

Academic Year 2020 – 2021

Course Outline

MMS SEMESTER 1

1. Financial Accounting

CO1	Students will be able to execute the accounting process, recording-classifying and summarizing
CO2	Students will be able to apply the principles
CO3	Students will be able to apply detailed and in depth understanding of all the items in the corporate financial statements
CO4	Students will be able to distinguish between revenue and capital income and expenditure and their treatment in corporate financial statements
CO5	Students will be able to understand different measures of depreciation and their impact on profitability and asset valuation
CO6	Students will be able to prepare financial statements & Annual Reports

2. Business Statistics

CO1	Students will be able to describe Probability Theory and Probability Distributions in relation to general Statistical Analysis
CO2	Students will be able to describe techniques of Quantitative Methods in the context that they are to be applied
CO3	Students will be able to interpret Sampling Methodologies and their analysis
CO4	Students will be able to analyze Coorelation & Regression
CO5	Students will be able to evaluate Statistical results
CO6	Students will be able to conduct basic statistical analysis of data

3. Managerial Economics

CO1	Student will be able to show household, business, government & global behavior to determine the aggregate demand of goods & services
CO2	Student will be able to illustrate elements that contribute to and undermine from long-term economic growth

CO3	Student will be able to organize different degrees of competition in a market affecting price and output
CO4	Student will be able to analyze economic reasoning to individual and firm behavior
CO5	Student will be able to compare and Evaluate the relation between household activities and the economic models of demand

4. Negotiation & Selling Skills

CO1	Students will be able to describe different ways of Negotiation- Netegrative & Distributive Negotiation
CO2	Students will be able to describe BATNA, ZOPA, and other Negotiating concepts
CO3	Students will be able to illustrate the essentials of Selling through role play and presentation
CO4	Students will be able to apply SPANCO in real life situations
CO5	Students will be able to analyze the Qualities of a good Negotiator
CO6	Students will be able to assess practical ways of differentiating between selling and marketing

5. Operations Management

CO1	Students will be able to identify various Operations Management techniques in designing operations layout as well as contribute in achieving organizational goals through operations techniques
CO2	Students will be able to interpret Operations Problems relating to location, process, layout in real life
CO3	Students will be able to apply appropriate Operations techniques in procurement
CO4	Students will be able to analyze the most suitable approaches to achieve the solutions within capacity constraints
CO5	Students will be able to recommend the appropriate decision making Operations Management approaches and tools to be used in various aspects of Manufacturing and Service organisations
CO6	Students will be able to compile Quality through QC techniques, value engineering and Standardization

6. Organizational Behavior

CO1	Students will be able defining the key terminology, concepts, tools and techniques used in Organizational behavior
CO2	Students will be able to understand and discuss the issues of Organizational behavior
CO3	Students will be able to determine the underlying assumptions of Organizational Behavior
CO4	Students will be able to understand the uses and limitations of Organizational Behavior
CO5	Students will be able to solve a range of problems by applying various measures suggested
CO6	Students will be able to conduct basic statistical analysis of data

7. PGPE Personal Grooming / Personal Effectiveness

CO1	Students will be able identify personal thinking habits and their impact on society and workplace
CO2	Students will be able to understand and address the barriers to personal effectiveness
CO3	Students will be able to apply clear and effective communication skills to daily interactions with people from the business world
CO4	Students will be able to develop effective time management skills that will help them to cope with work pressure, work life balance, etc.

8. Perspective Management

CO1	Students will be able to define the relationships between organizational mission, goals, and objectives
CO2	Students will be able to summarize the significance and necessity of managing stakeholders
CO3	Students will be able to relate how internal and external environment shape organizations and their responses
CO4	Students will be able to develop critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management
CO5	Students will be able to analyze organizational design and structural issues

MMS SEMESTER 2

1. Business Research Methodology

CO 1	The student will be able to relate the major approaches to business research;
CO 2	The student will be able to demonstrate the various aspects of research design;
CO 3	The student will be able to understand the requirements of a literature review;
CO 4	The student will be able to appraise the principles of quantitative and qualitative data analysis

2. Cost & Management Accounting

CO1	Students will be able to identify the difference between financial accounting, management accounting and cost accounting
CO2	Students will be able to predict cost sheet
CO3	Students will be able to articulate marginal cost concept and calculate BEP and Margin of safety
CO4	Students will be able to calculate budget
CO5	Students will be able to assess the activity based costing and activity based management
CO6	Students will be able to devise benchmarking concepts

3. Developing teams and effective leadership

CO1	The Student will be able to define team building which foster and maintaining strong working relationships at all levels of an organization
CO2	The student will be able to interpret all the necessary leadership styles required for competitive Market
CO3	The student will be able to build skills for leadership.
CO4	The student will be able to simplify content activity learning outcomes - debates, Group Discussions and Interviews
CO5	The student will be able to determine good competencies in business exhibiting effective interpersonal skills, negotiation skills and body language
CO6	The student will be able to improve team building and increases employee loyalty, in turn improve morale and efficiency

4. Effective Management & Communication

CO1	The Student will be able to define key concepts, tools and techniques used in business management and communication
CO2	The student will be able to understand and discuss the issues surrounding smooth and efficient conduct of day-to-day transactions using effective communication
CO3	The student will be able to determine the need for effective communication as a result of the growing complexity of businesses
CO4	The student will be able to understand the impact of rapid industrialization, globalization and the advent of modern technologies on business communication

5. Financial Management

CO1	Students will be able to define the basic concepts of corporate finance and Indian financial system
CO2	Students will be able to interpret cost of capital of the company
CO3	Students will be able to determine the ratio for the companies
CO4	Students will be able to structure various evaluation techniques like NPV, IRR, payback period etc.
CO5	Students will be able to assess optimum capital structure for the firms

6. Marketing Management

CO 1	Students will be able to critically analyze an organization's marketing strategies
CO 2	Students will be able to evaluate marketing implementation strategies
CO 3	Students will be able to formulate and assess strategic, operational and tactical marketing decisions
CO 4	Students will be able to plan and conduct an investigation into an organization's marketing
CO 5	Students will be able to strategize and communicate findings in an appropriate format.
CO 6	Students will be able to develop the understanding of marketing strategies

7. Management Information System

CO1	Student will be able to develop understanding of information system
CO2	Student will be able to develop the skills of data management and interpretation
CO3	Student will be able to use information system in management decision
CO4	Student will be able to strategically use information system in customer acquisition
CO5	Student will be able to understand importance of security of information system

8. Operations Research

CO1	Students will be able to identify various optimizing techniques
CO2	Students will be able to interpret the techniques in decision making in business
CO3	Students will be able to implement various project management techniques
CO4	Students will be able to develop operational research model from real system
CO5	Students will be able to validate mathematical basis for business decision making

MMS SEMESTER 3

GENERAL SUBJECTS

1. International Business

CO1	Student will be able to discover a vast knowledge of International Business Management
CO2	Student will be able to interpret country attractiveness with cultural differences and impact on business operations
CO3	Student will be able to judge the decision of Entry into the international market with financial decision

CO4	Student will be able to analyze role of intermediaries in International Business
CO5	Student will be able to evaluate the structure of International organizations and multinational corporations

2. Strategic Management

CO1	The student will be able to define macro environmental issues
CO2	The student will be able to interpret industry factors and assess their impact on profitability and strategic positioning
CO3	The student will identify strategic capabilities and gaps
CO4	The student will be able to classify and evaluate SBU strategies
CO5	The student will be able to appraise the importance of social, economic and political forces; and technological

FINANCE SPECIALIZATION

1. Corporate Valuation and Mergers & Acquisitions

CO1	The student will be able to define the procedures to estimate the value of a company
CO2	The student will be able to extend strategic decisions to enhance company's growth
CO3	The student will be able to identify the elements of risk, and be able to calculate return and cash flows
CO4	The student will be able to examine different methods in valuation
CO5	The student will be able to determine the various forms of business restructuring, regulatory aspects and M& A process
CO6	The student will be able to estimate the different methods of financing, payment and tax considerations

2. Derivatives & Risk Management (DRM)

CO1	Student will be able to relate concepts connected to derivative markets and gain in-depth knowledge of working with derivatives markets
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CO2	Student will be able to demonstrate knowledge of forward contracts, futures contracts, swaps and options work
CO3	Student will be able to make use of securities for hedging and/or speculative purposes
CO4	Student will be able to discover various risk assessment methods and Options Greeks
CO5	Student will be able to assess trading, clearing and settlement mechanism in derivatives markets

3. Financial Markets and Institutions

CO1	Students will be able to define Indian financial system and its components
CO2	Students will be able to explain the role of RBI in the IFS
CO3	Students will be able to explain SE functioning and various products issued by different financial institutions in primary market of India
CO4	Students will be able to categorise different financial products issued in domestic and foreign markets and the working of clearing houses, broking houses, stock exchanges
CO5	Students will be able to explain new markets, products and players
CO6	Students will be able to analyse basics of derivative products available in financial markets

4. Financial Regulations

CO1	Student will be able to define the financial regulations framework and its significance in financial system
CO2	Student will be able to explain regulatory framework with respect to SEBI in regulating the capital market
CO3	Student will be able to identify the regulatory framework of IRDA and CCI
CO4	Student will be able to compare the significance of FEMA and foreign trade policy regulations framework
CO5	Student will be able to determine money laundering concept and its regulation

5. International Finance

CO1	Student will be able to understand international capital and foreign exchange market
CO2	Student will be able to identify risk relating to exchange rate fluctuations and develop strategies to deal with them
CO3	Student will be able to identify and evaluate foreign direct investment and international acquisition opportunities
CO4	Student will be able to develop strategies to deal with country risks associated with foreign operations
CO5	Student will be able to enhance the opinion on issues relating to international financial management

6. Security Analysis and Portfolio Management

CO1	Student will be able to find various alternatives available for investment
CO2	Student will be able to demonstrate the importance of diversification and management of a portfolio to reduce risk
CO3	Student will be able to develop the relationship between risk and return
CO4	Student will be able to discover the valuation of equities and bonds
CO5	Student will be able to evaluate and review of the portfolio with different methods

MARKETING SPECIALIZATION

1. Consumer Behavior

CO1	Students will be able to describe Consumer Behavior in Digitalized World
CO2	Students will be able to explain key Psychological Processes - Perception, Learning, Memory
CO3	Students will be able to relate Consumer Attitude with buying process, types of Attitude Scales, Marketing Research Process
CO4	Students will be able to analyse Segmenting Targeting & Positioning
CO5	Students will be able to assess Personality , Brand Personality & applications in modern management

2. Distribution and Supply Chain Management

CO1	Students will be able to state the basic concepts of Distribution & Supply Chain Management
CO2	Students will be able to explain key concepts, technologies, risks and rewards associated with Distribution & Supply Chain Management
CO3	Students will be able to apply Distribution & Supply Chain Management concepts
CO4	Students will be able to to analyze sales and operations planning, MRP and manufacturing concepts
CO5	Students will be able to evaluate logistics and purchasing concepts
CO6	Students will be able to write the major elements of supply chain and expose to leading edge thinking on supply chain strategy

3. Marketing Strategy

CO1	The students will be able to relate to the role that salesforce plays in the implementation of marketing strategies
CO2	The students will be able to describe the selling process
CO3	The students will be able to identify factors that affect salesforce success
CO4	The students will be able to analyze the processes involved in recruiting, selecting, training, motivating, compensating, and retaining salespeople
CO5	the students will be able to evaluate a sales presentation that is tailored to a potential buyer's needs
CO6	The students will be able to compare the success of a salesperson, based on individual objectives and organizational objectives

4. Product & Brand Management

CO1	Student will be able to identify importance of Product management and Branding in Marketing
CO2	Student will be able to describe scope of Product and Brand Management in an Organization
CO3	Student will be able to discover key issues in management of brand and strategy
CO4	Student will be able to appraise Brand Development and implementation of product lifecycle
CO5	Student will be able to measure Brand Equity and its application

5. Sales Management

CO1	The students will be able to relate to the role that Salesforce plays in the implementation of marketing strategies
CO2	The students will be able to describe the selling process
CO3	The students will be able to identify factors that affect Salesforce success
CO4	The students will be able to analyze the processes involved in recruiting, selecting, training, motivating, compensating, and retaining salespeople
CO5	the students will be able to evaluate a sales presentation that is tailored to a potential buyer's needs

6. Services Marketing

CO1	Students will be able to identify 7 P's of Services Marketing
CO2	Students will be able to explain Services & Product differences, Service Industry applications in real world
CO3	Students will be able to illustrate Service Triangle, New Service Realities
CO4	Students will be able to analyze pricing in Services, different approaches to pricing
CO5	Students will be able to assess communication and the role of different medium used in communication

OPERATIONS SPECIALIZATION

1. Manufacturing Resource Planning and Control

CO1	Students will be able to describe the methods involved in the production of goods and services
CO2	Students will be able to explain the objectives, functions, applications of Manufacturing
CO3	Students will be able to illustrate different Inventory control techniques
CO4	Students will be able to analyze various aggregate production planning techniques
CO5	Students will be able to evaluate various quantitative methods of resources planning

CO6	Students will be able to write various tools of resources planning for decision making in operations
CO7	Students will be able to understand ERP concepts and application in real manufacturing scenario

2. Materials Management

CO1	To understand the importance of materials management function in an organization
CO2	To analyze various plans to reduce the material related costs
CO3	To apply the various techniques used in managing finished goods inventories, and reducing surplus and obsolete materials
CO4	To investigate issues in receiving, stores, traffic and transportation, warehousing and physical distribution
CO5	To develop a master production schedule
CO6	To determine material needs and order release dates by using materials requirements planning (MRP)

3. Operations Analytics

CO1	Students will be able to define various Analytics techniques in deciding operations efficiency as well as being able to contribute in achieving organizational goals through operations analytics.
CO2	Students will be able to describe forecasting Problems relating to Demand by applying various statistical techniques considering accuracy measures
CO3	Students will be able to apply Services analytics in retail and stocking policy for single and multi server in waiting line concepts
CO4	Students will be able to analyze suitable approaches to achieve the solutions in supply chain analytics
CO5	Students will be able to evaluate the appropriate presentations of reports with various applicable views
CO6	Students will be able to compile Performance Metrics and Display of Dash Board Designing

4. Supply Chain Management

CO1	Students will be able to state the basic concepts of Logistics Management
CO2	Students will be able to explain key concepts, technologies, risks and rewards associated with supply chain management
CO3	Students will be able to apply supply chain concepts

CO4	Students will be able to analyze sales and operations planning, MRP and lean manufacturing concepts
CO5	Students will be able to evaluate logistics and purchasing concepts
CO6	Students will be able to write the major elements of supply chain and expose to leading edge thinking on supply chain strategy

5. Service Operations Management

CO1	Students will be able to describe the analysis, decision making and implementation issues of managing the operational aspects of a service
CO2	Students will be able to interpret the coverage of service operations
CO3	Students will be able to use the unique characteristics of service firms
CO4	Students will be able to analyze the concepts and tools necessary to effectively manage a service operations
CO5	Students will be able to evaluate the strategies for providing service
CO6	Students will be able to develop decisions required for service firms

6. Total Quality Management

CO1	The students will be able to define the principles of quality management and to explain how these principles can be applied within quality management systems.
CO2	The students will be demonstrate in-depth knowledge on various tools and techniques of quality management
CO3	The students will be able to develop the applications of quality tools and techniques in both manufacturing and service industry
CO4	The students will be able to analyse quality management issues in the industry and suggest implement able solutions to those.

HUMAN RESOURCE SPECIALIZATION

1. Compensation and Benefits

CO1	The student will be able to define the roles and functions of a compensation system and relate why a compensation system must fit the organizational context in which it is implemented
CO 2	The student will be able to demonstrate effective pay plans, in compliance with legal standards, to help increase organizational effectiveness
CO3	The student will be able to plan a benefit system, in compliance with legal standards, to help increase organizational effectiveness and employee well being
CO4	The student will be able to examine the job evaluation process and compare and/or contrast the major methods of job evaluation used in establishing pay plans

2. Competency based Human Resource Management

CO1	The student will be able to find both theoretical and application-oriented inputs on competency mapping and developing mapped competencies
CO2	The student will be able to explain the concept of competency and competency based HR practices
CO3	The student will be able to make use of various approaches towards building a competency model
CO4	The student will be able to classify the applications of competency model with other HRM functions
CO5	The student will be able to explain various performance based tool & their significance in real life situations.
CO6	The student will be able to develop the understanding about the Performance Management system and strategies adopted by the Organizations

3. Global HRM

CO1	The Student will be able to possess the skill set required by today's HR professionals
CO2	The Student will be able to understand the concept of Human Resource Management in an international context
CO3	The Student will be able to understand the challenges of operating in different geographies

CO4	The Student will be able to understand the relevant differences in global cultures
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4. Human Resource Planning and Application of Technology in HR

CO1	The students will be able to relate the Human Resource function in planning and staffing organizational manpower requirements
CO2	The students will be able to compare the fundamental concepts, principles, techniques and judgment in supply-demand forecasting and supply programs in determining HR planning
CO3	The students will be able to make use of the nuances of workforce diversity
CO4	The students will be able to dissect strategies to integrate human resources planning with the strategic initiatives of senior management to achieve overall business objectives
CO5	The students will be able to examine the role of HR planning in functions such as training and development, compensation and benefits programs, payroll, performance management and health and safety at work

5. Labor Law & implications of Industrial Relations

CO1	The students will be able to tell basics of Industrial Relations & its significance to Labor Laws
CO2	The students will be able to infer various legislations with their history, basic provisions & case laws
CO3	The students will be able to experiment with court jurisdictions & basic concepts of labor laws in practical sense
CO4	The students will be able to examine history, provisions, case laws & amendments under each law.
CO5	The students will be able to Identify & learn the implications of the application of various acts under study in practical scenarios
CO6	The students will be able to compare & evaluate knowledge of the Industrial Relations & understand the role played in organizational settings ethically

6. Training and Development

CO1	The student will be able to tell the process of training and development and audit
CO2	The student will be able to explain the basics of Training & Development & related terminology
CO3	The student will be able to experiment with various phases of Training & Development in practical scenarios & effective decision making
CO4	The student will be able to discover Adult Learning Techniques to make learning effective as a trainer leader

MMS SEMESTER 4

1. Commercial Banking

CO1	Students will be able to describe history of Indian banking, banking sector reforms and related areas
CO2	Students will be able to evaluate a bank's performance
CO3	Students will be able to describe significance of capital adequacy regulation and impact on banks
CO4	Students will be able to describe various risks in banking operations and tools of management of risks
CO5	Students will be able to describe foreign exchange and money market operations

2. Integrated Marketing Communication

CO1	Students will be able to provide an in-depth understanding of integrated marketing communications concepts
CO2	Students will be able to evaluate an organizations marketing and promotional situation in order to develop effective communication strategies and programs
CO3	Students will be understand the industry and the players
CO4	Students will be able to enable students to develop a promotional plan adapted to a specific organization

3. Project Management

CO1	Students will be able to define the concepts of Project
CO2	Students will be able to predict the parameters of cost, time and quality in project management
CO3	Students will be articulate various techniques as cpm/pert/earned value analysis
CO4	Students will be able to estimate projected financial statement
CO5	Students will be able to conceive an idea, evaluate its feasibility and make it workable

4. Strategic Sourcing in Supply Management

CO1	Students will be able to define the structure
CO2	Students will be able to summarize the logistics strategy
CO3	Students will be able to examine the forces shaping international logistics in a global market
CO4	Students will be able appraise accurately the risks occurred due to loss of focus on the satisfaction of end customers demand
CO5	Students will be able to detect the options available for managing inventory
CO6	Students will be able to understand legal issues faced by purchasing and supply chain managers

5. Organizational Development & Change Management

CO1	Students will be able to define the key terminology, concepts tools and techniques used in Organizational Development
CO2	Students will be able to understand and critically discuss the issues of Organizational Development & Change Management
CO3	Students will be able to determine the underlying assumptions of Organizational Development
CO4	Students will be able understand the uses and limitations of Organizational Development & Change Management.
CO5	Students will be able to solve a range of problems by applying various measures suggested

CO6	Students will be able to conduct basic statistical analysis of data
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BMS SEMESTER 1

1. Introduction to Financial Accounts

CO1	Students will be able to understand identification, recording, classification and summarization of business transactions
CO2	Students will be able to understand computation of Profit/Loss for the year and the Financial position of business
CO3	Students will be able to learn the Indian accounting standard
CO4	Students will be able to classify the expenditures and receipts of Books of Accounts
CO5	Students will be able to analyze and interpret the accounts in order to improve the profitability and performance

2. Business Law

CO1	Students will be able to understand various laws used in Business
CO2	Students will be able to apply various acts of business law in real life
CO3	Students will be able to understand legal perspective in business
CO4	Students will be able to appreciate the relevance of business law and the role of law in an economic, political and social framework
CO5	Students will be able to examine businesses liable for the actions of their employees

3. Business Statistics

CO1	Students will be able to describe Probability Theory and Probability Distributions in relation to general Statistical Analysis
CO2	Students will be able to describe techniques of Quantitative Methods in the context that they are to be applied
CO3	Students will be able to interpret Sampling Methodologies and their analysis
CO4	Students will be able to analyze Coorelation & Regression
CO5	Students will be able to evaluate Statistical results

4. Business Communication- I

CO1	Students will be able to develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships
CO2	Students will be able to understand the functional and operational use of language in business situations
CO3	Students will be able to understand methods of oral presentation both in a formal and informal environment
CO4	Students will be able to prepare communication tools- verbal, non-verbal and written
CO5	Students will be able to write business letters, reports, memos in a formal format

5. Foundation of Human Skills

CO1	Students will be able to understand the basic behaviour pattern of human and deal with in an apt manner
CO2	Students will be able to deal & negotiate with different kinds of human nature with greater awareness of the human behaviour
CO3	Students will be able to create team and team building as well as team work
CO4	Students will be able to understand leadership qualities and motivating factors

6. Business Economics - I

CO1	Students will be able to demonstrate knowledge and proficiency in the overall foundations of an economy as it relates to supply and demand and its impact on the domestic and world economy
CO2	Students will be able to exhibit competency in demonstrating both reasoning and analytical skills in contemporary economic situations
CO3	Students will be able to evaluate the effects of government interventions in individual markets and in the macro economy
CO4	Students will be able to analyze operations of markets under varying competitive conditions
CO5	Students will be able to analyze causes and consequences of unemployment, inflation and economic growth

7. Foundation Course in NSS - I

CO1	Students will be able to describe role and responsibilities of NSS
CO2	Students will be able to understand describe regular and residential activities of NSS
CO3	Students will be able to understand working of NSS committee
CO4	Students will be able to understand the importance of NSS activities in Society's development
CO5	Students will be able to understand the role of Program officer in NSS unit

BMS SEMESTER 2

1. Business Mathematics

CO1	Students will be able to understand financial calculations with more ease
CO2	Students will be able to use mathematical ideas to model real-world problems
CO3	Students will be able to find maximum and minimum values of a function
CO4	Students will be able to apply financial knowledge in business
CO5	Students will be able to apply mathematics in practical life

2. Business Environment

CO1	Students will be able to understand the concept of business environment
CO2	Students will be able to analyze various factors of Political, Legal & Economical environment impacting the business
CO3	Students will be able to analyze various factors of cultural, social & technological environment impacting the business
CO4	Students will be able to understand the impact of environment on business
CO5	Students will be able to understand the International Business Environment

3. Industrial Law

CO1	Students will be able to elaborate the concept of Industrial Relations
CO2	Students will be able to illustrate the role of trade union in the industrial setup
CO3	Students will be able to outline the important causes & impact of industrial disputes

CO4	Students will be able to summarize the important provisions of Wage Legislations, Minimum Wages Act 1948 & Payment of Bonus Act 1965
CO5	Students will be able to summarize the important provisions of Social Security Legislations, in reference to ESIC, PF & Gratuity

4. Principles of Management

CO1	Students will be able to work as contributing members of a team utilizing these functions of management
CO2	Students will be able to integrate management principles into management practices
CO3	Students will be able to specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances
CO4	Students will be able to distinguish the characteristics and skills of proper management by identifying what successful managers do

5. Principles of Marketing

CO1	Students will be able to understand key terms and concepts in marketing
CO2	Students will be able to apply marketing concepts in real life situations from consumer and managerial perspectives
CO3	Students will be able to analyze the marketing theories & concepts relevant to current business scenario in India
CO4	Students will be able to develop marketing skills to cater to the marketing industries

6. Business Communication - II

CO1	Students will be able to understand effective principles of presentation tools
CO2	Students will be able to understand various aspects of business letter writing
CO3	Students will be able to prepare themselves for Group discussions and mock interviews
CO4	Students will be able to summarize the contents of various reports

7. Foundation Course in NSS - II

CO1	Students will be able to understand the importance of NSS activities in Society's development
CO2	Students will be able to describe residential activity of NSS at adopted village
CO3	Students will be able to describe NGO and Non NGO activities
CO4	Students will be able to understand the role of NSS unit in Institute

BAMMC SEMESTER 1

1. Effective Communication – I

CO1	Students will be able to understand the functional and operational use of language in media
CO2	Students will get equipped with structural and analytical reading, writing and thinking skills
CO3	Students will be able to understand the key concepts of communications
CO4	Students will be able to apply concepts of effective communications

2. Foundation Course – I

CO1	Students will be able to understand the overview of the Indian Society
CO2	Students will be able to understand the constitution of India
CO3	Students will be able to understand the socio-political problems of India
CO4	Students will be aware of how various social problems is dealt with and can be dealt with

3. Visual communication

CO1	Students will be able to understand the tools that would help them visualize and communicate
CO2	Students will be able to understand Visual communication as part of Mass Communication
CO3	Students will be able to acquire basic knowledge to carry out a project in the field of visual communication
CO4	Students will be able to acquire basic knowledge in theories and languages of Visual Communication

CO5	Students will be able to analyze visual communication from a critical perspective
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4. Fundamentals of Mass Communication

CO1	Students will be introduced to the history, evolution and the development of Mass Communication in the world with special reference to India
CO2	Students will be able to study the evolution of Mass Media as an important social institution
CO3	Students will be able to understand the development of Mass Communication models
CO4	Students will be able to develop a critical understanding of Mass Media
CO5	Students will be able to understand the concept of New Media and Media Convergence and its implications

5. Current Affairs

CO1	Students will be able to understand the overview on current developments in various fields
CO2	Students will be able to generate interest among the learners about burning issues covered in the media
CO3	Students will be able to equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news
CO4	Students will be able to get exposure to reading newspapers and discussing the same
CO5	Students will be able to cultivate an interest in news and developments across fields

6. History of Media

CO1	Students will be able to understand Media history through key events in the cultural history
CO2	Students will be able to understand the major developments in media history
CO3	Students will be able to understand the history and role of professionals in shaping communications
CO4	Students will be able to understand the values that shaped and continues to influence Indian mass media
CO5	Students will be able to develop the ability to think and analyze media

CO6	Students will be able to sharpen the reading, writing, speaking and listening skills that will help to understand the development of Media
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BAMMC SEMESTER 2

1. Effective Communication II

CO1	Students will be able to understand the use of language in media and organization
CO2	Students will get equipped with structural and analytical reading, writing and thinking skills
CO3	Students will be able to understand the key concepts of communications
CO4	Students will be able to understand the various dimension of organizational writing
CO5	Students will be able to acquire various editing skills

2. Foundation Course – II

CO1	Students will be able to understand get an overview of the Indian Society
CO2	Students will be able to understand the constitution of India
CO3	Students will be able to acquaint themselves with the socio-political problems of India
CO4	Students will be able to learn various aspects of globalization and its impact on Indian Society

3. Content Writing

CO1	Students will be able to understand the tools that would help them communicate effectively
CO2	Students will be able to execute crisp writing as part of Mass Communication
CO3	Students will be able to draw the essence of situations and develop clarity of thoughts on mass media
CO4	Students will be able to learn various presentations tools and techniques

4. Introduction to Advertising

CO1	Students will be able to understand the basics of advertising and its growth, importance and types
CO2	Students will be able to learn effective advertisement campaigns, tools, models etc.
CO3	Students will be able to comprehend the role of advertising , various departments, careers and creativity
CO4	Students will be able to understand various advertising trends

5. Introduction to Journalism

CO1	Students will be able to acquaint themselves with an influential medium of journalism that holds the key to opinion formation
CO2	Students will be able to understand various aspects of journalism
CO3	Students will be able to understand various trends in journalism
CO4	Students will be able to understand various career opportunities in journalism field

6. Media Gender and Culture

CO1	Students will be able to discuss the significance of culture and the media industry
CO2	Students will be able understand the association between the media, gender and culture in the society
CO3	Students will be able to analyze the changing perspectives of media, gender and culture in the globalized era