

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.COM. (SEMESTER - V)

SUBJECT: COMMERCE V - MARKETING MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To examine the concept of marketing with an emphasis on Marketing Research, Marketing Information System, Data Mining, Consumer Behaviour, Market Segmentation, Customer Relationship Management and Market Targeting	The student is in a position to assess the concept of marketing with an emphasis on Marketing Research, Marketing Information System, Data Mining, Consumer Behaviour, Market Segmentation, Customer Relationship Management and Market Targeting
2)	To evaluate the strategies for marketing mix decisions in relation to Product, Product Life Cycle, Branding, Brand Equity, Packaging, Product Positioning, Service Positioning and Pricing	The student examines the strategies for marketing mix decisions in relation to Product, Product Life Cycle, Branding, Brand Equity, Packaging, Product Positioning, Service Positioning and Pricing
3)	To assess the strategies for marketing decisions in relation to physical distribution, supply chain management, promotion, sales management and personal selling	The student evaluates the strategies for marketing decisions in relation to physical distribution, supply chain management, promotion, sales management and personal selling
4)	To categorise and identify the concepts related to marketing ethics and recent trends in marketing	The student evaluates the concepts related to marketing ethics and recent trends in marketing

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.COM. (SEMESTER - VI)

SUBJECT: HUMAN RESOURCE MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To explain the concept and techniques of Human Resource Management, Human Resource Planning, Job Analysis, Job Design, Recruitment and Selection	The student evaluates the concept and techniques of Human Resource Management, Human Resource Planning, Job Analysis, Job Design, Recruitment and Selection
2)	To examine the concept and functions of Human Resource Development, importance and methods of training, evaluating training effectiveness, methods and limitations of performance appraisal, potential appraisal, career planning, succession planning, mentoring & counselling	The student evaluates the concept and functions of Human Resource Development, importance and methods of training, evaluating training effectiveness, methods and limitations of performance appraisal, potential appraisal, career planning, succession planning, mentoring & counselling
3)	To evaluate human relations with reference to leadership, motivation, employee morale, employee grievance and employee welfare measures	The student is able to analyse the human relations with reference to leadership, motivation, employee morale, employee grievance and employee welfare measures
4)	To explain the concept of Human Resource in changing environment, trends and challenges in Human Resource Management	The student is sensitised about the concept of Human Resource in changing environment, trends and challenges in Human Resource Management