

Course Outcome:

TYBMS Semester VI

TYBMS: UBMSFSVI.10 Semester VI – International Marketing

- CO1: Identify the need and drivers of international marketing.
- CO2: Distinguish between domestic and international marketing.
- CO3: Scan and analyse international marketing environmental factors.
- CO4: Develop international marketing strategies.
- CO5: Plan and design international promotional campaigns.
- CO6: Identify and analyse different international modes of market entry.
- CO7: Prepare international marketing plan.
- CO8: Develop a service culture in an organization.

Media Planning and management (Marketing Elective):6.11

- CO 1 Discuss Media planning process
- CO 2 Describe media research and its sources
- CO 3 Discuss about different media available like print media, Television, Outdoor, Radio, Online media.
- CO 4 Develop media strategy in current scenario.
- CO 5 Design media budget a
- CO 6 Discuss the process of media buying
- CO 7 Discuss Media Scheduling strategies
- CO 8 Identify media metrics, benchmarking metrics, Plan metrics
- CO 9 Identify evaluation of television, Print And other media buys

Course Outcome:

TYBMS :UBMSFSVI.4: Risk Management:

CO1 Enabling in identification of key risk areas and formulation of risk processes

CO2 To describe the meaning and composition of Risk organisation and to appraise various tools of risk measurement with special thrust upon quantitative measurement tools

CO3 To compare and contrast the basic differences between Risk management and Risk measurement and to identify various principles of risk

CO4 To design effective risk hedging mechanism and to develop proper system audit framework to achieve Risk avoidance

CO5 To develop Enterprise wide risk management and to appraise its processes and broad framework

CO6 To appraise the Risk governance and to identify the Sources of providing risk assurance so as to achieve the expectations of various stakeholders

CO7 To describe the role of IRDAI (Insurance Regulatory Development Authority Of India) in Insurance business

CO8 To identify life and non life insurance businesses with their players and processes with specific thrust upon claim management and disbursements.

TYBMS: UBMSFSVI.9 Semester VI – Retail Management

CO1: To understand the basics concepts of retail industry and different types of retailers

CO2: To identify and understand various factors influencing the overall functioning and progress of retail industry

CO3: To acquaint the students with Trends and Technology in Retailing

CO4: To learn how to receive, present and maintain merchandise

CO 5: To study the basics of store management

CO6: To acquaint the students with legal and ethical aspects of retail management

CO 7: To present an insight in pursuing a career in retail management

TYBMS: UBMSFSVI.8 Semester VI – Brand Management

- CO1: To understand the basics and significance of branding and brand management
- CO2: To explain the criticality of effective brand management in the current business environment
- CO3: To make the student walk through the process brand management and help them in identifying factors responsible for success/failure of a brand
- CO4: To comprehend the process of how to build, sustain and grow brands
- CO5: To understand the importance of brand equity and various factors/sources contributing to raising this equity
- CO6: To learn different ways of measuring brand equity
- CO7: To learn how to make a brand survive / sustain in the global markets

International finance 6.5 (VI SEM BMS)

- CO1. Identify the reasons for international trade.
- CO2. Describe the importance of balance of trade and balance of payments to the development of macroeconomic policy.
- CO3. Discuss the role that international institutions play in the global arena.
- CO4. Judge whether international parity conditions are met
- CO5. Describe the various currency arrangements a country may adopt
- CO 6. Identify opportunities for arbitrage and discuss methods to exploit these opportunities.
- CO7. Describe and distinguish among alternative derivative instruments, including the different types of exposures multinational corporations face when using derivative instruments.
- CO8. Evaluate cross-border investment opportunities, and describe a multinational firm's decision-making process for long-term capital budgeting, short-term cash-flow management, and the management of international taxation.

Project management 6.7 (VI SEM BMS)

- CO1 Apply appropriate legal and ethical standards in project implementing.

CO2 Apply project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.

CO3 Implement general business concepts, practices, and tools to facilitate project success.

CO4 Apply appropriate legal and ethical standards.

CO5 Demonstrate effective project execution and control techniques that result in successful projects.

CO6 Identify the selection and initiation of individual projects and of portfolios of projects in the enterprise.

Operations Research 6.1 (VI SEM BMS)

CO1 Identify and develop operational research models from the verbal description of the real system.

CO2 Understand the mathematical tools that are needed to solve optimization problems.

CO3 Identify mathematical software to solve the proposed models.

CO4 Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management organization.

CO5 Identify new simple models, like: CPM, MSPT to improve decision –making and develop critical thinking and objective analysis of decision problems.

CO6 Identify best techniques to solve a specific problem

TYBMS: Indian Ethos in Management

CO1: Discuss Indian Ethos with Principles Practiced by Indian Companies and Role of Indian Ethos in Managerial Practices.

CO 2: Practically apply Management Lessons from Scriptures.

CO 3: Explain Work Ethos, Values and Factors Responsible for Poor Work Ethos.

CO 4: Comment on Trans-Cultural Human Values in Management and Management Education.

CO 5: Determine Causes of Stress, Consequences of Stress.

CO 6: Narrate Stress Management Techniques with Meditation, Yoga, Mental Health and its Importance in Management, Brain Storming, Brain Stilling.

CO 7: Discuss the Indian Approach to Motivation & Leadership.

CO 8: Explain the Indian Systems of Learning i.e. Gurukul System.

CO 9: Relate Laws of Karma like The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection.

CO 10: Depict an effective role of Indian Ethos in Personality Development

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TYBMS International finance

- 1) To impart knowledge on international financial market, Balance of Payment and International monetary system.
- 2) To discuss in detail on the exchange rate and foreign exchange market.
- 3) To impart knowledge on international parity relationship.
- 4) To explain in detail and discuss on currency and interest rate futures and other derivatives instruments.
- 5) To discuss on Euro currency bond market and investments, international capital budgeting.
- 6) To carry out a thorough analysis and study of foreign exchange risk management, international tax environment and international project appraisal.

TYBMS Innovative Financial Services

- 1) To impart knowledge on financial services market, its constituents, its growth in India, problems faced by it and regulatory framework.
- 2) To discuss on the role of banking and Non-banking financial companies in developing financial services market.
- 3) To discuss in detail on factoring, forfaiting and bill discounting.
- 4) To explain the functions and role of merchant banker, underwriters, stock brokers and other intermediaries.
- 5) To discuss in detail on securitization.
- 6) To acquaint the learners with detailed knowledge on lease, Hire purchase and housing finance arrangement.
- 7) To discuss on the mechanism and types of consumer finance.
- 8) To discuss on the types of Plastic money and its usage.