

Course Outcome:

TYBMS Semester V

Services Marketing (Marketing Elective):5.8

CO1 Relate the basic difference between goods marketing & services marketing

CO2 Describe the concepts of service marketing triangle and purchase process of services.

CO3 Explain 7 P's of marketing of services (product, price place, promotion, process, physical evidence and people)with special emphasize on 3 P's People, Process and physical evidence.

CO 4 Explain the importance of productivity and quality of services.

CO5 Describe ways to measure and improve productivity and quality of services.

CO6 Identify the demand and supply factor of services and to balance them

CO7 Recognize the international and global strategies in service marketing and how to move from domestic to transnational marketing

CO 8 Identify recent trends in marketing of services in Tourism, Hospital, healthcare, Information Technology, Education, Banking & Insurance and entertainment industry

CO 9 Relate the importance of ethical practices in service marketing

TYBMS: UBMSFSV.11 Semester V – Customer Relationship Management

CO1: Identify the components of CRM.

CO2: Overcome barriers and challenges to CRM.

CO3: Develop effective CRM strategies.

CO4: Plan and implement effective CRM strategies.

CO5: Automate CRM activities with the help of software apps for customer services.

CO6: Use social networking sites for effective customer services and retention of customers.

Course Objectives: Academic Year 2017-18 T.Y.BMS
Wealth Management

1. To provide an overview of various aspects related to wealth management.
2. To discuss the relevance and importance of Insurance Planning in wealth management.
3. To discuss the relevance and importance of Investment Planning in wealth management.
4. To acquaint the learners with issues related to taxation in wealth management.
5. To acquaint the learners with issues related to Estate Planning in wealth management.
6. To analyse various components of retirement planning

Course Outline Of E-Commerce And Digital Marketing

1. To understand increasing significance of E-Commerce and its applications in Business and Various Sectors

2. To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
3. To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization
4. To be able to analyze and comprehend the Successful ways of using Social media and digital marketing techniques.
5. To be able to recognize and practice Real-world application of digital marketing and e-commerce methods.
6. To be able to differentiate between the different mediums of social marketing and their accessibility in varied functional areas.

Strategic financial management 5.7 (V SEM BMS)

CO 1 To identify contemporary issues relating to financial management, and inclination of learners towards choosing banking as a career.

CO2 Identify analyze and evaluate key strategic frameworks and models.

CO3 Identify current developments in organizations and the markets in which they operate.

CO4 Identify legal issues that impact financial and other risks affecting business.

CO5 Identify a range of business resources to meet organizational objectives

CO6 Apply tools and techniques to the planning and allocating of resources

Elements of logistics and supply chain management 5.1 (V SEM BMS)

Co 1 To Identify basic concept of logistics and supply chain management, its function and global trends.

CO 2 Demonstrate the ability to communicate effectively both orally and in writing.

CO 3 Demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.

CO 4 Demonstrate knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, and Quantitative Analysis.

CO5 Identify the structure of supply chains and the different ways through which supply chains can become competitive in the market

CO6 Identify the forces shaping international logistics in a global market

CO7 Identify the risks occurred due to loss of focus on the satisfaction of end-customer demand

CO8 Identify the options available for managing inventory and orders per case

Investment analysis and portfolio management

CO1. Students can identify the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets through measurements of risk and returns through mathematical and statistical models.

CO2. Students can identify the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.

CO3. Demonstrate how to apply different valuation models to evaluate fixed income securities such as bonds, equity stocks, and how to construct and evaluate portfolio through various models of evaluation

CO4. To develop analytical abilities to appraise the business entity through tools of fundamental and technical analysis

Prof. Navneet Sangha

TYBMS Commodity and derivatives market

- 1) To acquaint the learners with the history, origin and basics of commodity market.
- 2) To discuss on the various derivative instruments in detail.
- 3) To analyse the various strategies of trading in derivatives market.
- 4) To determine the price of various derivative instruments.
- 5) To discuss on the trading, clearing and settlement mechanism in derivatives market and analyzing the various types of risks involved.