

**POST GRADUATE DEPARTMENT OF COMMERCE
UNIVERSITY OF JAMMU**

COURSE OBJECTIVES AND COURSE SPECIFIC OUTCOMES

Programme / Semester	Course Code	Course Title	Objectives	Outcomes
M.Com Sem- I	PSCOTC150	Financial Reporting	<ul style="list-style-type: none"> • To sensitize the students about the problems of accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements. • To make the students familiar with the financial reporting standards issued by IASB and its application in India. • To develop an understanding among the students about the various forms of reporting (other than financial statements) and accounting for special transactions and apply such knowledge in problem solving. • To provide the students a thorough grounding of forensic accounting, creative accounting & environmental accounting and preparation of financial reports with their analysis for decision making and control. 	<ul style="list-style-type: none"> • <i>Gain the skill of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, interpreting the financial structure and analysing general purpose financial reports;</i> Acquire the ability to integrate and solve problems in practical scenario accounting standards, guidance notes and Indian accounting standards for deciding the appropriate accounting treatment and formulating suitable accounting policies; • Evaluate different types of performance measurement systems in accounting and commonly used financial control systems; • Combine practice and theoretical knowledge of financial accounting and develop awareness of emerging trends in financial accounting; • Demonstrate proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses

	PSCOTC151	Taxation of Financial Services	<ul style="list-style-type: none"> • To give an overview of the concept of GST. • To acquaint the students with provisions of input tax credit and payment of GST. • To impart knowledge about procedure compliances under GST. • To familiarize students with impact of GST on specific sectors and compensation to the states. 	<ul style="list-style-type: none"> • understand the background for introduction of GST in India; • 2. know about eligibility and conditions for availing input tax credit; • learn about registration requirements, maintenance of books of accounts and assessment under GST; and • understand impact of GST and compensation to states on account of any loss that occurs due to introduction of GST in the states; • acquire knowledge about recent changes taking place in GST Law.
	PSCOTC152	Organisational Behaviour	<ul style="list-style-type: none"> • To familiarized the students with the conceptual framework of OB. • To impart knowledge about the dimensions of individual behavior • To provide insight to the students about the importance of group behavior in organizational setting. • To acquaint the students about contemporary issues in organizational context 	<ul style="list-style-type: none"> • describe the evolution, growth and application of OB; • understand the individual differences on the basis perception, learning, personality, attitude & motivation; • relate group behavior & work teams with performance of an organization; and • apply the techniques of conflict management, organizational change & stress management; • to imbibe the need of organizational change for development.
	PSCOTC153	Managerial Economics	<ul style="list-style-type: none"> • To familiarize the students with the conceptual underpinning of managerial economics and demand analysis. • To impart knowledge about the theory of consumer choice. • To provide insight to the students about the product theory and functions. • To aware students about the 	<ul style="list-style-type: none"> • understand the role of managerial economics in business contexts; • understand consumer choices and decisions; • how production theory helps the managers in determining short run and long run costs; • understand the price setting in varied market conditions; and • to develop managerial insights using economic principles for making decision under varied

			pricing practices in different market conditions.	environmental constraints.
	PSCOTC154	Business Statistics	<ul style="list-style-type: none"> To discuss the role of business statistics. To understand the relevance of probability distributions and ANOVA. To discuss the various methods of association of attributes and multiple regression equations. To know the procedure of testing of hypothesis. 	<ul style="list-style-type: none"> understand the relevance of statistics in business operations; apply the probability and ANOVA for solving business problems; able to use various methods of association of attributes, multiple correlation and regression analysis; compute parametric and non-parametric tests for hypothesis testing; and analyse the complex set of data through various statistical techniques for solving business problems.
	PSCOTC160			<ul style="list-style-type: none"> To make preferably power point presentation on any topic of course/s studied at M.Com I semester and the judgment would be based on <i>contents of presentation, current knowledge, communication skills, quality of answers raised etc.</i>
M.Com Sem-II	PSCOTC250	Advanced Accounting	<ul style="list-style-type: none"> To sensitise the students about the need for corporate merger and acquisitions for achieving fast growth and maximize shareholders value in the context of ever increasing competition thrown up by liberalization and globalization of Indian economy. To familiarise the students with the significance of rate of return on capital employed and financial evaluation of lease. To make the students to 	<ul style="list-style-type: none"> develop competencies in identifying opportunities/areas for mergers, demergers, amalgamations and takeovers etc., carrying out valuations involved therein, building up strategies for them and evaluating the post restructuring performance of the enterprise; have deeper understanding of methods of valuation of profit for return on capital employed, financial evaluation of lease, methods of computing lease rentals and have greater confidence in their application; prepare consolidated financial

			<p>develop knowledge of holding company accounts.</p> <ul style="list-style-type: none"> To make the students specialised in the preparation of cash flow and funds flow statements. 	<p>statements of holding and subsidiaries companies with appropriate accounting standards;</p> <ul style="list-style-type: none"> demonstrate knowledge of preparation of funds flow cash flow statements in accordance with generally accepted accounting principles through analysis and synthesis of information as well; prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.
	PSCOTC251	Strategic Management	<ul style="list-style-type: none"> To impart knowledge about state-of-the-art framework of strategic management. To acquaint the students with external and internal dynamics of business and strategic alternatives. To familiarise the students with structural and functional aspects of strategic implementation. To recognise the complexities involved in strategic evaluation and contemporary issues in strategic management. 	<ul style="list-style-type: none"> understand the conceptual framework of strategy and strategic management. develop competency to analyse and evaluate the impact of internal and external forces on generating strategic alternatives and selection. formulate structural design and strategic plans for implementation of strategy. implement strategic evaluation & control techniques to achieve objectives. design, implement and evaluate business strategy.
	PSCOTC252	Financial Management	<ul style="list-style-type: none"> To describe the basics financial management. To explain the techniques of capital budgeting and different cost of capital. To discuss the implications of leverages and approaches of capital structure. To acquaint the students about dividend policy and working capital management. 	<ul style="list-style-type: none"> familiarise with the role and challenges faced by the finance manager; understand the evaluation of capital expenditure and cost of various sources of finance; able to compute various types of leverages and its impact on value of the firm; know the various models of dividend and sources of short term financing; provide consultation for managing the funds efficiently for enhancing net worth
	PSCOTC253	Human Resource Management	<ul style="list-style-type: none"> To help the students in understanding the evolution of Human Resource Management, basic concepts, recent roles and 	<ul style="list-style-type: none"> apply the basic concepts and models of human resource management at work place; demonstrate a basic understanding of

			<p>trends, management concepts and practices for better HR management.</p> <ul style="list-style-type: none"> • To develop and analyze the future human resource requirements and design action plan for the same. • To understand the mechanism of wages and salary administration and Grievances redressal at work place. • To enlighten the students about the concept and scope of industrial relations and ways to analyze the co-operation and conflict. 	<p>different tools of forecasting and planning human resource needs as well as formalize, design, and evaluate various recruitment, selection and placement policies;</p> <ul style="list-style-type: none"> • design compensation plan for various levels and develop system for the management of the same; • apply various industrial relations approaches for managing workplace conflicts as well as industrial disputes and devising mechanism for their redressal; • use labour officer for education employees about their rights
	PSCOTC254	Marketing Management	<ul style="list-style-type: none"> • To familiarize the students with the conceptual underpinning and contemporary issues in marketing. • To impart knowledge about the dimensions affecting consumer and business behavior. • To provide insight to the students about the product development and pricing mechanism. • To acquaint the students about the promotion and distribution underpinning. 	<ul style="list-style-type: none"> • describe the evolution, growth and implementation of basics of marketing. • understand the consumer and business differences in taking buying decisions. • understand the product and pricing aspects from manufacturing perspectives. • understand the promotion and distribution aspects from manufacturing perspectives. • to develop, design and suggest marketing strategies for enhanced market share.
	PSCOTC 260	Summer Training Project Report		<ul style="list-style-type: none"> • To construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for organization of internship. • The student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).

				<ul style="list-style-type: none"> • To determine the challenges and future potential for internship organization in particular and the sector in general. • To test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period. • To apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization
M.Com III Sem	PSCOTC350	Entrepreneurship and New Ventures	<ul style="list-style-type: none"> • To develop students' knowledge about various aspects of entrepreneurship, creativity and innovation. • To equip the students with the new venture planning from domestic as well as global perspective and to make them aware about the intellectual property rights. • To study the role of entrepreneurial development programs for boosting general, women and rural entrepreneurship. • To allow students to have a global perspective about the strategic alliances like 	<ul style="list-style-type: none"> • learn how to utilize the human skills for creative and new ideas as well as promote employees to indulge in intrapreneurship. • write business plan keeping in mind the lenders' and investors' attitude and expectations from new business. • assess the opportunities and constraints for new business ideas with the help of entrepreneurial development programs. • role of EDPs in providing better financial, technical and managerial benefits. • apply entrepreneurial knowledge for better management of business in terms of expansion and diversification through

			mergers, acquisitions and IPO's etc. and to encourage them to learn about the global opportunities for new ventures.	strategic alliances.
PSCOTFC351	Business Research Methods	<ul style="list-style-type: none"> To understand the nature and process of business research. To explain the types of research and methods of sampling. To discuss the tools of data analysis and errors in interpretation. To discuss the structure of research and research ethics. 	<ul style="list-style-type: none"> acquaint students with the basics of business research. understand the different research designs and the need of sampling in business research. application of tools of data analysis and interpretation. prepare the detailed research report following research ethics and plagiarism. apply the statistical techniques for analyzing the data of various organisations 	
PSCOTFC352	Financial Markets And Institutions	<ul style="list-style-type: none"> Understand the mechanics and interconnection of financial system and financial markets. Determine and analyze various types of risk and hedging of these risks. <ul style="list-style-type: none"> Research and analyze the working of financial institutions in light of various key developments over the time. To explore the emergence of development banking and investment banking in the development of Indian Economy 	<ul style="list-style-type: none"> apply concepts relevant to financial markets and financial institutions, and the instruments of financial markets and institutions. to have detailed knowledge of exchange rates and currency markets. to make students aware of the credit policies of various financial institutions and the purpose of their establishment. to familiarize with the various non-banking financial institutions and their functions. to critically evaluate the recent financial news article & relevant research in financial markets & aids in decision making abilities. 	
PSCOTFC353	Investment Management	<ul style="list-style-type: none"> To make the students familiar with the working of securities markets and the instruments traded therein. To provide insights to the students into the strategies followed by investment wizards of the world. To acquaint the students with the 	<ul style="list-style-type: none"> describe the characteristics of various investment alternatives available to investors; calculate the intrinsic value of a stock using the zero growth model, constant growth model and the two stage growth model. he should also be able to estimate the net asset value of mutual funds; 	

			<p>procedure to estimate the intrinsic value of securities and net assets value of mutual funds.</p> <ul style="list-style-type: none"> To make the students develop the art for selecting an asset mix based on investors time horizon and risk tolerance. 	<ul style="list-style-type: none"> use breadth indicators and market sentiment indicators to assess the technical condition of the market; and assess the impact of asset allocation, sector choice, passive and active strategies used in managing the portfolio on portfolio performance. act as investment practitioners like equity researchers, portfolio managers, investment counselors and corporate treasures.
PSCOTFE354	Advanced Cost Accounting	<ul style="list-style-type: none"> To provide the students with an in-depth knowledge of advanced approaches of cost accounting; To enable them to apply costing methods and techniques to assist management for taking appropriate decisions. To sensitise the students about the standardized principles and methods of cost accounting employed by a different companies and firms to facilitate inter-firm comparison. To make the students specialized in cost analysis under activity based costing and application of marginal costing techniques for decision making; To make the students familiar with the factor (constraints) that restrict the organization from getting more of whatever it strives for, which is usually profit. 	<ul style="list-style-type: none"> demonstrate costing methods and techniques appropriate to a variety of different businesses. have the ability to maintain cost data for inter-firm comparison, comparison of operational efficiency of individual concerns within the industry and to assist in the fixation of selling price for the industry as a whole; develop competencies in evaluating the costs and benefits of implementing activity based costing system; adopt CVP analysis to situations in which a product has more than one cost driver; and demonstrate knowledge about the theory of constraints, throughput accounting, target costing, life cycle costing, value engineering, and value chain analysis. 	
PSCOTFE355	Behavioural Finance	<ul style="list-style-type: none"> To provide understanding about basic concepts of behavioural finance; To acquaint the students with utility theory, emotions and decision making; To impart knowledge about behavioural factors and 	<ul style="list-style-type: none"> understand the investment decision cycle. compare expected utility theory with other related theories. learn about active portfolio management understand the role of behavioural factors in corporate decision making. demonstrate a basic understanding of 	

			<p>financial markets</p> <ul style="list-style-type: none"> To familiarize students with behavioural corporate finance. 	<p>mental accounting</p>
	PSCOTMC352	International Marketing	<ul style="list-style-type: none"> To impart knowledge about evolution of international marketing and international marketing environment. To acquaint the students with the need for product & service adaptation To design promotion-mix and channels for international markets. To understand the pattern of trade in multinational market groups 	<ul style="list-style-type: none"> assess the impact of culture, political vulnerability legal issues involved in international marketing; interpret and explain the importance of product adaptation; identify, locate and design promotional –mix and channel mix keeping barriers in mind; describe strategic implications for marketing in different market regions across world; understanding the role of multinational regions and market group in international marketing.
	PSCOTMC353	Services Marketing	<ul style="list-style-type: none"> To familiarize the students with the conceptual framework of services marketing. To impart knowledge about the factors affecting expectations and perceptions of individual behavior. To provide insight to the students about the service recovery mechanism and customer complaint behavior. To acquaint the students about the employee and customer role in service delivery mechanism. 	<ul style="list-style-type: none"> describe the evolution, growth and application of services marketing. understand the factors influencing expectations and perceptions of consumers. understand the role of Relate group behavior & work teams with performance of an organization apply the techniques of conflict management, organizational change & stress management to develop and design marketing strategies for the service products.
	PSCOTME354	Consumer Behaviour	<ul style="list-style-type: none"> To apply buyer behavior concepts to what customers do in "the real world" To improve skills in the research and analysis of customer segments, demand, and market 	<ul style="list-style-type: none"> to develop an understanding about consumer behaviour and its applications in marketing; to demonstrate an understanding of buyer behavior in improved decision making;

			<p>potential</p> <ul style="list-style-type: none"> • To utilize knowledge of buyer behavior to enhance strategic decision making • To gain an understanding of the theories and concepts of buyer behavior 	<ul style="list-style-type: none"> • to understand the role of socio-cultural determinants in consumer choice making; • to explore the realities and implications of buyer behavior in materialism context; • to develop and design brand loyalty strategies based on consumption pattern of consumers.
	PSCOTME355	Retail Management	<ul style="list-style-type: none"> • To provide the overview of retail management. • To impart knowledge about the store location and design for better retail performance. • To discuss the retail merchandising, pricing strategies and components of communication mix. • To acquaint the students about contemporary areas of retailing. 	<ul style="list-style-type: none"> • portray the growth of Indian retail sector; • understand the factors influencing store location, layout and design; • understand the components of retail mix; • familiarise with recent trends in retailing and modern retail formats; • able to guide the retailers for proper space, layout and store management for the superior customer value.
	PSCOTH352	Strategic Human Resource Management	<ul style="list-style-type: none"> • To acquaint the students with the concept, components of strategic HRM and strategic alignment. • To forecast the human resource needs of the organisation and to learn various employee retention methods. • To equip the students with various HR costs and methods to evaluate these costs. • To study various metrics to evaluate various HR initiatives, practices and programmes. 	<ul style="list-style-type: none"> • identify the key HRM functions and operations as well as recognize the linkages between the organizational strategies and human resource strategies; • use various methods of forecasting the demand and supply of labour within the organisation as well as outside the organisation; • design the process for identifying high potential needs and establish a talent channel to serve the organisation's present and future high potential requirements; • devise the strategies to reduce various HR costs; • to develop the objective metrics

				to measure these costs.
	PSCOTH353	Human Resource Development	<ul style="list-style-type: none"> • The primary purpose of this course is to introduce learners to the basic theories and concepts of human resource development from a multi-disciplinary perspective. • To acquaint the students with the importance of HRD in revitalizing the personnel function. • . To understand the major shift in emphasis on employees as organisational assets for economic survival and progression of enterprises. • To make students capable of applying the principles and techniques as professionals for developing human resources in an organization. 	<ul style="list-style-type: none"> • to make student aware of the concepts, techniques and practices of human resource development. • to give in-depth knowledge about the HRD systems and brining effectiveness in HRD systems. • To make students capable of applying the principles and techniques as professionals for developing human resources in an organization. • to be cognizant about the career management and management development practices of organisations. • to provide proficiency in handling critical decisions among myriad choices about how to plan for and affect the evolving lifelong learning needs of their organizations.
	PSCOTHE354	Management of Transformation	<ul style="list-style-type: none"> • To have a deeper understanding of the basics concept of change and change management. • Develop a fundamental understanding of processes and strategies of change leadership and cultural management for organisational transformation. • Examine theoretical concepts of business process reengineering for understanding in depth the need and processes to be redesigned. • To understand the framework of transformation in 	<ul style="list-style-type: none"> • utilize change and change management knowledge and skills in designing an action plan for change for a real-life organisation. • prepare a personal plan for growth as a transformational leader. • contrast and compare different options of business process reengineering. • to make the students develop the art of thinking afresh to provide new solutions to the problems which can act as benchmark

			organisations through technology and innovation.	for others to bring transformation in organisations. <ul style="list-style-type: none"> to develop an understanding of transformation among hr leaders to enable them to pursue changes and transform as dynamic HR leaders.
	PSCOTHE355	Knowledge Management	<ul style="list-style-type: none"> To have the basic understanding of knowledge management and its relevance in competitive environment. To understand the entire process of knowledge creation, identification, storage and sharing. To recognize the support system and technology, needed to be aligned together to manage knowledge management. To throw light on various knowledge management strategies and tools. 	<ul style="list-style-type: none"> to apply the knowledge management concepts and its techniques in organizations. to enable the students to apply the entire process of knowledge creation, identification, storage and sharing in various organisations. to relate the knowledge culture, CRM and technology with knowledge management to better the support system of organisation. to apply the best strategy of knowledge management to face the competitive environment. to prepare HR manager to participate in organisational knowledge management efforts and facilitate in management of knowledge.
	PSCOTOC 356	Financial Policies & Practices	<ul style="list-style-type: none"> To understand financial planning and kinds of capitalisation. To explain the pros and cons of long term sources of finance. To describe the various short term sources of finance. To discuss the management of surplus and dividend policy 	<ul style="list-style-type: none"> Students are able to do financial planning and optimum capitalisation. Understand the relevance of long term financing in firm capital. Describe the applicability of short term financing for liquidity. Properly manage the surplus and its distribution to investors. Able to design the capitalisation of an enterprise for maintain

				liquidity and solvency.
	PSCOTC360	Corporate Presentations		
M.Com IV Semester	PSCOTC450	International Business	<ul style="list-style-type: none"> • To provide students with practical tools and theoretical knowledge related to international trade. • To have detailed insights about international business environment. • To have deeper knowledge about BoP and Global Trade Settings • To have an insight about modes of entry and role of institutional bodies in international business 	<ul style="list-style-type: none"> • to explain how international factors affect domestic concerns for the businesses expansion abroad. • to explain the key environmental issues related to business operating in other countries and interrelationship of regional economic integration and economic, political integration • to enhance the cognitive knowledge of students regarding global issues and the BoP • to explain the main institutions that shape the global marketplace • to help students to make a lasting impact on global organizations all while positioning for professional advancement.
	PSCOTC451	E-Commerce	<ul style="list-style-type: none"> • To provide an overview of E-Commerce content and detailed framework • To describe the mechanisms, platforms and tools of E-commerce • To make students aware about the E-Commerce applications in B2C and B2B • To inform students about the innovative E-commerce systems 	<ul style="list-style-type: none"> • To furnish the detailed knowledge of E-commerce and its intricacies. • To provide updated knowledge about the EC activities, support mechanisms, platforms and tools. • To sensitize students about the applications of E-commerce • To make students aware about E-government, E-learning, C-Commerce and C2C e-commerce • To exhibit adeptness in application of e-commerce in wholesaling and retailing
	PSCOTFC452	International Finance	<ul style="list-style-type: none"> • Familiarisation with the concepts of international finance. 	<ul style="list-style-type: none"> • to disseminate knowledge about the international financial institutions and major reforms in

			<ul style="list-style-type: none"> • Focus on Forex Markets and Monetary System • Understand the regulatory framework of International finance • Provide an in-depth understanding of the process and techniques used to make international investment decisions. 	<p>international finance.</p> <ul style="list-style-type: none"> • to acquaint students with forex markets participants, risks, hedging process & instruments. • to help students understand about the regulatory bodies, their working and functions. • to evaluate and analyse the foreign investment projects • to provide knowledge about the various tools to find the exchange rates, compare inflation rates, get an idea about investing in international debt securities, ascertain the economic status of other countries and judge the foreign markets.
	PSCOTFC453	Management Control System	<ul style="list-style-type: none"> • To provide knowledge, insight & analytical skills related to how a corporation's senior executives design & implement the ongoing management systems that are used to plan & control the firm performance • To acquire knowledge and skills to excel in the area of management control systems. • To equip the students with analytical and evaluation abilities to evaluate the management controls and budgetary systems. • To make the students to apply different management styles in the organization for an efficient and effective control. 	<ul style="list-style-type: none"> • describe models and methods relating to reporting, communication, decision making and accountability in the management control area; • apply models and methods of management control in different area and will be able to show how models and methods in management control can be used to implement organizational changes; • understand how the managers of different responsibility centres creates a balance between benefits and costs in making the decisions which are important for the company; • understand how transfers occurs between different subsidiaries of the same parent company and how transfer pricing helps in avoiding or reducing tax thereby decreasing cost of production and increasing profit; • evaluate two or more alternatives such as make or buy, own or lease, retain or replace, repair or renovate, now

				or later etc., leading to a final choice, popularly known as alternative choice decisions
	PSCOTFE454	Financial Planning	<ul style="list-style-type: none"> • To provide understanding to the students about need of financial planning. • To acquaint the students with risk analysis and insurance planning. • To impart knowledge about various retirement plans and employee benefits. • To familiarize students with tax, estate and advance financial planning. 	<ul style="list-style-type: none"> • understand the basic premise of financial planning, • analyse risk and devise appropriate insurance plans, • learn about retirement planning and employee benefits; • understand taxation principles related to financial planning; • describe ethical & business aspects of financial planning.
	PSCOTFE455	Financial Econometrics	<ul style="list-style-type: none"> • To make the students familiar with the basic concepts of econometrics. • To sensitize the students about the postulation and testing of hypotheses pertaining to economic issues or problems. • To provide the students a thorough grounding of the basic econometric techniques and their applications and equip them with a broad knowledge of regression analysis relevant for analyzing economic data. • To build confidence among students to interpret and critically evaluate the outcomes of empirical analysis by using standard econometrics techniques. 	<ul style="list-style-type: none"> • have a deeper understanding of basic concepts of econometrics and have greater confidence in its application; • interpret and critically evaluate the outcomes of empirical analysis by using standard econometrics techniques; • learn appropriate alternatives to ordinary least squares, when assumptions underlying the classical linear regression model are violated. • use a statistical/econometric computer package to estimate an econometric model in computer software like EViews, STATA and Gretl; and act as a professional economist for the government, nongovernment and the corporate sectors.
	PSCOTMC452	Brand Management	<ul style="list-style-type: none"> • To familiarized the students with the brand fundamentals. • To impart knowledge about the brand equity models. • To provide insight to the students about the brand leveraging and positioning. • To acquaint the students about brand strategies and brand performance 	<ul style="list-style-type: none"> • describe the role of brand fundamentals; • understand the significance of components of brand equity models; • relate brand leveraging and brand hierarchy; • understand the implementation of integrated marketing communication and brand strategy,

				<ul style="list-style-type: none"> able to use qualitative and quantitative methods to measure brand equity and value.
PSCOTMC453	Strategic Marketing	<ul style="list-style-type: none"> To provide understanding to the students about marketing strategy and its dimensions. To acquaint the students with strategic capabilities and analysis. To impart knowledge about marketing capabilities and investment. To familiarize students with the emerging issues in strategic marketing. 	<ul style="list-style-type: none"> understand the strategy content and process perspective; know about the strategy selection and portfolio analysis; recognise the role of customer relation strategy; define and explain emerging issues such as social media marketing and interactive marketing; understand the relevance of indicators such as customer lifetime value and customer referral va 	
PSCOTME454	Business-To-Business Marketing	<ul style="list-style-type: none"> To provide understanding to the students about basic concepts of business marketing. To acquaint the students with product, branding and pricing strategies followed in business marketing. To impart knowledge about business marketing communications. To familiarize students with the planning, implantation and sustainability issues in business marketing. 	<ul style="list-style-type: none"> understand the differences between consumer and business marketing; know the product, branding and pricing strategies adopted in business markets; recognise the role of sales promotion, public relations, publicity and direct marketing in business marketing; understand strategic planning at corporate and business unit levels; explain the issues of sustainability in business marketing. 	
PSCOTME455	Supply Chain Management	<ul style="list-style-type: none"> To delve deeper into the theory and application of supply chain management in business setting. To illustrate the value of material handling, warehousing, inventory, transportation management in creating an efficient supply chain. 	<ul style="list-style-type: none"> confidently understand the concept and value of supply chain management in business; identify the optimal –mix of material handling, warehousing, inventory, transportation in supply chain process; manage supply chain operations to ensure a flow of products and services to deliver what the 	

		<ul style="list-style-type: none"> • To apply strategic decision in optimizing processes to control costs and meet customer expectations. • To make the students familiar with the usage of technology for providing solutions to the problems in business. 	<p>customer want, at the price they want and the quantity they need;</p> <ul style="list-style-type: none"> • describe the relevance of IT usage in supply chain management; to develop and design supply chain management to deliver products including service products seamlessly
PSCOTHC 452	Legal And Social Security	<ul style="list-style-type: none"> • Comprehension of industrial relations and social security. • Equip students with knowledge of acts relating to safe working conditions and benefits • Understand the regulatory framework of compensation and provident fund. • Provide legal understanding of the issues relating to safety of children and women working in organizations 	<ul style="list-style-type: none"> • to equip the students with the knowledge of social security and industrial relations; • to apprise students with factories act, minimum wages act, payment of gratuity act and payment of bonus act. • to help students apprehend about the regulations relating to compensation and provident fund; • to appraise students about the employee state insurance act and laws relating to safe working conditions for children and women; • to make students proficient in understanding the regulations of several state and federal specific programs that focus on health care, disability, insurance, welfare and help for the needy.
PSCOTHC453	Performance Management And Reward System	<ul style="list-style-type: none"> • To enable the students to secure knowledge and understanding of the concept, techniques and practices for the effective performance management strategies and techniques. • To develop the knowledge and skills necessary for the team leaders and managers responsible for the formal appraisals and on-going performance management. • To help the students to learn strategies for managing the core compensation and 	<ul style="list-style-type: none"> • identify the key HRM functions and operations as well as recognize the linkages between the organizational strategies and human resource strategies. • use various methods of forecasting the demand and supply of labour within the organisation as well as outside the organisation. • inspect the process for identifying high potential needs and establishing a talent channel to serve the organisational present and future high potential requirements. • develop strategies for employee retention.

			<p>employee benefits.</p> <ul style="list-style-type: none"> To acquaint with the legal aspects of wages, bonus, provident funds and equal remuneration. 	<ul style="list-style-type: none"> devise the strategies to reduce various hr costs and develop the objective metrics to measure these costs.
	PSCOTHE454	Talent Management	<ul style="list-style-type: none"> An overview of the basics of the talent management, its processes and elements. To throw light on talent management strategies and planning Understand how the organization can acquire and retain its talent. To understand different compensation strategies and the role of IT in talent management 	<ul style="list-style-type: none"> describe and implement the processes for searching and recognizing talent; to apply various talent strategies and plans in different areas of organisations; to be able to adopt best talent strategy to retain the talent in the organization; understand how adequately to compensate the talent of the organization; to align the HR strategy with talent management process and practices to develop and evaluate best talent in the organisation.
	PSCOTHE455	International Human Resource Management	<ul style="list-style-type: none"> To outline the differences between international and domestic human resource management. To acquaint the students with issues relating to various approaches to staffing foreign operations. To examine the role of training in supporting expatriate adjustments and on-assignment performance. To address the issues related to performance and compensation management of international employees 	<ul style="list-style-type: none"> understand the differentiate between international and domestic human resource management; use various approaches for staffing the multinational enterprises; design training programs for international human resource management; discuss, critically reflect upon the need for appropriate performance and compensation management mechanism; design various programmes for expatriate management.

Course Objectives and Course Specific Outcomes