

Name of the Department: MANAGEMENT STUDIES

Programme: UG (BBA(CA))

S.No	Course Code	Course Name	Course Outcome
		<b>SEMESTER I</b>	
1.	15UVKL11	வணிக கடிதங்கள்	<ul style="list-style-type: none"> <li>பல்வேறு நிறுவனங்கள் பற்றியும், அவற்றின் கடித அமைப்புகளையும் பற்றிய தெளிந்த புரிதல்</li> <li>நிறுவனத்தின் தகவல் பரிமாற்ற நிலைகளையும், அவற்றின் கடித நோக்கத்தைப் பற்றிய விளக்கம்.</li> <li>வணிக நடவடிக்கைகளை கடித போக்குவரத்தின் வாயிலாக தெரிவிக்கும் நிலைகள்.</li> <li>கடிதத்தின் துணை கொண்டு நிறுவனத்தின் நற்பெயரை மேம்படுத்தும் முறைகள்.</li> <li>நிறுவனத்தின் மாறுதல்களை கடிதத்தின் வாயிலாக வாடிக்கையாளருக்கு தெரிவித்தல்.</li> <li>அரசுத்துறை நிறுவனங்களுக்கு வங்கிகளுக்கு, மூலக்கூறுகள் வழங்கும் பிற நிறுவனங்களுக்கு கடிதம் எழுதும் முறைகளை விவரித்தல்.</li> <li>அறிக்கை தயாரித்தல் மற்றும் பத்திரிக்கை ஆசிரியருக்கு எழுதும் கடித வகைகளுக்கான விளக்கம்.</li> <li>வணிக நடவடிக்கைகள் அனைத்திற்குமான ஆதாரங்களை பாதுகாத்தல் முறை.</li> </ul>
2.	15UBPC11	Core – I: Fundamentals of Computer – Theory	<ul style="list-style-type: none"> <li>Make them to know about the basics of computers.</li> <li>Help them to understand the basics of internet and its role in management.</li> <li>Define and distinguish hardware and software components of computer system.</li> <li>Understand the classification of computers.</li> <li>Gain knowledge about five generations of computer system.</li> </ul>

			<ul style="list-style-type: none"> <li>• Analysing problems, and designing and implementing algorithmic solutions.</li> <li>• Solving problems properly, achieving an implementation that is correct, effective and efficient.</li> <li>• Using computers at user level, including operative systems and programming environments.</li> <li>• Knowledge of computer equipment, including both hardware and software.</li> <li>• Identifying information needs to solve problems, recovering information and applying it to the resolution.</li> </ul>
3.	15UBPC1P	Core – II: Fundamentals of Computer – Practical	<ul style="list-style-type: none"> <li>• Practice them how to open the Microsoft word in computer.</li> <li>• Prepare them to write a leave letter using MS-Word.</li> <li>• Make them to create a time table using MS-Word.</li> <li>• Prepare them to write a resume using MS-Word.</li> <li>• Help them to create an advertisement using MS-Word.</li> <li>• Enable them to create Mail Merge using MS-Word.</li> <li>• Prepare them to create a student’s Mark Details using MS-Excel.</li> <li>• Enable them to prepare a Employee Pay Roll calculations using MS-Excel.</li> <li>• Practice them to design a Photo Album using MS-PowerPoint.</li> <li>• Make them to design an Advertisement using MS-PowerPoint.</li> </ul>
4.	15UBPA11	Allied Course – I: Fundamentals of Accounting	<ul style="list-style-type: none"> <li>• Enable the students to develop the skills in concepts and conventions of accounting and the maintenance of accounts</li> <li>• Train the students to prepare the accounts of trading and non- trading</li> </ul>

			<p>concerns</p> <ul style="list-style-type: none"> <li>• Educate the students for the preparation of final accounts</li> <li>• Helps them to acquire the skills in preparing the method of depreciation</li> <li>• Make the students to know the way of preparing income and expenditure account.</li> <li>• Enrich the students to upgrade their knowledge in cash, bank transactions</li> </ul>
5.	15UBPN11	Non-Major Elective Course – I: Fundamentals of Management	<ul style="list-style-type: none"> <li>• Familiarize the learners to learn the basic principles of Management</li> <li>• Make the students to learn the scientific decision making skills and problem solving techniques</li> <li>• Educate the students about the forms of organisation and organizational structure</li> <li>• Provide the knowledge of levels of management</li> </ul>
6.	15UBPE11	Enrichment Course – I: Introduction to Business Organisation	<ul style="list-style-type: none"> <li>• Equipping the students by knowing the different forms of organization.</li> <li>• Make the students to take Independent decision will be made by Individual by means of starting sole proprietorship concern.</li> <li>• Make the students to understand even minors are also eligible to become partners option will be given by Hindu undivided family.</li> <li>• Make the students realize co-operative enterprise eliminates middlemen and capitalism.</li> </ul>
<b>SEMESTER II</b>			
1.	15UAML21	அலுவலக மேலாண்மை	<ul style="list-style-type: none"> <li>• அலுவலகம் என்பதன் தலையாய கடமையை உணர்த்துதல்.</li> <li>• அலுவலகத்தின் அடிப்படையான அவசியங்களையும், நோக்கங்களையும் புரிதிரைத்தல்.</li> </ul>

			<ul style="list-style-type: none"> <li>• கோப்பீட்டின் பயன்பாடுகளையும் மற்றும் பயன்படுவதன் நோக்கங்களையும் கற்றுணர்த்தல்.</li> <li>• கோப்பீட்டின் பாதுகாப்பு அம்சங்களை ஆராய்தல்.</li> <li>• செய்திகளை பரிமாற்றும் விதம் மற்றும் வகைகள் பற்றிய முக்கியத்துவத்தை விளக்குதல்.</li> <li>• சமிஞ்சை ஆற்றும் அளப்பெரிய காரியங்களை எடுத்துக்காட்டுடன் செயற் விளக்கமளித்தல்.</li> <li>• தனிப்பட்ட மற்றும் பரவலாக்கப்பட்ட (மையப்படுத்தப்பட்ட) அலுவலக முறைகளை பகுத்துணர்த்தல் மற்றும் அதிலிருந்து ஏற்படும் சிக்கல்களை களைத்தல்.</li> <li>• அலுவலக அமைப்பு முறைகளினால் ஏற்படும் நன்மைகளை எட்டும் விதத்தை விதைத்தல்.</li> <li>• தொலைதொடர்பு சாதனங்களால் ஏற்படும் சிக்கல்கள் மற்றும் விடுபெறுதல்களை உணர்த்துதல்.</li> <li>• அதிகார – பகிர்வு மற்றும் அதிகார – உச்ச வரம்பு முறைகளை விளக்கிச் சொல்லுதல்.</li> </ul>
2.	15UBPC21	Core – III: Programming with C – Theory	<ul style="list-style-type: none"> <li>• Enable the students to learn the concepts of C Programming Language.</li> <li>• On successful completion of this course the students should know the basic concepts of C and how to write the programs using C.</li> <li>• Help them to understand the concepts of operators and types of operators in C.</li> <li>• Make them to managing I/O operations.</li> <li>• Equipping the learners with the decision making and branching.</li> <li>• Practice the learners how to use the looping concepts in C.</li> <li>• Prepare them how to declaring an array in C programme.</li> <li>• Enable them to learn all string functions</li> </ul>

			<p>in C.</p> <ul style="list-style-type: none"> <li>• Prepare the learners to knowing the concepts of pointers.</li> <li>• Make them to understand the pointer concepts in C.</li> </ul>
3.	15UBPC2P	<p>Core – IV: Programming with C – Practical</p>	<ul style="list-style-type: none"> <li>• Know them to check the Armstrong Number using C.</li> <li>• Make them to solve the Quadratic Equation.</li> <li>• Guide them to find given matrix is symmetric or not.</li> <li>• Make the learners to knowing string concepts in C.</li> <li>• Guide the learners to search a given element in array using C.</li> <li>• Equipping them to find factorial of a number in C.</li> <li>• Teach the learners to multiply the matrix using pointers.</li> <li>• Enable them to knowing the structure concepts in C.</li> <li>• Train the learners how to sorting the numbers in file.</li> <li>• Exhibit the learners how to draw a simple diagram using ellipse, rectangle in C.</li> </ul>
4.	15UBPA21	<p>Allied Course – II: Cost Accounting</p>	<ul style="list-style-type: none"> <li>• Express the place and role of cost accounting in the modern economic environment</li> <li>• Helps the students to know about how cost sheet is prepared.</li> <li>• Select the costs according to their impact on business</li> <li>• Differentiate methods of calculating stock consumption</li> <li>• Identify the different methods of costing used by manufacturing companies in producing products</li> <li>• Apply cost accounting methods to</li> </ul>

			<p>evaluate and project business performance.</p> <ul style="list-style-type: none"> <li>• The Students understand the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses to know the cost per unit of product / service</li> <li>• Know the legal aspects of cost accounting for a manufacturing business</li> <li>• Application of cost concepts and cost behaviors in the solving of management decision</li> <li>• The students expertise in determine the costs of products and services.</li> </ul>
5.	15UBPN21	Non-Major Elective Course – II: Entrepreneurial Development	<ul style="list-style-type: none"> <li>• Provide knowledge about the entrepreneurial traits and entrepreneurial motivation and culture</li> <li>• Make the students familiar about the role of entrepreneurship to develop economy</li> <li>• Make the students to understand the legal aspects of business, an entrepreneur has to follow to start and run a business.</li> <li>• Help the students to know the different sources of business idea and methods of solving complex business problems</li> </ul>
6.	15UBPE2P	Enrichment Course – II: Business Practicals in Documentation	<ul style="list-style-type: none"> <li>• Providing Knowledge on the basic Practices of Preparing and Preserving documents.</li> <li>• Elevating them to have the knowledge of foreign and Indian Companies CEO's.</li> <li>• Make them to understand the basic documents used in Post-office.</li> <li>• Make them to realize field experience is always better than the theoretical knowledge.</li> </ul>

			<ul style="list-style-type: none"> <li>• Make them to realize the differentiation of Brand name as well as Brand symbols.</li> </ul>
<b>SEMESTER III</b>			
1.	15UBPC31	Core – V: Web Technology – Theory	<ul style="list-style-type: none"> <li>• Understand the various tags in HTML</li> <li>• Enrich the knowledge of web designing.</li> <li>• Equip the knowledge with formatting tags in HTML.</li> <li>• Inculcate the knowledge on ordering lists and Building the tables using tags in HTML.</li> <li>• Exhibit the learners how to use image tag and frame tag.</li> <li>• Make the learners to acquire knowledge about form tag and input tag.</li> <li>• Understood the concepts of Java scripts by applying web technology.</li> <li>• Inculcating the knowledge of functions in Java scripts.</li> <li>• Equipping the knowledge with operators and expressions in Java script.</li> <li>• Inculcate knowledge on looping concepts in JavaScript.</li> </ul>
2.	15UBPC3P	Core – VI: Web Technology – Practical	<ul style="list-style-type: none"> <li>• Train them how to create a bio-data using HTML tags.</li> <li>• Practice them how to prepare a student mark list using table.</li> <li>• Make them how to prepare a Hotel menu using Lists.</li> <li>• Train them how to create an Application form using Forms.</li> <li>• Help them how to reserve a railway ticket using Forms.</li> <li>• Practice them how to create website using Frames.</li> <li>• Prepare them how to create an Image gallery using Images.</li> </ul>

			<ul style="list-style-type: none"> <li>• Train them how to do Arithmetic Operations using JavaScript.</li> <li>• Make them how to create a Login form in JavaScript.</li> <li>• Help them how to create an E-mail ID using JavaScript.</li> </ul>
3.	15UBPC32	Core – VII: Principles of Management	<ul style="list-style-type: none"> <li>• Enable the students acquaint with the principles of management.</li> <li>• Helps the students to understand the various functions of management like planning, organising, staffing, directing and controlling.</li> <li>• Assist the students to involve in Event Management activities</li> <li>• Provide a platform to organize the Business behaviour</li> <li>• Enrich the students’ managing competency, decision making skills and leadership skills</li> <li>• Facilitates the students to realize the importance of communication in an organization for smooth flow of operations.</li> <li>• Helps the students to understand the evolution of scientific management concepts and its application in increasing productivity</li> <li>• Helps the students to apply the principles of management in solving real life problems</li> </ul>
4.	15UBPC33	Core – VIII: Organizational Behaviour	<ul style="list-style-type: none"> <li>• Make the students to understand the overview in the field of Organizational Behavior and the context of organisational setting</li> <li>• Enable the students to assess the concepts of OB principles, concepts and theories, individual behavior, group behavior and learning in organizations</li> <li>• Enrich the students to have the reliable</li> </ul>



			<p>views on the theories of Employee Motivation and Rewards Systems</p> <ul style="list-style-type: none"> <li>• Facilitating the students to recognize the Group Dynamics, Teambuilding and Decision Making</li> <li>• Develop the knowledge of Organizational Conflict, Organizational Change , Organizational Development and Organizational Culture</li> <li>• Graduates are able to use analytical thinking and problem-solving skills to address specific business problems.</li> </ul>
5.	15UBPA31	Allied Course – III: Business Statistics	<ul style="list-style-type: none"> <li>• This course enables the students to know the important concepts in Statistics.</li> <li>• This course acquires knowledge in statistical tools applied in Business.</li> <li>• Learning basic objectives and functions of statistics.</li> <li>• The students get exposure about the classification, coding, tabulation of Data.</li> <li>• Impart the fundamental knowledge of measures of central tendency to the learners.</li> <li>• Inculcate the methods of measuring correlation.</li> <li>• The students study about the Regression-analysis in this course for their research work.</li> <li>• The students have a clear idea about the consumer Price Index Number methods.</li> <li>• This course identifies the methods of Measuring Trend of Sales, profit and other transactions.</li> <li>• Enlighten the student’s knowledge about measures of Dispersion.</li> </ul>

6.	15UBPS31	Skill Based Course – I: Understanding Body Language	<ul style="list-style-type: none"> <li>• Insist the meanings and interpretations of the gestures</li> <li>• Make the students to understand the necessity of hand shaking styles</li> <li>• Inform the learners about the ways to reveal their emotions through the facial expressions</li> <li>• Provide an idea to familiarize the male courtship gestures and female courtship gestures</li> <li>• Inform the students to follow the space distance and leg positions in a social gathering.</li> <li>• Motivate the students to analyze the behavior of the individuals and their gestures</li> </ul>
7.	15UBPV31	Value Based Course – I: Introduction to Financial Market	<ul style="list-style-type: none"> <li>• Help students to appreciate and understand how financial markets and institutions operate.</li> <li>• It introduces financial institutions and other market participants, their roles in the financial system and the ways they interact with each other.</li> <li>• A second and equally important objective is to help students to understand commonly used financial instruments and how they work.</li> <li>• The students are able to know the parties involved in the primary and secondary markets and their functions</li> </ul>
<b>SEMESTER IV</b>			
1.	15UBPC41	Core – IX: E- Commerce &M- Commerce – Theory	<ul style="list-style-type: none"> <li>• Enable the students to learn the fundamentals of E-Commerce and its related Technologies.</li> <li>• On successful completion of this course the students should have understand the various concepts of E-Commerce and M-Commerce.</li> <li>• Equipping them to understand the foundations and importance of E-</li> </ul>

			<p>Commerce.</p> <ul style="list-style-type: none"> <li>• Able to analyze the impact of E-Commerce on business models and strategy.</li> <li>• Make them to know the internet trading relationships including business to consumer, business-to-business, Intra organizational.</li> <li>• Help them to know the value-added attributes, benefits, and fundamental drivers of M-Commerce.</li> <li>• Enable them to understand the mobile computing infrastructure that supports M-Commerce.</li> <li>• Able to develop the M-Commerce applications in banking and financial services.</li> <li>• Equipping them to understand the growth of M-commerce, the wireless internet and wireless devices.</li> <li>• Prepare them how to construct the infrastructure and services required for wireless and M-commerce.</li> </ul>
2.	15UBPC4P	<p>Core – X: E-Commerce &amp;M-Commerce – Practical</p>	<ul style="list-style-type: none"> <li>• Train them how to create a mail ID.</li> <li>• Practice them how to apply for online examination.</li> <li>• Make them how to registration for employment.</li> <li>• Help them how to do employment renewal in online.</li> <li>• Enable them how to do E- Exam.</li> <li>• Prepare them how to do online data entry operation.</li> <li>• Prepare them how to buy a product from online shopping.</li> <li>• Train them how to buy EB bill in online.</li> <li>• Make them how to recharge a mobile through official web.</li> </ul>

			<ul style="list-style-type: none"> <li>• Enrich them how to do through mobile application.</li> </ul>
3.	15UBPC42	Core – XI: Banking Practices	<ul style="list-style-type: none"> <li>• The students are expected to develop a clear understanding and knowledge about the functioning of a Commercial bank.</li> <li>• Students will develop their understanding and expertise in various matters relating to operations of a commercial bank.</li> <li>• Students are expected to have good command understanding of banking system and banks.</li> <li>• The students are also expected to have better understanding of various concepts of E-banking.</li> <li>• Explain the basis of the banker/customer relationship which gives rise to contractual rights and obligations</li> <li>• Analyse the rights and duties of bankers and customers and the consequences of any breach of these rights.</li> <li>• Identify the rules regarding termination of contract between banker and customer.</li> <li>• Understand the characteristics of negotiable instruments and the law applicable to the banker and customer.</li> </ul>
4.	15UBPC43	Core – XII: Marketing Management	<ul style="list-style-type: none"> <li>• Provide a business idea on the basis of marketing activities</li> <li>• Inculcate the behavior of the customer in the decision making</li> <li>• Make the students to understand the product policies.</li> <li>• Equip the learners with required skills to develop a new product.</li> <li>• Familiarize the students with the modern pricing methods and new</li> </ul>

			<p>product pricing</p> <ul style="list-style-type: none"> <li>• Impart the practices of the distribution channels</li> <li>• Make the students to analyze the impact of advertising media</li> <li>• Insist the importance of after sales service to ensure repeat purchase</li> <li>• Help the students to understand that customer delightness is the success of the business</li> <li>• Equip the learners with required skills to be a good marketing manager.</li> </ul>
5.	15UBPA41	Allied Course – IV: Business Mathematics	<ul style="list-style-type: none"> <li>• Understanding the basic applications of set theory by independently solving business related problems.</li> <li>• Enhance them to develop their knowledge in the fundamental operations of addition, subtraction, multiplication and division through exponential and logarithmic expressions;</li> <li>• Enable the students to solve the problems in the areas of simple interest, compound interest, Bankers’ loan, Bankers’ discount and depreciation</li> <li>• Enrich them to define the basic terms in the areas of business</li> <li>• Acquire the knowledge with practical problems through probability</li> <li>• Gain the analytical knowledge on the business applications of matrices</li> </ul>
6.	15UBPO41	Optional / Elective Course - I Research Methodology	<ul style="list-style-type: none"> <li>• Understanding the different types of research and its usefulness in solving business problems</li> <li>• Understanding the sampling techniques and analyse the data for interpretation</li> <li>• Understand some basic concepts of research and its methodologies</li> <li>• Identify appropriate research topics</li> </ul>

			<ul style="list-style-type: none"> <li>• Select and define appropriate research problem and parameters</li> <li>• Prepare a project proposal to undertake a project</li> <li>• Organize and conduct research in a more appropriate way</li> <li>• Induce to get an idea about the literature review</li> <li>• Desire to get intellectual way of doing some creative work</li> <li>• Get an idea of report writing</li> </ul>
7.	15UBPO42	International Finance	<ul style="list-style-type: none"> <li>• Assess historical and contemporary international financial systems, and compare their relevance to markets.</li> <li>• Identify key factors that influence foreign direct investment and its drivers.</li> <li>• Determine how capital flows to international markets and how internationalization of markets drive portfolio construction</li> <li>• Understanding of the theories of international finance and monetary issues and apply them to real world situations.</li> <li>• Differentiate the models with capital flows and show their relevance to the global financial crisis.</li> <li>• Discuss the issues of international governance and management of financial flow.</li> <li>• Understand international capital currency and foreign exchange market</li> <li>• Identify and appraise investment opportunities in the international environment</li> </ul>
8.	15UBPO43	Organizational Development	<ul style="list-style-type: none"> <li>• Improving the analytical and operational approach to system wise organizational changes</li> </ul>

			<ul style="list-style-type: none"> <li>• Know about the organization development process</li> <li>• Understanding the different change models</li> <li>• Analysing diagnostic tools used to assess organizational effectiveness</li> <li>• Identifying the types of organizational development interventions</li> <li>• Know about the steps in organization culture</li> <li>• Inculcate the students to develop the organizations in modern way</li> <li>• Know about the changing phenomenon in the organization</li> <li>• Equip the various methods of executive development</li> <li>• Understand the development of organization implementation.</li> </ul>
<b>SEMESTER V</b>			
1.	15UBPC51	Core – XIII: DOT NET – Theory	<ul style="list-style-type: none"> <li>• Make them to build the applications using vb.net</li> <li>• Enable them to build the applications using asp.net</li> <li>• Display proficiency in VB by building stand –alone applications in the .NET framework using VB.</li> <li>• Create distributed data-driven applications using the .NET framework, VB, SQL Server and ADO.NET</li> <li>• Create web-based distributed applications using VB, ASP.NET,SQL Server and ADO.NET</li> <li>• Utilize XML in the .NET environment to create Web Service-based applications and components.</li> <li>• Make them to create a Web form with server controls</li> <li>• Help them to display dynamic data from a data source by using Microsoft</li> </ul>

			<p>ADO.NET and binding.</p> <ul style="list-style-type: none"> <li>• Enable them to debug ASP.NET pages by using trace.</li> <li>• Inculcating the knowledge about ADO.NET objects and architecture</li> </ul>
2.	15UBPC5P	Core – XIV: DOT NET – Practical	<ul style="list-style-type: none"> <li>• Make them to perform Arithmetic Operation using .Net application.</li> <li>• Help them to prepare Student Mark List in VB.NET.</li> <li>• Practice them how to calculate interest using functions in VB.NET</li> <li>• Enable them to use String functions in VB.NET</li> <li>• Inculcating the knowledge about class concepts in VB.NET</li> <li>• Equip them to create home page using Master Page in ASP.NET</li> <li>• Prepare them to create advertisement using Adrotator control in ASP.NET</li> <li>• Make them to create Login page using Build in login Controls in ASP.NET</li> <li>• Practice them to develop a program in ADO.NET</li> <li>• Enable them to develop a program using Crystal Report.</li> </ul>
3.	15UBPC52	Core – XV: Human Resource Management	<ul style="list-style-type: none"> <li>• Demonstrate ethical and socially responsible behaviour.</li> <li>• Importance of human resources and their effective management in organisations</li> <li>• Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes</li> <li>• Build effective internal and external relationships using influencing, communication and consultative skills.</li> <li>• Develop self leadership strategies to enhance personal and professional effectiveness.</li> </ul>



			<ul style="list-style-type: none"> <li>• Develop, implement, and evaluate employee orientation, training, and development programs.</li> <li>• Facilitate and support effective employee and labour relations in both non-union and union environments.</li> <li>• Evaluate the effectiveness of HRM practices in supporting the strategic and operational needs of the organization in a global economy.</li> <li>• Recommend processes supporting organizational change and leadership development allowing organizations to react effectively in the dynamic global environment.</li> </ul>
4.	15UBPC53	Core – XVI: Financial Management	<ul style="list-style-type: none"> <li>• Enable the students to understand the basic concepts of financial decisions, investment liquidity and dividend decisions</li> <li>• Critically evaluate the theories of capital structure adopted in the company form of organisation</li> <li>• Appraise the risk profile of firms and estimate the costs of capital, including debt and equity capital, using financial data.</li> <li>• Gain practical knowledge on capital budgeting and project appraisal.</li> <li>• Understand the concepts of dividend policies expected by the shareholders and the theories of dividend policy</li> <li>• Gain practical knowledge on working capital management, venture capital and lease financing</li> </ul>
5.	15UBPO51	Optional / Elective Course – II: Financial Services	<ul style="list-style-type: none"> <li>• Understanding the fund-based and fee based financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.</li> <li>• Provide knowledge about the</li> </ul>

			<p>organisation and management of mutual funds</p> <ul style="list-style-type: none"> <li>• Enable the students to aware about the investors with the knowledge of risks and rewards of investing in mutual funds</li> <li>• Understand Mutual Fund and it's Structure.</li> <li>• Understanding of risks involved in venture capital, Methodologies for rating credits and Factors considered for credit analysis and scoring</li> <li>• Credit rating practices of specialized rating agencies and evaluate the performance of a company based on qualitative and quantitative frameworks and tools</li> </ul>
6.	15UBPO52	Consumer Behaviour	<ul style="list-style-type: none"> <li>• Explore the reasons for development of consumer behavior.</li> <li>• Equip the students knowing the consumer behavior</li> <li>• Get a knowledge on hierarchy of needs</li> <li>• Explore measurement and arousal of motives.</li> <li>• Explore attitude formation by various sources.</li> <li>• Explore cognitive dissonance and various attribution theory.</li> <li>• Make them realize various model to the decisions.</li> <li>• Make them understanding step-by-step process of need recognition.</li> <li>• Equip the students the importance and the sources of collecting research data.</li> <li>• Make them to understand drawbacks of consumer research.</li> </ul>
7.	15UBPO53	Labour Welfare	<ul style="list-style-type: none"> <li>• Know about the labour welfare activities followed in business unit</li> <li>• Familiarizing the principles of labour</li> </ul>

			<p>welfare</p> <ul style="list-style-type: none"> <li>• Equip the International labour organization and its role and functions</li> <li>• Identifying the movement of trade union in India and its role</li> <li>• Understanding the powers of Trade Unions</li> <li>• Making the procedures for collective bargaining and grievance settlement procedure</li> <li>• Providing the workers participation in management to the students</li> <li>• Making them understand the issues for quality work life</li> </ul>
8.	15UBPS51	Skill Based Course – II: In-Plant Training	<ul style="list-style-type: none"> <li>• Exploring the Practices of questioning and also observing capacity.</li> <li>• Elevating the Practices of accumulating (or) gathering, storing, re-trieving data for presentation.</li> <li>• Getting the knowledge for preserving document (data).</li> <li>• Training them to gather details about company and company background.</li> <li>• Training them to overhaul on the functional areas of the company</li> <li>• Understand the importance of after sales service.</li> <li>• Understand the production process as flow (or) continuous.</li> <li>• Understand the functions of transportation, purchase department, storage department and sales department.</li> <li>• Equip the students to understand practical knowledge and provide employment opportunities</li> </ul>
9.	15UBPS52	Skill Based Course – III: Case Analysis	<ul style="list-style-type: none"> <li>• Demonstrates the theoretical concepts in action</li> <li>• Understand the relationship between</li> </ul>

			<p>the business and functional objectives.</p> <ul style="list-style-type: none"> <li>• Establish rapport with the company and give significant others to gain good working relationship for the success</li> <li>• Provide employment opportunities by analyzing societal cases</li> <li>• Provide a clear structure for all of the various activities that organizations carryout</li> <li>• Induce to achieve the stated objectives within the time period</li> <li>• Enable to reveal their professional ability and skills to respond to a business scenario</li> <li>• Make to understand the simplified processes relating to environment compliance</li> <li>• Ability to examining the causes and provide alternative courses of actions for a problem</li> <li>• Motivate the learners to investigate the cases in further aspects and diversified angles</li> <li>• Make to get the strong knowledge in the field of decision making</li> </ul>
<b>SEMESTER VI</b>			
1.	15UBPC61	Core – XVII: Enterprise Resource Planning - Theory	<ul style="list-style-type: none"> <li>• Make the students to learn the fundamentals of ERP and related Technologies.</li> <li>• Understand the various concepts of ERP.</li> <li>• Make them to acquire the knowledge about Business functions and business process in ERP.</li> <li>• Inculcate knowledge on History of ERP &amp; Future of ERP Packages.</li> <li>• Prepare them how to manage risks on ERP projects.</li> <li>• Equip the knowledge with BPR, Data</li> </ul>

			<p>Mining, Data warehousing, OLAP, and PLM &amp; SCM.</p> <ul style="list-style-type: none"> <li>• Help them how to use advanced technology and ERP security.</li> <li>• Enable them how to implement ERP Methodologies &amp; Strategies.</li> <li>• Inculcate knowledge on ERP implementation cycle.</li> <li>• Acquire the knowledge about different phases of ERP implementation.</li> </ul>
2.	15UBPC6P	Core – XVIII: Enterprise Resource Planning -Practical	<ul style="list-style-type: none"> <li>• Practise them how to do inventory calculation using ERP.</li> <li>• Train them how to calculate interest by using ERP.</li> <li>• Help them how to make debit note and credit note using ERP.</li> <li>• Make them how to do multiple currencies using ERP.</li> <li>• Enable them how to create price lists using ERP.</li> <li>• Encourage them how to prepare a Bill wise details using ERP system.</li> <li>• Practice them how to create a budget using ERP system.</li> <li>• Train them how to create a stock ledger using ERP system.</li> <li>• Help them how to create five simple journals using ERP.</li> <li>• Make them how to create a trail balance using ERP.</li> </ul>
3.	15UBPC62	Core – XIX: Management Accounting	<ul style="list-style-type: none"> <li>• Understanding the basic concepts and processes used to take management related decisions</li> <li>• Able to interpret financial statements and ratio analysis</li> <li>• Enable the students to analyze and evaluate the fund flow and cash flows of the organisation</li> <li>• Make the students to get proficiency in</li> </ul>

			<p>marginal cost analysis</p> <ul style="list-style-type: none"> <li>• Gain practical knowledge on budgetary control</li> <li>• Understand the students in the area of application of marginal costing technique</li> </ul>
4.	15UBPO61	Optional / Elective Course – III: Advertising and Sales Promotion	<ul style="list-style-type: none"> <li>• Equip the students knowing the components of Promotional mix.</li> <li>• Elevate the students knowing the recent trends in advertising.</li> <li>• Make them to understand budget ignites unnecessary cost.</li> <li>• Make them to understand Crew of advertising copy.</li> <li>• Equip the students knowing the capacity and speciality of printing plates.</li> <li>• Realize them knowing the step-by-step process of campaign planning.</li> <li>• Realize them training makes the salesman perfect and also become best contender to the competitors.</li> <li>• Provide employment opportunities in the field of advertising</li> <li>• Equip the students knowing the necessity of after-sales service.</li> <li>• Equip the students knowing the fascinating of sales promotional instruments.</li> </ul>
5.	15UBPO62	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>• Understand the various alternatives available for investment.</li> <li>• Learn to measure risk and return.</li> <li>• Find the relationship between risk and return.</li> <li>• Value the equities and bonds.</li> <li>• Gain knowledge of the various strategies followed by investment practitioners.</li> <li>• Apply efficient markets and behavioral</li> </ul>

			<p>finance theory to finance scenarios.</p> <ul style="list-style-type: none"> <li>• Employ the concepts of risk, return, and diversification to investments.</li> <li>• Apply financial tools and knowledge to evaluate the basic structure, functioning and regulation of banking institutions</li> <li>• Identify and apply basic finance relationships and concepts.</li> <li>• Students should understand the basic characteristics of key financial securities.</li> <li>• Understanding the fundamental and technical analysis to study the movement of price of the shares</li> </ul>
6.	15UBPO63	Training and Development	<ul style="list-style-type: none"> <li>• Know about the various methods of training.</li> <li>• Identifying the training needs</li> <li>• Understanding the evaluation of training</li> <li>• Analyse the training techniques based on its usefulness in bringing the desired output</li> <li>• Provide the internal and external selection methods of training in modern way</li> <li>• Evaluate the training effectiveness in management</li> <li>• Equip the evolving development policy</li> <li>• Know about the Management Development Programme.</li> <li>• Design development programmes for the benefit of the organization</li> <li>• Understanding the training budget and its preparation and approval</li> </ul>
7.	15UBPS61	Skill Based Course – IV: Personal Selling	<ul style="list-style-type: none"> <li>• Explain the theories and concepts that are central to personal selling.</li> <li>• Develop the various sales techniques needed to achieve a profitable sale.</li> </ul>

			<ul style="list-style-type: none"> <li>• Identifies all elements of personal selling essential to creating successful sales.</li> <li>• Apply the interpersonal and team skills necessary in successful relationship selling.</li> </ul>
8.	15UBPV61	Value Based Course – II: Retail Management	<ul style="list-style-type: none"> <li>• Get familiarity with the role of retailer in the distribution channel</li> <li>• Identifying the functions of a retailer</li> <li>• Developing the benefits of retail sectors in the society to the learners</li> <li>• Understanding the wide variation of retail organizations in terms of product orientation and format</li> <li>• Identifying the store, non-store, generalist, specialist and service retailing</li> <li>• Equip the students to get employment in retail stores.</li> <li>• Familiarity with the factors and arrangement of self service, check out system in retail markets.</li> </ul>