

M.Com. (BUSINESS ADMINISTRATION)

C010701T: ORGANISATIONAL BEHAVIOUR

Course Objectives –

The objective of the course is to make the students familiar with the basics of organisational behaviour and make them understand the importance of groups and leadership etc. The course also aims to develop in the student the ability to run a business house more efficiently in a situation of stress.

C010702T: ACCOUNTING FOR MANAGERIAL DECISIONS

Course Objectives –

The objective of the course is to expose the students to the applied aspect of accounting and also to enable them to analyse and use the accounting information for decision making. The aim of the course is to enhance the ability of the manager in taking effective business decisions also.

C010703T: MARKETING MANAGEMENT

Course Objectives –

The objective of the course is to enable the students to understand basic concepts and principles of marketing and to develop their conceptual and analytical skills required to manage marketing operations of a business enterprise efficiently.

C010704T: STATISTICAL ANALYSIS

Course Objectives–

The objective of the course is to enable the students to understand the basic concepts of statistical tools and techniques and to develop in them the ability to apply these tools and techniques for managerial decision making and also to work as good researcher.

CORE PAPERS

C010801T: FINANCIAL MANAGEMENT

Course Objectives –

The objective of the course is to enable the students to understand the basic principles tools and techniques of financial management of a company which can enhance their ability to make sound financial decisions and policies.

C010802T: HUMAN RESOURCE MANAGEMENT

Course Objectives –

The objective of the course is to develop in the students broad perspective on themes and issues of human resource management alongwith their relevance and application in the Indian prospective. The course also aims to develop relevant skills required to handle HR related issues.

C010803T: MANAGERIAL ECONOMICS

Course Objectives –

The course aims to make the students aware of various economic issues, tools and techniques of economic analysis required to enhance the decision-making skills while working in a corporate sector.

Group A : MARKETING

C010903T: CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Course Objectives--

The objective of the course is to make students understand the complexities of consumers' needs and perceptions and to develop in them the ability to formulate effective marketing strategies. The course also aims to provide knowledge of marketing research.

SEMESTER : IX

Note. The first two papers in this semester are core papers while the remaining two papers are electives (papers 2&3) to be taken from the Specialisation Group selected. Each paper carries 5 credits.

CORE PAPERS

C010901T: RESEARCH METHODOLOGY

Course Objectives--

This course is designed to develop in-depth knowledge of the methodology appropriate for conducting research in business. The course includes a review of the scientific method and its application to the business research process, data preparation, analysis and presentation of the research output (written and oral) making accurate decisions. This course has three broad objectives namely, to help the students appreciate the need of having a well-structured method in carrying out research investigations, provide them a thorough understanding of the research process, and familiarize them with the major tools and techniques in carrying out research investigations.

C010902T: STRATEGIC MANAGEMENT

Course Objectives --

The course is concerned with both the determination of strategic direction and the management of the strategic process. As such, it deals with the analytical, behavioural, and creative aspects of business simultaneously. The perspective of this course is to make students aware about the key tasks involved including detection of and adaptation to environmental change; the procurement and allocation of resources; the integration of activities across subparts of the organizations; and, at the most senior levels, the determination of purpose and the setting of corporate directions. The content will enhance the basic understanding of the nature and dynamics of the strategy formulation and implementation processes.

Group C Communication and Management

C010907T -303 Advertising Management

Course objective: The objective of the course is to develop student in the field of Advertising management and to acquaint them with the theory and practice of advertising. It covers the principles on which the advertising industry functions.

SEMESTER X:

Note. The first paper in this semester is **core paper** while the remaining **three** papers are **electives** (papers 4, 5 & 6) to be taken from the Specialisation Group selected. Each paper carries **5 credit**.

CORE PAPER

C011001T: PROJECT PLANNING AND MANAGEMENT

Course Objectives –

The course is designed to provide an understanding of different types of projects and the total approach for project management with a view to understand the reasons for project failures and to familiarize students with recent advances in project management tools and techniques including computers.

Group C- COMMUNICATION AND MANAGEMENT

C011008T: SALES PROMOTION & PUBLIC RELATIONS

Course objective: the first half of the course will deal with the understanding of Sales promotion aims at wooing new customers, then to broadly outline the Sales promotional devices at consumer's level and how these stimulate customers will make purchase promptly on the spot with the help of sales promotion. The second half will deal with public relations which is a strategic communications process that organisations use to build mutually beneficial relationships with the public. The course encompasses all steps and actions taken to drive the public to think of an organisation as desired by the organisation itself. The student will learn how public relations could be considered a marketing plan or part of a marketing plan, aiming to create brand and product or service awareness. Good public relations can attract potential customers, strengthen the relationship with existing customers, promote an organisation's visibility and online presence, etc. Upon completion, students will be able to demonstrate an understanding of the concepts covered through application.

C011009T: MANAGEMENT OF SALES FORCE

Course objective: The objective of this course in sales management principles and methods featuring allocation of priorities to the company's sales objectives and responsibilities; formulation of sales policy; tasks of planning, organizing, staffing and controlling the work of the field sales force. Understanding the human dynamic in managing salespeople and discussing some of the opportunities and challenges that sales managers face in their day-to-day work, the role of sales management in the broader corporate environment and the career opportunities that are available working in the sales and sales management functions. The course also reinforces the need for sales managers to display strong ethical behaviour with customers and employees alike. Students will learn about job design and recruitment processes, tools of recruitment, the role of training in sales force development, and motivating salespeople to perform the tasks critical to an organization's success.

C011010T: BRAND MANAGEMENT

Course Objective: The objective of this course is to empower students with knowledge and capacities to understand and analyze brand and branding management, from a corporate and consumer perspective. This objective will be achieved analyzing carefully they key concepts surrounding the subject.