



Ballari V. V. Sangha's  
**VIJAYANAGAR COLLEGE, HOSAPETE.**  
Department of Business Administration  
Program : Bachelor Of Business Administration (BBA)



**Program Outcome, Course Outcome and Program Specific Outcome  
for the Academic Year 2021-22**

**Program Outcome**

- PO 1: Ability to create a place where ethics meets values
- PO 2: Ability to analyse & understand the dynamics of the business environment
- PO 3: Ability to encourage students' participation at the professional level which uplifts their soft skills & confidence
- PO 4: Ability to imbibe the quality of creativity among students by participation in various activities
- PO 5: Ability to install confidence in the areas of decision making, Leadership skills which help to solve critical business problems
- PO 6: Ability to motivate them at each stage to become successful entrepreneurs

Overall the theory is translated into practical aspects of management concepts, to prepare the students to climb up their successful career ladder. After learning the program they may be able to go into various fields of management & administrative positions like managers, entrepreneurs, CA, CS, &D, Product development, HRD, and Financial accountant. They will also take part in the various CSR activities carried out by organizations where they join.

## **Course Outcome**

### **BBA SYLLABUS**

SEMESTER	I	II
PAPER TITLE	1.4 PPM	2.4 M.E
	1.5 AFM	2.5 BRM
	1.6 QTM	2.6 O.B

SEMESTER	III	IV
PAPER TITLE	3.4 M.M	4.4 E.D
	3.5 F.M	4.5 FMI
	3.6 HRM	4.6 BP & SA

SEMESTER	V	VI
PAPER TITLE	5.1 B.L	6.1 IBM
	5.2 M.A	6.2 PM&A
	5.3 C.M	6.3 T.M
PAPER TITLE FINANCE	5.4.1 IA & PM	6.4.1 F.D
	5.4.2 FEO	6.4.2 IFM
	5.4.3 LPB	6.4.3 PPL & GI
PAPER TITLE MARKETING	5.5.1 C.B	6.5.1 IMM
	5.5.2 P.M	6.5.2 B.M
	5.5.3 AMP	6.5.3 S.M

## **Course Outcome**

### **1.4 PPM: PRINCIPLES & PRACTICES OF MANAGEMENT**

After completion of this course, students were able to know the importance of management principles

In module first students gained knowledge about who is manager & what are his roles, approaches to study management principles from management philosophize

In the second students get to know the basic elements of management like how planning is done, when to make a critical decision about business, techniques of forecasting to predict the future business

In module three students get to know about organizing various activities at corporate levels, like staffing, recruitment, selection, placement & induction. Module four explained how training of employees is carried on, how the evaluation of the performance of employees is done, fixing & revising the wages & salary of employees which acts as a motivator

Module five has taught the students about direction & supervision this is needed to be a successful manager in the organization, students gained knowledge about how motivation acts as a tool for employee productivity, which increases their morale towards the job. how communication skills are important for the flow of information, many leaders emerge from workplace how managers handle the conflict & changes, organization climate & culture also have a effect on the organization's productivity.

### **1.5 AFM: ACCOUNTING FOR MANAGERS**

After completion of this course students were able to know the importance of accounting

In Module first the students understood the meaning of accounting how to analyse the business transactions, How accounting acts as a source of information for different users of accounting information i.e. stakeholders, they were able to differentiate financial accounting ,cost accounting and management accounting.

The Module second It depicts the company's valuable resources in the business it helped them to represent relationship among the liabilities assets and owner's equity of business ,It provided them the knowledge of different types of accounts which is classified under English and modern system to analyse the transactions on the basis of rules given under

English system they were able to record the journal entries in the day book and also in subsidiary book under modern system.

In Module III described the students about the preparation of financial statements such as income statement i.e. P & L A/c trading A/c and Balance sheet? They were able to draw conclusion on the basis of financial statements data.

The Module Iv explained the students about depreciation accounting i.e. different methods depreciation i.e. straight line method, annuity method these also helped them to apply the depreciation method on the basis of factors influencing.

The Module V explained students about the maintaining a profitable organized and productive business , this certainly helped students to help business easily and efficiently manage the ordering stocking storing and using of inventory.

## **1.6 QUANTITTIVE TECHNIQUES FOR MANGERS**

After the completion of this course students are able to understand how statistical tools are helpful in making managerial business decision.

The module one helped the students to know about the importance of data tabulation and frequency distribution for business and industries.

In module two the students are able to understand how to measure Central tendency by using Mean, Median, Mode, quartile deviation, and its relative measure which paved the way to solve Complex business problems.

The module three describes the relationship between two variables in business world two variable  $x$  &  $y$  will affect the business demand. By using methods of correlation and its Coefficient this certainly helped the students to rank and differentiate between the two variables.

In module four students are able to help to know about regression how regression is used in finance, investment and sales it helped to understand between dependent variable and independent variable.

In module five students are able to measure and solve the trends in wages, of commodity, cost of living index with different index numbers they are able to predict the sales of business unit or industry using past data series to make better decision making about what to produce how much to be produced, the business manager is perfect in his forecasting abilities by using statistical tools

## **2.4 M.E: MANAGERIAL ECONOMICS**

After the completion of this course students are able to understand how managers are helpful in making economic business decision.

In first module students gain the knowledge about the role of managerial economist and how they help in framing the Strategies for business

from model two students got to know about insights of demand and supply of commodities by using this application the manager is able to make decisions about what to produce when to produce and how much to produce

In model three the students get to know determining the value of price of a commodity how managers do their task, the production function very much helpful in determining the combination of various inputs to draw outputs which is feasible for business in turn it also gives the knowledge about economies of scale and scope of doing business

The fourth module has explained about cost and its types used for the operation students gain the knowledge about how to control the cost how to make cost reduction using cost curves it gives the best possible combination of the curve to save the cost students have also gained the knowledge about the market and its types

In module five the students studies about pricing theories and profit management both theory and profit management was very much helpful in knowing where the business moving with no profit no loss zone called BEP level overall using economic tools to the business problems are the main motive of solving the economic problem .

## **2.5 BRM: BUSINESS RESEARCH METHODOLOGIES**

After the completion of this course students are able to understand how managers use information for sound business decision.

Module 1: it helped the students to know everything about business research methodologies (i.e. collecting information from past records). Using that Will make decision about new product development and whether to select scientific methods (i.e. investigation experimenting) or to select non-scientific methods decisions

Module 2: students were able to Describes its types of research used for collecting the relevant information for Business.

Module 3: Student was able to understand why do research is conducted and what are its objectives and steps to be followed while doing the research process.

Module 4: Helped the students to know why the information is collected for doing research and able to differentiate between primary and secondary data method which is needed for complete decision making in the organization. Tools are much helpful to know about the sample sizes in given sample & to complete the given project.

Module 5: students gained the information regarding how to write a report after collecting information and what are the procedures to be followed while writing report and how to present the report. Report writing a crucial process in research.

## **2.6 O.B: ORGANIZATION BEHAVIOUR**

After completion of this subject students are able to know how behaviour plays a important role in every individual & group of employees in the organization.

In module First it helped the students to gain the knowledge on the importance of organizational behaviour and also framing the structure of an organization, how to coordinate in the team work. How to build up positive environment in the organization.

The module second helped the students to learn how to motivate the employees based on the motivational theories. How build up their personality. How to pursue the things. How to develop learning culture in an organization. How to build up leadership qualities in the employees.

The module three helped the students to learn know the employees has to build up their behaviour and attributes in such a way that it assists the organization in attaining its goals. How to manage the stress levels in organizations and what are the ways of reducing the stress levels.

In module 4 the students were able to understand the importance of team work in an organization. How to create a sense of unity among the employees who share and discuss their views with each other. How to develop and maintain inter personal relationships.

The module 5 describes the students about how to set expectations for how people behave and work together. How to communicate and coordinate with different culture employees. How to help individual to feel stronger.

### **3.4 M.M: MARKETING MANAGEMENT**

After completion of this course student are able to understand everything about Marketing Skills and how to manage them which enables them to withstand in this growing Digital world.

Module 1: helped the student to understand about Marketing and how it is differ from selling. It also enables to understand the classification of Markets which helps in order to commence their business.

Module 2: Students get to know the buying behaviour of consumers and industries and segmentation of Markets which helps to create strategic and to target the customers.

Module 3: It helped the students to classify the products and to know how product passes through different phases (PLC) and they get to know how to introduces new product and it gives information about launching a new product in future .

Module 4: In this students gained the knowledge about channels of distribution which is essential for business man in order to reach their products to final customer and it also helps to decide the which pricing strategies can be adopt according to nature and objective of business.

Module 5: Students learn about how to promote their product by studying the different promotion mix components as it is necessary to select the appropriate media to showcase the products.

Additional to this it helps to know how Marketing research takes place and its steps which helps to analyze the internal of external Market.

### **3.5 F.M: FINANCIAL MANAGEMENT**

After the completion of this course students are able to understand How financial management is helpful in making financial decisions in Business.

The Module I it helped students to understand the importance of financial management and the role of financial manager in making better decisions relating to finance in the business world.

In Module II the students are able to compute the cost of capital while raising funds from different sources of finance such as debt equity etc.,

In Module III it explains How to apply investment decisions while the business under goes different projects which has to be selected according to their return on the investment by applying traditional and modern methods of capital budgeting.

The Module IV It describes the students to know about different sources of finance and also different capital structure theories. It also explained How EBIT-EPS analysis to applied for making the choice of the combination and of the various sources.

In Module V The students are able to declare the dividend to the shareholders by applying relevant and irrelevant dividend theories ,It also helped them to analyse the inventory level by applying working capital management.

### **3.6 HRM: HUMAN RESOURCES MANAGEMENT**

Human Resource Management a journey of a person from selection to his retirement.

Module I :Students were able to know the scope of HRM, qualities of HRM, careers in HRM, they were also able to differentiate between personal manager and HR manager. The HRM is a sub central system of organisation it functions as a brain of our body.

Module II: It helped the students to know how the demand and supply of Manpower is made using human resource planning with different selection methods and techniques used for selection of candidate for organisation. Students also gained the insight knowledge about what are the barriers for effective selection, students get to know how placement of candidates are done using the job technique.

Module III : helped the students to know what is the importance of training and development in the organisation it is essential for productivity and self development of individual. A series of method in training has helped the students to Know cost and contribution of each employees to the organisation. The performance appraisal methods and techniques provide feedback to employees about quality and quantity of job performance and reward systems and promotion for employee

Module IV :Students gained the knowledge that remuneration is a top priority to drive the employees mobility and countries economy by giving more incentive scheme employees stay longer and give

their best to the organisation. Students also get to know the importance of communication, welfare, safety, transfer and promotion.

Module V : Chapter deal with all the summary of above for four modules it covers in the area of ethics. Students get to know what is ethics & how it will affect the productivity of the organization. it includes the moral principles which guides towards truth, honesty, justice.

students gain the knowledge about a organisation with ethics is successful as compare to a organization without the ethics.

#### **4.4 E.D: ENTREPRENEURSHIP DEVELOPMENT**

After completion of this course students are able to know the knowledge about entrepreneurship and how there presence effect organization and through their skills.

Module I: Students learn who is Entrepreneur, Entrepreneurship and Enterprise. What is role of entrepreneur in organization? How his presence is beneficial to organization.

Module II: Students are able to Describes the role of women entrepreneurship in this competing world and what are the essential requisites that women should pose to be an entrepreneur and what are efforts should be made to develop women entrepreneurship.

Module III: Students learn about importance of rural entrepreneurship and how it has to be develop to compete with other rivals.

Module IV: Students are able to Describes about small scale industries position and what kinds of problems they face and it vital role in development of nation.

Module V: Students got the idea about what are remedial measures available for small scale industries and how the government schemes available for them to revival of sick industry.

#### **4.5 FMI: FINANCIAL MARKETS & INSTITUTIONS**

After completion of this course students are able to understand the importance of financial markets and institutions.

The Module Ist described students about the role of financial system, importance of developing economy about country. The role of RBI , SEBI in our financial markets

In Module II the students were able to understand the role of Banking institutions How the banking institutions uses public deposits in lending money and also role of non bank financial institutions such as UTI PF etc.

In Module III students are able to explain about the non banking financial market, different loan companies , Investments, merchant banks housing finance etc, These companies provide financial assistance to individuals and business concerns.

The Module IV described about the financial markets ,In this module students were get to know to about different primary and secondary financial markets such as treasury bills, money market and capital market they were also able to know how to raise capital either by issuing bonds or shares.

In Module V the students were able to understand the importance of industrial securities markets they also gained the knowledge relating to the foreign exchange acts such FEMA.

#### **4.6 BP & SA: BUSINESS POLICY & STRATERGIC ANALYSIS**

After completing the course in the subject students for able to identify strategic management at corporate level is important

Module I : Students were able to explain the Genesis of strategic management and business policy, it defines the limits within which decisions to be made utilisation of resource for achievement of organisational goals

Module II : Students were able to gain knowledge about vision mission objective and goals of organisation which helps and guide organisation for its long-term goals and accomplishment of objectives

Module III : It helped the students to know how Business environment how external environment is a threat to organisation as compared to internal environment by doing SWOT analysis one can be capable of avoiding such threats & utilising opportunities . the other strategies models used to avoid threat are BCG Matrix & GE-9 Cell Matrix

Module V : Students gained the knowledge about CSR activities the students get to know organisation not only produces the goods or services to society but equally ethically concerned about Welfare

of society so every organisation every year they have to conduct C S R activities in and around to help the needy people of that area.

## **5.1 B.L: BUSINESS LAWS**

Apart from the legislation laws students are expected to know business laws if they wanted start up a business

Module I : Students were able to know and differentiate with different legislation laws in the world.

Module II : Students gained the knowledge about Indian Contract Act of 1872 origin form English Law , it summarises about promises made by the contracting parties should be legally binding on them specifying the remedies available against the person who fails to perform the contract. To form a contract Nine essential elements must be included if not the contract is said to be void.

Module III: Students get to know about how sale of goods takes place under sale of goods act 1930 what are the rights of buyer & seller their rights, legal protection to buyer against the seller students get to know that goods sold for a owner to the buyer must be sold for a certain price and at a given period of time. For every goods there shall be a guarantee & warranty

Module IV: Students able explain about about company formation students gain the knowledge about articles of association and memorandum of association, shareholder their rights and powers and how the capital formation takes place.

Module V : students have gained knowledge and identified about company's management like the directors role ,Managing Director their powers duties and liabilities and responsibilities towards the company how company arranges the different meetings and finally produced produces for winding up of a company.

## **5.2 M.A: MANAGEMENT ACCOUNTING**

After completion of the course students were able to know the importance of management accounting in their business concern.

The Module I: The students were able to understand the scope and nature of management accounting and How to increase the productivity by applying management accounting and also help

them to make decision based on the data provided by management accounting.

In Module II: The students were able to know tools of budgetary control ,It helped them to measure the variances by comparing the actual performance with standard performance, It also helped them to know How responsibilities are assigned in the organisation.

The module III : Described the students about the analyzing the financial statements of business concern by applying the ratios. It helped them to evaluate a number of issues with an entity, such as it's liquidity, efficiency of operations and profitability.

In Module IV : Explained the students the reasons for changes in the financial position of a company two balance sheets, how the funds were generated and where those funds have been used and it also provided the knowledge of cash flow statement which is been applied in planning the repayment of loans and also for making comparisons of fund ,It provides the information of all activities classified under operating investing and financing activities.

In Module V the students were able to understand the importance of reporting in management accounting and essentials elements required for good reporting.

### **5.3 C.M: COST MANAGEMENT**

After completion of this course students learn about how to use cost effectively and efficiently.

Module I : It helped the students to gain knowledge about importance of cost and how it should be managed and to know how cost management is differ from financial management and it gives knowledge regarding cost classification for different activities.

Module II : Students learnt what is stock and how stock levels are maintained and how it should be managed. They were able to solve LIFO FIFO methods which helps to utilize goods at optimum level in order to gain maximum profit.

Module III : Helped students to understand concept of know how remuneration is distributed to labour by studying different remuneration methods and solving practical problems.

Module IV : Students learn how to allocate the overhead costs i.e, cost which occurs while running ongoing business and what are the measures can be taken to apportion them in a effective way.

Module V : Describes about different types of costing methods used in organization and what are the tools and technique of those

costing method like process costing helps to know how much cost incurs at different process while manufacturing a final product.

#### **5.4.1 IA & PM: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT**

After completion of this course the students gained the overall knowledge about what is investment and its types of portfolios there is a definite relationship between risk and return for any Assets. in module first students get to know about types of securities and Investment available for investors.

Module second helped the students in knowing about the types of financial and non financial instruments, alternatively using this portfolio manager can able to explain about the risk and return involved in these assets.

The model third has taught about the fundamental concept of investment. The detailed analysis of industry, economy and company has made them to learn about investment using financial analysis and able to predict the security prices for future.

The module four has helped the students in knowing the technical analysis using statistics and charts they are able to predict security prices in market.

Module five has given in detail about portfolio analysis and selection that is how to select a asset using the different models say for example Markowitz model, William Sharpe model, CAPM model & APM . Overall students are able to analyse and assess the performance of portfolio of different equities, bonds and financial instruments with the objectives of returns by minimising risk.

#### **5.4.2 FEO: FORIEGN EXCHANGE OPERATIONS**

After completion of this course students will get both theoretical and practical knowledge which helps while dealing with foreign exchange.

Module 1: It Helped the students to have a comprehensive understanding regarding concepts like Balance of Trade and Balance of Payment which helps to know how government examine exports and imports and difference between inflow and outflow of foreign exchange.

Module 2: In this students had learn about exchange rate mechanism of different countries which will affect foreign trade.

Module 3: In this module students know how exchange control system helps in international trade and about FEMA act.

Module 5: It gives knowledge about different international commercial term and documents used in foreign trade which is very much essential to understand.

## **6.1 IBM: INTERNATIONAL BUSINESS MANAGEMENT**

After completion of this course students for able to know how business is important at global level and how it will improve the economy of respective country.

Module first students get to know how international business helps in strengthening the economic relationship among Nations it also helps in developing better mutual understanding among the countries.

Module second students gained the knowledge about what is the risk involved in different countries by analysis at macro level this helps the investor to park his investment in safest country.

Module Three students get to know how International recruitment and selection is done as compared to domestic process they get to know employee moving for International assignment are called as expatriate and when they returns back to home country were called as repatriate.

Module four students gain the knowledge about international monetary policy as compared to domestic policy of our country their exchange rate system and its mechanism.

Module five students were able to express about bilateral and multilateral trade Association students get to know that if the country is a member of bilateral and multilateral trade there will be a safety no barriers for trade as compared to non member country.

## **5.4.3 LPB: LAW & PRACTICES OF BANKING**

After completion of this course students are able to understand How Banking Industry carry on its activities traced on the guidelines of the RBI.

The Module one helped the students to understand the nature of banking activities and also relationship between the banker and the customer. It also helped them to know the rights and duties of the banker and functioning of Banking Industry

In Module second students able to relate the different kind of accounts offered to the customer on the basis of their requirements, It also provides the knowledge relating the KYC norms, which is needed to be provided for the bank while customers are dealing with their bank account ,and also the procedure of opening a bank account . students get to know different types of NRI's account, It

also described the different types of customer and precautions to be taken by the banker while dealing with the different types of customers.

In Module third students were able to understand the negotiable instruments of banking such as cheque, promissory Note and Bill of Exchange they were able to know the crossing of Cheque, different types of crossing, and also the precautions taken by the collecting and paying banker while cleaning with crossed cheque.

In Module IV students get to know different types of loans and advances given by the banker to customers, the principles to be followed about the knowledge of non fund based loans and advances give to its customers, like advisory agencies and letter of credit facilities while dealing with the export and import business.

In Module V The students understood the RBI instructions given to the banker while dealing with customer services ,It provided the complete knowledge of technological innovations and financial products innovations in the banking industry such as ATM's Credit card E-Banking etc.,

### **5.5.1 C.B: CONSUMER BEHAVIOUR**

After completion of this course students gained the knowledge regarding psychological behaviours of consumers and how it affects the managerial decision making .

Module I is about everything regarding to consumer behaviour and how the current trends and other factors influence their behaviour.

In module II students learn how the consumers will make decisions while buying and what are the steps involved in it, students also learnt about industrial buying behaviour.

In Module III students gained the knowledge about different learning theories which helps to know how the behaviour of consumer changes in different situations, and about brand loyalty which is needed for organization to improve and develop the product.

In Module four students get to know about the research process in which organization get to know how life style and characteristics of consumers change according the demographic area and gender and age group. In this organization studies the cultural and social values which affects the buying behaviour.

Module 5 describes about the reference groups in the society influence the consumers . In this organization will try to influence the customers through different promotional activities.

### **5.5.2 P.M : PRODUCT MANAGEMENT**

After completion of this course students gain the complete knowledge about product management.

In model one the students get to know product management is a separate entity of marketing management here how FMCG plays an important role in the retail sector.

In module two students were able to explain how organisation will have a structure the product management also got a structure which guides the product managers in making product management a better system.

In module three students gained a complete knowledge about planning element how it is implemented in products, what are the components of good plan and bad plan.

In module four students gain the knowledge that how a new product development takes place it is not a piecemeal job but a set of complete process by which evaluation of product takes place.

In model five students gain the knowledge about how product attractiveness is done by the organisation by using different Strategies and models used to guide the product manager at every stage of product development.

### **5.5.3 AMP: ADVERTISING & MEDIA PLANNING**

After completion of this course students gained thorough knowledge of how advertising plays vital role in promoting products and we can choose appropriate media to promote them.

Module one: Students expressed how advertising will help in promotion of product and how it works to persuade the consumer and what are the benefits that advertising provides as a promotion tool.

Module two: Students gained the information regarding how the advertising concept can be chosen and how to plan for copy write and detail view about DAGMAR approach which helps organization to build effective message.

Module three: It Helped student to know about different advertising medias available and how they can be chosen and also to estimate budget for the selected media.

Module four: Students practical shown using activity that how advertising has a impact on rural people and what are its results in their buying behaviour. They were able to prove that what kind of difficulties they face while marketing products in rural area and what kind of strategy should adopt.

Module five: Students learn about rules and regulation that affect advertising, a product and about E-advertising and its impact.

## **6.2 PM&A: PROJECT MANAGEMENT & APPRISAL**

In model one the students are able to know what is Project Management the project management lifecycle the benefits of project management which improves the efficiency of the organisation to save the resources and most importantly the role of project manager in the organisation.

In module second students gained the knowledge about screening of business ideas, identification of good ideas dropping the poor one .using different formulas and feasible study of the projects students get to know new opportunities and business uses available for them, it also explained about scheduling.

In module three students were able to explain the sources of finance available for the entrepreneurs to do the business & role of Financial Institutions. They were able to know the features of the project management which includes scheduling task and reporting.

In module four students were able to do project evaluation after the project is done using different tools most importantly the PERT and CPM which estimates the time using programming and ICT. Students able know quality management which in turn helps to know how to improve the customer satisfaction, employee participation, control of business processes. The project is reviewed on time and completed and deliver to the client at the end.

## **6.3 T.M: TAX MANAGEMENT**

After completion of this course the students are able to understand the classification of taxes and its five heads of incomes which are taxable

In Module one students get to know about the importance of tax and various concepts or elements of tax such as Income , Assessee, Assessment, Person how to determine the residential status of individual , company , and partnership firm.

In Module two students were able to explain about the income which are tax free i.e. tax free income and exempted income of an individuals.

In Module three students are able to perform about the computation of income under various heads such as Income from salary, house property, capital gains and other sources etc what are the exemptions to be considering while computing the total income

In the Module four students are able to know how to apply deductions which are provided by the income tax act i.e. deductions from gross total income, U/s 80C to 80U.

In Module five students able to describes about the direct and indirect taxes how to differentiate between direct and indirect taxes it also helped them to know the meaning of VAT i.e. value added tax and also the rules of VAT which are been framed by the karnataka state.

### **6.4.1 F.D: FINANCIAL DERIVATIVES**

After completion of this course students are able to know the importance of financial derivatives in risk management

The Module students are able to understand how to use derivative in variety of ways to hedge a position to speculate on the future price movement of an asset, how to trade with forward, future contracts options and swaps.

In Module second students are able to know the sources of financial risks it helped them to understand the risk of possibility of losing money on their investment, analyse the firm to coordinate and control necessary business data and processess, formulate the strategies to manage risks.

In Module three students able to describe about the options in financial markets and also how to trade with options contract, how to evaluate pay off of the option buyer and option seller. They have also learnt to determine the fair price or value for call and put option by applying Black scholes model.

In Module four students get to know about future contracts , It also explained about parties involved in the future contract such as hedgers speculators etc It helped them how to hedge the prices of the underlying asset.

In Module V the students are able to understand the importance of Derivatives in Indian market this helped students how to reduce risk through hedging deal price discovery of the underlying asset by using derivatives.

### **6.4.3 PPL & GI: PRINCIPLES OF LIFE & GENERAL INSURANCE**

After completion of this course students are able to know the scope of the life and general insurance

In Module one the students are able to understand the principles and different products of life insurance and they were also able to know the importance and principle of general insurance and its products ,how reimburse the cost of repair reconstructions or

replacement of the property damaged or destroyed in a fire can be claimed.

In Module second students get to know about the underwriting of life insurance ,how life insurance helps to cover the final expenses, how we can get insured for our life by paying policy premium ,how we can protect our family even after death.

In Module three the students are able to know the importance of aspects of insurance they gained the knowledge of Indian contract Act LIC act and IRDAI.

In Module four students able to describe about the development of insurance product and designing and evaluating the product and legal frame work and how tax payer can plan their tax exemptions.

In Module five students were able to explain about the claim management how to protect their rights by applying the consumer protection act.

### **6.5.1 IMM: INTERNATIONAL MARKETING MANAGEMENT**

After completion of this course students will thoroughly get to know about marketing management at international level.

In module first students have learnt about multinational companies and how it performs, its importance, how MNC's are differ from domestic companies.

In Module two students were able to describes how companies work at global level and to know the arising needs of the consumers & also dynamics of international market.

In Module three students gained the details regarding the barriers that the MNC's face like tariff and non tariff barriers and quotas which affects while importing and exporting business of different countries.

In module four students gained the knowledge regarding why organizations should do research before connecting its trade around the globe as it helps to know the pros and cons for having trade with a particular country. Their trade agencies to conduct the marketing research.

In Module five students were able to describe about how companies will choose different modes in order to do import and export of goods. what are the policies and regulations they have to follow. Addition to this they also learn about various international disputes and what are the legal aspects to settle the disputes.

### **6.5.2 B.M: BRAND MANAGEMENT**

After completion of this course students get to know what is the role of brand in building a good image in the society

In module one students learnt about relevant concepts of Brand and how to create a brand and what are the principles to be followed while creating a brand and role of brand managers.

In module second students were able to build the brand image in the dynamic environment using activity.

In Module three students were able to describe Branding decisions i.e. how to choose the brand names it helps organization to way distinguish its product from its rivals and to make their products unique one.

In Module four students able to build brand and its importance it helps in creating the awareness about a product so here organizations adopt different strategies.

In Module five students describes about what are the reasons for failure of brand and gives clear information regarding creating brand for products which are exporting across the world.

### **6.5.3 S.M: SALES MANAGEMENT**

After completion of this course students will have thorough the knowledge of how salesmen role affect the organization while promoting the products.

Module 1: Students able to explains how organization recruit the salesman what qualities he should pose and how he has to influence buyers with his effective speaking.

Module 2: Students able to Describe roles of salesman while selling products in different territories of economy and how is communication to be effective in increasing sales margin and roles of retailers and wholesalers.

Module 3: Students were able to explain about how the salesman choose the promotional mix and its components in order to attract the customers to buy his products.

Module 4: Students gained knowledge regarding selling systems and how it will affect in controlling cost.

Module 5: Students gained knowledge regarding different distribution channels for selling products to final consumers and it helps to know how to choose appropriate distribution channel.

## **Program Specific Outcome**

To offer specifications to gain diversified & in-depth knowledge

- PSO 1:To inculcate & showcase skills of financial knowledge models to resolve corporate challenges
- PSO 2:To Exhibit Knowledge, Skills, Abilities, Talents , with change in their Values Attitudes & Behaviour in the area of Marketing while facing external environment
- PSO 3:To know Human not Merely a employee but an asset to the organization for ensuring effective HR Audits