeal provisions.
4. examine the role of industry regulators in consumer protection.
5. demonstrate the impact of standards on quality of products.

# SEMESTER-

# VI

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**Business Analytics****BCH: DSC- 6.1**

**Objective:** This course aims to introduce the learners to business intelligence and analytics which includes describing business data, analysing the data using various statistical tools for creating predictive models and making inferences for solving business problems and for providing assistance in business decision making.

**Learning Outcomes:** After completion of the course, the learners will be able to:

1. describe skills for computation and aggregation of data using spreadsheet.
2. explain data with the help of pivot tables and pivot charts.
3. analyse data using R Packages and interpret the results.
4. compare Linear Regression Models using spreadsheet & R and interpret the results.
5. examine textual data analysis using R.

**Corporate Governance****BCH: DSC- 6.2**

**Objective:** The course aims to develop critical thinking ability and provide knowledge of corporate governance, its procedures, techniques in accordance with current legal requirements and professional standards.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the concept and significance of corporate governance in a business setup and
2. analyse the role of board of directors.
3. explain important dimensions in corporate governance.
4. analyse global corporate failures, understand international codes and its implications.
5. comprehend corporate governance regulatory framework in india.
6. assess and analyse the problems of corporate governance in indian inc.

**Goods & Services Tax (GST) and Customs Law****BCH: DSC- 6.3****Objective:**

The course aims to impart knowledge of principles and provisions of GST and Customs Law, the important legislation dealing with indirect tax system in India; and to enable the students to apply the same practically.

**Learning Outcomes:**

After completion of the course, learners will be able to:

1. analyse the rationale of Goods and Services Tax (GST), constitutional amendment carried out to install GST in India and comprehend the composition and working of GST council;
2. interpret the meaning of supply under GST law, differentiate between intra-state and inter-state supply, provisions related to place of supply, time of supply and compute the value of supply;
3. evaluate the utilization of input tax credit and the provisions of reverse charge mechanism;

4. analyse various returns under GST and payment of taxes; and
5. evaluate the concepts of Customs Act, various custom duties and computation of the assessable value for charging customs duty.

### **Learning and Development BCH: DSE- 6.1**

**Objective:** The course aims at equipping the learners with the concept and practice of Learning and Development in the modern organisational setting through the pedagogy of case study, counselling, discussions and recent experiences.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the various learning strategies used in real situations.
2. compare individual development in terms of intelligence, creativity and personality.
3. develop the learning needs to create learning environment.
4. demonstrate various techniques for enhancing decision-making and interpersonal skills.
5. examine the need and importance of guidance & counselling.

### **Investment Banking and Financial Services BCH: DSE 6.2**

**Objective:** The course aims to provide students with necessary theoretical and conceptual understanding of investment banking and financial services.

**Learning Outcomes:** After completion of the course, students will be able to:

1. examine investment banking activities.
2. describe the process of issue management.
3. interpret corporate restructuring.
4. evaluate mergers & acquisitions.
5. analyse various financial services available in financial markets.

### **Advertising BCH: DSE- 6.3**

**Objective:** The objective of this paper is to familiarise the students with concepts and techniques of advertising used in marketing.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. evaluate communication objectives behind advertising of various products and services.
2. compare various advertising and media elements in the advertising decisions.
3. analyse the ethical and legal issues of advertising.

### **Industrial Relations and Labour Laws BCH: DSE- 6.4**

**Objective:** The course aims to enable the students to learn the concepts of industrial relations including trade unions, discipline, grievance redressal and various labour laws/code.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the evolution of industrial relations and its significance in managerial

- world.
2. evaluate the significance of international dimensions of industrial relations in globalized world.
  3. imbibe how to interact, negotiate and transact with trade unions.
  4. design and understand the discipline measures and grievance mechanisms.
  5. analyse the legal structure provided for handling the industrial disputes.

### **International Monetary and Financial Environment BCH: DSE- 6.5**

**Objective:** The course aims to introduce learners to the international monetary and financial environment. Learners are also expected to understand the basic features of the international monetary system, foreign exchange market and exchange rate risk. In addition, the course creates awareness about international financial markets and instruments.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. demonstrate an understanding of the international monetary system and balance of payments
2. infer the importance of international finance in global context.
3. analyse the factors affecting exchange rates and the inter linkages among them.
4. summarize the evolution and spread of international financial markets and the implications of globalized finance.
5. demonstrate how international financial market operates and the inherent foreign exchange risk involved in it.
6. evaluate and compare different types of international financial instruments.

### **Business Research Methods BCH: DSE- 6.6**

**Objective:** The course aims to inculcate research aptitude among the learners and equip them with knowledge and skills required to successfully undertake various steps in the research process.

**Learning Outcomes:** After completion of the course the learners will be able to:

1. analyse research concepts, its types and steps in the research process.
2. formulate research problem and assimilate various types of research design.
3. create scales, sampling techniques and design data collection tools.
4. get acquainted with various techniques of data analysis and interpretation.
5. prepare a complete research report in appropriate format.

### **Social and Environmental Accounting BCH: DSE- 6.7**

**Objective:** The course aims to help learners to know issues in Social and Environmental Accounting and how these issues can be reported more transparently and responsibly.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the limitations of the Conventional Accounting System.
2. evaluate Hidden and True Costs.
3. evaluate the impact of Externalities.
4. evaluate the impact of activities of Companies on the Environment.

5. infer the Principles of Environmental Accounting and Audit.
6. evaluate the impact of corporate activities at the National and Global levels
7. analyse the Rationale of the New Accounting Framework and the Corporate Responsibility Approach.

### **HR Analytics**

#### **BCH: SEC- 6.1**

**Objective:** The course aims to improve the understanding of HR Analytics, identifying effective data sources, developing metrics, designing long-term measures and its applications.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the conceptual framework of HR Analytics.
2. apply the HR Metrics in evaluation and measurement.
3. evaluate HR tools for effective statistical measurement.
4. evaluate the HR Analytical process.
5. develop a suitable HR Analytics for critical decision making.

### **Applications of Econometrics in Finance**

#### **BCH: SEC- 6.2**

**Objective:** The course aims to teach students basic econometric applications in finance. The course imparts knowledge of understanding linear regression model and its basic assumptions for best unbiased OLS estimators. The goal is that the students are able to analyse time series models and conduct diagnostics tests using R programming. Finally, students are expected to acquire the skills to conduct and present original empirical research in finance.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. understand the basic theory of econometrics.
2. compute ordinary least squares (OLS) estimator.
3. conduct hypothesis testing of linear regression models.
4. translate the financial problems in to the regression models.
5. conduct the univariate time series analysis and diagnostic tests using R.

### **Digital Marketing**

#### **BCH: SEC- 6.3**

**Objective:** The course aims to provide knowledge regarding the concepts, tools, techniques and relevance of digital marketing in the current scenario. It also enables the learners to learn the practical application of the Digital Marketing tools and the ethical and legal issues involved therein.

**Learning Outcomes:** After completion of Course, Learners will be able to:

1. assess the impact of digital technology in transforming the business environment and also the customer journey.

2. examine the functioning of the Digital Marketers and how it is different than the traditional marketing practices
3. evaluate the significance of digital marketing tools, such as, SEO, Social media platforms, Online advertising, Blogging etc.
4. recommend the ethical considerations and the expected regulatory framework of digital marketing in India

### **Artificial Intelligence in Business**

#### **BCH: SEC- 6.4**

**Objective:** This course aims to equip the learners with the basic ideas and techniques underlying the usage of Artificial Intelligence in Business. The course illustrates both the potential and current limitations of these techniques with examples from a variety of applications.

**Learning Outcomes:** After the completion of the course, the learners will be able to:

1. examine how the AI is being leveraged by start-ups as a success tool.
2. Analyse and interpret the applicability of AI in HR functions.
3. analyse how algorithms are changing the board room landscape.
4. describe the customer services provided by various banks using AI.
5. demonstrate the role of AI in transforming the retail sector.
6. develop a case study on the success story of AI-driven business processes.

### **International Trade Logistics**

#### **BCH: SEC- 6.5**

**Objective:** The course aims to provide managerial tools, knowledge, and insights on International Trade Logistics and Supply Chain.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the supply chain coordination;
2. integrate new approaches for coordinating and working with suppliers and strategic partners in the global supply chain;
3. assess the commercial and strategic challenges of transport & logistics in an international environment;
4. develop skills in three areas: trade, international trade and logistics;
5. determine the scope of supplier selection, evaluation and management.

### **Forensic Accounting and Fraud Detection**

#### **BCH: SEC- 6.6**

**Objective:** The course aims to enable the students to understand the role of forensic accounting in financial reporting and decision-making and prepare them to deal with the increasing cases of financial frauds and scams around the world.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the fundamentals of forensic accounting and its significance.
2. comprehend the forensic accounting concepts to be able to apply them in practice.
3. appraise on the concept of frauds and explore in detail its various types.

4. evaluate the process of fraud investigation and detection.
5. develop the ability to analyse and interpret the ways to effectively prevent the frauds and manage the challenge of detection of frauds.

### **E-Filing of Returns**

#### **BCH: SEC- 6.7**

#### **Objective:**

The course aims to equip students with the practical skills required for filing of returns under Income Tax Laws.

Learning Outcomes:

After completing of the course, learners will be able to:

1. examine the basic concepts of income tax applicable to an individual assessee;
2. analyse and explain the provisions when business or professional income is computed on estimated basis;
3. evaluate and understand the electronically furnishing of the return of income;
4. comprehend the provisions of TDS; and
5. evaluate and understand the electronically furnished TDS returns.

### **Leadership Development**

#### **BCH: GE- 6.1**

**Objective:** The course aims to create an understanding of the various leadership theories amongst the upcoming leaders in order to decide as to which style of leadership should they follow in numerous situations that they might encounter in their careers or personal lives.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the meaning of the term leadership and various theories of leadership.
2. interpret the various situations and decide the style of leadership based on the situation.
3. demonstrate qualities of a good leader.
4. analyse styles of several leaders.
5. summarise the theories of culture and its impact on leadership.

### **Data Visualisation**

#### **BCH: GE- 6.2**

**Objective:** The course helps students learn the technique to visualise data and to gain hands-on experience with creating visualisations of financial data.

**Learning Outcomes:** After the completion of the course, the learners will be able to:

1. find out how to build effective visualisations and dashboards.
2. discover how to create advanced visualisations that explain complex financial data with clarity and style.
3. dig deeper into data and interpretation of results.
4. export and share dashboards and visualisations.

### **Distribution Logistics**

#### **BCH: GE- 6.3**

**Objective:** The course aims to acquaint the student with the concept, tools and importance of Distribution logistics in Marketing.

**Learning Outcomes:** After completion of the course, learners will be able to :

1. describe the basics of logistics management.
2. explore the distribution channels and their importance.
3. evaluate the various modes of transportation for distribution.
4. demonstrate the basic knowledge about the various tools for operational efficiency.
5. explore how the advanced technology used in distribution logistics.

### **E-Filing of Returns**

#### **BCH: GE- 6.4**

**Objective:**

The course aims to equip students with the practical skills required for filing of returns under Income Tax Laws.

Learning Outcomes:

After completing of the course, learners will be able to:

1. examine the basic concepts of income tax applicable to an individual assessee;
2. analyse the provisions when business or professional income is computed on estimated basis;
3. electronically furnish the return of income;
4. analyse the provisions of TDS; and
5. electronically furnish the TDS returns.

# SEMESTER- VII

**Business and Macroeconomic Policy BCH:****DSC- 7.1**

**Objective:** The course aims to provide the students with knowledge of enriching concepts and variables of macro - economics, appreciate the impact of labour market, money market and foreign exchange on working of an economy and understand the modern tools of macroeconomic analysis.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the nature and scope of Macro Economics, Income, Expenditure and their components and determinants.
2. analyse fiscal and monetary policy implications through IS-LM framework in short run and long run.
3. compare the different theories of demand for money, supply of money approach and working of money multiplier.
4. analyse causes and effects of different types of inflation and trade-off between inflation and unemployment.
5. examine the role of saving and investment in different size of economies on trade and exchange rate and rate of interest.

**Performance Management****BCH: DSE- 7.1**

**Objective:** The course aims to create fundamental knowledge of performance management, related aspects like talent management, compensation management, contemporary issues etc. in the organisation through the pedagogy of case discussions and the practices of Indian Organisations in this context.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Analyse the key concepts of performance management and methods of performance management in practices.
2. interpret the organisation in the context of Talent Management, Coaching and Mentoring, Competency Model and its linkage with Performance Management.
3. relate the elements of performance appraisal and potential appraisal and devise a system of performance-based compensation systems.
4. devise the performance management system in the organisation, with the help of performance planning that are specific, measurable, attainable, relevant and trackable in the organisation.
5. appraise the concept of performance management in analysing the case studies and to evaluate their effectiveness in a rapidly changing environment.

**Entrepreneurship Development****BCH: DSE- 7.2**

**Objective:** The course aims to equip the learners with entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. discern distinct entrepreneurial traits.
2. compare the parameters to assess opportunities and constraints for new business ideas.
3. develop a business idea by adopting a systematic process.
4. design strategies for successful implementation of ideas.
5. create a business plan.

### **Mind Management**

#### **BCH: DSE- 7.3**

**Objective:** The course aims to build confidence and ability among the learners to cultivate mindfulness in their daily life.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. observe and identify the modulations of mind.
2. rate themselves on an emotional matrix to analyse their strengths and weaknesses; and improve themselves.
3. practice time, mind and anger management techniques in their daily life.
4. interpret the results of psychometric testing.
5. demonstrate the skill of using humour to heal.

### **Financial Derivatives**

#### **BCH: DSE- 7.4**

**Objective:** The course aims to impart knowledge about development and trading of derivatives in India focusing specifically on futures, options and swaps.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the meaning, functions, participants and historical development of the derivatives market.
2. classify financial derivatives, their features, uses and differences between them.
3. summarise pricing of futures and options.
4. get an insight into trading mechanisms, clearing and settlement of futures and options.

### **Business Valuation**

#### **BCH: DSE- 7.5**

**Objective:** The course aims to familiarize the students with the principles and practice of valuation of business.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine the valuation of business and its principles.
2. classify different bases of valuation.
3. evaluate different techniques of valuation and apply them in various situations.
4. demonstrate skills in valuing tangibles and intangibles.
5. analyse specific cases of valuation.
6. evaluate the impact of non-financial factors on valuation.

**Financial Technology and Analytics****BCH: DSE- 7.6**

**Objective:** The aim of the course is to teach students about the financial technology revolution, as well as the disruption, innovation, and opportunities that it brings. The course also aims to impart awareness of the existing and emerging technologies and tools needed to analyse financial data and develop analytical models in the financial service sector to create new business paradigms.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. compare the different business models using financial technology and analytics;
2. analyse the functioning of block chain with smart contracts, creating cryptocurrency, and robotic process agents;
3. apply Artificial Intelligence (AI) in finance
4. demonstrate the contribution of digital payment system in creating a cashless economy;
5. analyse the growth of FinTech industry in India and the relevance of various regulatory forms adopted by the government in this regard

**Integrated Marketing Communication****BCH: DSE- 7.7**

**Objective:** The course aims to make students understand the shift from mass communications to integrated marketing communication.

**Learning Outcomes:** After completing the course, learners will be able to:

1. analyse the concept of marketing communication.
2. compare the various communication tools marketers can use.
3. interpret the message and media strategies in the context of communication objectives.
4. summarise the challenges related to IMC.
5. develop the process of IMC.

**Social Media Marketing****BCH: DSE- 7.8**

**Objective:** The course aims to provide basic knowledge of social media marketing concepts, to enhance skills as social media marketer and start a career in social media marketing.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the concept of social media marketing and its role in marketing, advertising and public relations.
2. Compare and evaluate the use of various social media platforms for social media marketing.
3. employ social media for developing an effective marketing plan.
4. examine the effectiveness of social media analytics.
5. promote any product through social media platforms.
6. develop practical skills required for creating and sharing content through online communities and social networks.
7. appreciate social media ethics to use social media spaces effectively.

### **Marketing Research**

#### **BCH: DSE- 7.9**

**Objective:** The course aims to guide students to develop their research, inquiry and analytical skills in the field of Marketing.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the basics of marketing research, roles, functions, processes, problems surrounding marketing research.
2. examine alternative research designs.
3. discern data collection methods and sampling techniques.
4. operationalize concepts for the purpose of developing testable propositions.
5. analyse several multivariate techniques and write research report.

### **International Taxation**

#### **BCH: DSE- 7.10**

**Objective:** The course aims to introduce students to the issues of international tax avoidance and evasion. The course would also create awareness about the various methods followed to alleviate international double taxation, along with understanding international initiatives on tax compliance.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. comprehend the meaning and causes of international double taxation.
2. compare and evaluate the different methods adopted by countries to alleviate international double taxation.
3. analyse the techniques used for international tax evasion and avoidance.
4. evaluate the methods used nationally and internationally for prevention of international tax evasion and avoidance.
5. demonstrate their awareness of international Model Conventions on prevention of international double taxation.

### **Corporate Tax Planning**

#### **BCH: DSE- 7.11**

**Objective:**

The course aims to provide knowledge of various aspects of corporate tax planning and their impact on decision-making.

Learning Outcomes:

After completion of the course, learners will be able to:

1. differentiate between various tax planning concepts and understand the assessment of corporate assesses.
2. devise strategies for tax planning in respect of setting up of a new business specially the tax issues of start-ups.
3. examine the relevant tax provisions for non-resident indians and double taxation relief.
4. analyse the provisions of transfer pricing.
5. evaluate tax planning with reference to different forms of business restructuring.

### **Personal Tax Planning and Tax Management**

#### **BCH: DSE- 7.12**

**Objective:** The course aims to enable learners to understand the importance of tax planning and use various instruments and measures for tax planning. It also aims to explain how systematic investment and selection of investment avenues can help in tax planning. The course provides an insight into tax management by developing an understanding of the provisions relating to deduction and collection of tax at source, advance tax, refund, assessment procedures and provisions relating to income-tax authorities and appeals and revisions.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. examine how tax planning is useful and essential for every tax payer and to understand the concept of tax evasion and tax planning from direct taxes point of view;
2. determine residential status and its relationship with tax planning. Examine how tax planning is permitted under different provisions of the Income Tax Act;
3. assess the tax liability of individuals and HUFs having income under different heads, by considering tax planning measures providing for optimal tax relief;
4. choose the avenues of investment with an intent to reduce tax liabilities and identify merits and limitations of different means of investments and examine various provisions relating to deduction and collection of tax at source and advance tax obligations;
5. examine the provisions relating to survey, search, and seizure and the related powers of various income-tax authorities;
6. examine the procedure for assessment and recall the time limits for completion of assessments as well as remedies available by way of appeal and revision.

### **Business Research Methods**

#### **BCH: DSE- 7.13**

**Objective:** The course aims to inculcate research aptitude among the learners and equip them with knowledge and skills required to successfully undertake various steps in the research process.

**Learning Outcomes:** After completion of the course the learners will be able to:

1. examine research concepts, its types and steps in the research process.
2. analyse research problems and assimilate various types of research design.
3. examine scales, sampling techniques and design data collection tools.
4. compare the various techniques of data analysis and interpretation.
5. summarise a complete research report in appropriate format.

### **Indian Ethos and Management**

#### **BCH: GE- 7.1**

**Objective:** The course aims to develop an insight and understanding of Ethics and Indian Ethos in Management and their application in managing business.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse the concepts and elements of Indian ethos and management lessons from Indian scriptures.
2. compare work ethos and values and their relevance in managing business enterprises.
3. analyse the Indian system of learning and the philosophy of karma.
4. apply Indian ethos in holistic management.

### **Creativity and Innovation**

#### **BCH: GE- 7.2**

**Objective:** The course aims to enable learners to explore approaches used by managers and organisations for creating and sustaining high levels of innovation.

**Learning Outcomes:** After completion of the course, the learners will be able to:

1. analyse the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business model.
2. generate Innovative idea for business and defend/ justify the same.
3. interpret the Business Competence achieved by various organisations by using the Innovative Business Model.
4. describe the significance of Innovative Leadership.
5. analyse patents already granted in their field of interest and make a case with innovative idea for filing a new patent.

### **Sustainable Development**

#### **BCH: GE- 7.3**

**Objective:** The course aims to provide the learners an understanding of the key challenges and pathways to sustainable development i.e. also socially inclusive and environmentally sustainable.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. analyse key initiatives required to enhance the contribution of an organisation towards Sustainable Development;
2. analyse the significance of various steps taken by UNDP to ensure Sustainable Development;
3. assess the results of Smart Cities Mission Initiative of Government of India;
4. examine the key achievements of National Programmes/Initiatives aligned with SDGs.

### **People Management**

#### **BCH: GE- 7.4**

**Objective:** The course aims to provide an overview to the learners of what it means to be an effective people manager. The programme is designed in such a manner so that the learners can develop leadership and communication skills and manage people in an Organisation effectively.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. (a) perform meditation techniques (Brain stilling exercise) for mind management;  
(b) create a personal development plan for oneself;  
(c) demonstrate decision making skills and prepare Time Management framework in real life situations;
2. analyse the applicability of People First Strategy in an Organisation;
3. demonstrate team building skills and leadership qualities;
4. conduct team evaluation and assessment.
5. demonstrate skills to resolve conflicts in an Organisation and lead teams.

# **SEMESTER- VIII**

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**THE ECONOMY OF BHARAT****BCH: DSC- 8.1**

**Objective:** The course aims to provide an understanding of constituent sectors that define the Indian Economy and enable learners to examine the role and contribution of different sections of the economy in economic development of India. The course also aims to enable the learners to examine the role and impact of the planning process on economic development of India.

**Learning Outcomes:** After the completion of the course, the learners will be able to:

1. analyse the basic concepts of development
2. evaluate the magnitude, size, and dimensions of the Indian economy
3. evaluate the role of population as an economic resource
4. analyse the role and contribution of agriculture in the economic development of India
5. analyze the contribution of the industrial and service sector in the Indian economy.

**Technology in HR****BCH: DSE- 8.1**

**Objective:** The course aims to make students understand the basic concepts and trends of Digital Transformation of the organisation and learn their functional application for critical decision making in HR.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. appraise technology in HR.
2. evaluate information systems designed for human resources.
3. analyse the role of digital transformation in HR for rational decision making
4. examine trends of technology in HR for overall development of the employees and the organisation.
5. visualise future trends for technology and HR

**Event Management****BCH: DSE- 8.2**

**Objective:** The course aims to equip learners with the skills to plan and manage events.

**Learning Outcomes:**

After completion of the course, the learners will be able to:

1. exhibit the capability to organize a formal event.
2. analyse, interpret, and present the learning lessons of organizing the event and Critical Success Factors.
3. create, organize, and manage team.
4. prepare and present the promotional material.
5. plan and prepare sponsorship proposals.

**Business Ethics and Human Values****BCH: DSE- 8.3**

**Objective:** The course aims to develop in learners an understanding of the concept of

Business Ethics & Human Values and its application in business decision making using sustainable business practices.

**Learning outcomes:** After completion of this course, learners will be able to:

1. design code of ethics for an organisation
2. examine ethical performance of an organisation
3. distinguish between various types of values
4. compare issues related to whistle blowing and other moral issues
5. measure the level of participation of select companies/organisations related to social responsibility.

### **Financial Risk Management**

#### **BCH: DSE- 8.4**

**Objective:** The course aims to provide the basic foundations to work in a world of finance with risk and arbitrage. It will equip students with analytical as well measurement tools of financial risk. Therefore, course should be relevant for those looking at a career opportunity in a global institution. The course analyses approaches to financial risk measurement and management and develops excel based models of measuring risk in asset classes.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Compare the different types of risk in financial market.
2. evaluate financial risk.
3. evaluate various techniques of measuring risk in financial market.
4. perform quantitative analysis of risk in financial market.
5. analyse credit, liquidity and operational risk.

### **Behavioural Finance**

#### **BCH: DSE- 8.5**

**Objective:** Behavioural finance provides an interdisciplinary approach to study financial Behaviour, thus offering a more realistic understanding of financial markets. The objective of this course is to provide a basic understanding of Behavioural finance and its practical relevance to study the financial markets.

**Learning Outcomes:** After the completion of the course, learners will be able to:

1. examine the limitations of traditional finance.
2. appreciate the relevance of the theory of behavioural finance in studying financial markets.
3. analyse the role of incomplete information and behavioural biases in financial decision making.
4. utilize the understanding gained from the theoretical underpinnings to improve financial behaviour.

### **Mergers, Acquisitions and Corporate Restructuring**

#### **BCH: DSE- 8.6**

**Objective:** The course aims to familiarise the students with different aspects of corporate restructuring, mergers & acquisitions and to develop an understanding of the subject including contemporary practices in the corporate sector.

**Learning Outcomes:** After completion of the course, learners will be able to:

- Compare the different forms of corporate restructuring.
- examine the different types, motives and reasons of mergers and acquisitions.
- summarise the legal provisions of mergers and acquisitions.
- analyse the important methods of valuation.
- assess the issues related to integration.

### **Retail Management**

#### **BCH: DSE- 8.7**

**Objective:** The course aims to provide a comprehensive understanding of the theoretical and applied aspects of Retail Management.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. develop fundamental understanding of the concept of retailing and its formats.
2. analyse the dynamics of retail store location, its design and visual display.
3. analyse the marketing mix strategies used by the retailers/e-tailers to interact with their customers.
4. develop an understanding of managing human resources in retailing for sustainable relationship building with the customers as enticed in the concept of customer relationship management.
5. relate legal and ethical issues and the role of ICT in Retail Management.

### **Distribution Logistics Management**

#### **BCH: DSE- 8.8**

**Objective:** The course aims to acquaint the student with the concept, tools and importance of Distribution logistics in Marketing.

**Learning Outcomes:** After completion of the course, learners will be able to :

1. analyse the concept of Logistics management.
2. explore the various distribution channels and their importance.
3. evaluate the various modes of transportation for distribution.
4. explore the various tools for operational efficiency.
5. determine how the advanced technology is used in distribution logistics.

### **Rural Marketing**

#### **BCH: DSE- 8.9**

#### **Objectives**

The paper aims to develop basic understanding of concepts, tools, challenges and growing importance of rural markets in Indian scenario.

After the completion of the course, the learner shall be able to

1. develop basic understanding of distinguishing characteristics of rural markets.
2. examine the concept of rural marketing environment with special focus on segmentation, targeting and positioning in rural markets.
3. analyse marketing decisions encompassing product, price, promotion and distribution in rural markets.

## **ADVANCED BUSINESS RESEARCH**

### **BCH: DSE- 8.10**

**Objective:** The objective of the course is to develop the students' theoretical and practical understanding of select multivariate research methods and central concepts of psychological measurement and analysis. The course will be a practice-oriented course and will provide working knowledge of the advance research using statistical package and open-source ware.

Learning Outcomes: After completion of the course, learners will be able to:

1. compare univariate and bivariate statistics for conducting tests of differences.
2. analyse association between two variables.
3. apply statistical methods that allow the simultaneous investigation of more than two variables.
4. summarise the procedure for conducting factor analysis
5. interpret the discriminant, cluster, and conjoint analysis.

## **Diversity Management**

### **BCH: GE- 8.1**

**Objective:** The course aims to provide up-to-date knowledge about the new realities of the workforce and understanding of impact of diversity on various human resource functions and dynamics of team diversity, ability to critically examine organisational culture and its various aspects so as to get a better understanding of individual differences in the organisation and knowledge of various strategies through which diversity can be managed so as to increase the effectiveness of the organisations.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. apply the skills to manage the diversity at the workplace.
2. analyse the individual differences at the workplace.
3. describe the various dimensions of diversity and how these differences impact the interpersonal relationships of the individuals.
4. compare and use tools of diversity management.

## **Risk Management**

### **BCH: GE- 8.2**

**Objective:** The course aims to provide knowledge and an insight into the spectrum of risks faced by businesses and to learn the techniques of managing risks.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. explain the types of risk in business.

2. identify and evaluate business risk.
3. evaluate various techniques of managing business risk.
4. perform quantitative analysis of business risk.
5. analyse financial leverage and credit risk.

### **Collective Bargaining & Negotiation Skills**

#### **BCH: GE- 8.3**

**Objective:** The course aims to promote an understanding of theories and practical issues related to collective bargaining and to build awareness of managerial skills required for effectively negotiating with people.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. illustrate different theories of collective bargaining;
2. analyse the practical aspects of collective bargaining process;
3. evaluate types of negotiation and manage a negotiation process;
4. demonstrate the vital skills during a negotiation process.

### **Sustainability and Ethical Aspects of Marketing**

#### **BCH: GE- 8.4**

**Objective:** The course aims to familiarise the students with the concepts of Sustainability and how Ethical aspects of marketing are important.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe the contemporary approaches for the long run sustenance of the organisation.
2. explain the meaning and emergent need of Sustainability and Sustainable Marketing.
3. analyse the way through Sustainability and Sustainable Marketing
4. analyse the linkages between Sustainable and Ethical Aspects of Marketing.
5. inculcate ethical processes and thinking/Behaviour into marketing tactics and strategies.
6. apprehend the role of Ethical Marketing in Brand Building and positive Corporate Culture.

### **Rural Development**

#### **BCH: GE- 8.5**

**Objective:** The course aims to help learners to acquire knowledge on various aspects of rural development and to acquaint them with the various programmes of rural development.

**Learning Outcomes:** After completing the course learners will be able to:

1. examine the concept of rural development.
2. analyse various skill development and capacity building programmes.
3. describe the role of institutional bodies like NABARD/ RRBs in financing rural based projects.
4. prepare a business plan for a start-up venture in rural setting after analyzing the various facets of rural economy in India.
5. assess the impact of infrastructure development in rural India.
6. evaluate the rural development programmes in India.