

COURSE DESCRIPTION

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

1. BUSS101 PRINCIPLES & PRACTICE OF MODERN BUSINESS

This module focuses on the essential principles and practices of modern business and provides solutions to the problems and challenges facing business enterprises in the twenty-first century. Topics covered include: The purpose of business activity, reasons for accepting entrepreneurial challenges and problems facing new businesses and solutions to their problems, types of business activity, forms of business organizations, size & growth of business, objectives and strategies of business, role of business stakeholders, scale of production, business finance, communication in business organizations, business efficiency and innovation, location of industry, business plans, motivation at work, recruitment, training and development of human resources.

2. MNGT102 FUNDAMENTALS OF MANAGEMENT

This module highlights the concepts, principles, functions and practices of modern management with an emphasis on behavioral aspects. It aims to introduce students to various approaches to management. It is an introduction to the concepts, terminology, principles and theories of management. It is an introduction to the management. It covers theoretical frameworks to contextualize past to present thoughts about management, as also to encourage students to address the emerging complexity of new management perspectives. Besides, it discusses management functions and the factors that influence them. Topics covered include: fundamental management functions of planning, organizing, leading and controlling, management of change, the environment of organizations and managers, understanding the manager's job, the management process, planning and strategic management, managing decision making, organization structure and design, managing individual behavior, motivating employee performance, leadership and influence processes, systems thinking, managing groups and teams, tools for planning and decision making, managing the control process, managing for total quality and social responsibility and managerial ethics and qualities of effective and successful managers.

3. ECON103 PRINCIPLES OF MICRO ECONOMICS

This module provides a proper understanding of the basic principles, theories and application of micro economics. It helps students to understand how individuals and societies make choices while allocating scarce resources among competing uses for maximizing their satisfaction. It discusses the behavior and decision choices of individual households, individual business firms and other individual decision makers and examines how they function efficiently and effectively under differing economic environment and alternative market conditions, time horizons and uncertainty. Topics covered include: the basic economic problem and the significance of production possibilities curve, the functioning of different economic systems, the role of price mechanism of demand and supply, income and cross elasticity of demand, concepts of costs and revenue, the functioning of major market structures like perfect competition, monopoly, monopolistic competition and oligopoly, the causes and consequences of market failure and the theory of factor pricing with real life examples.

4. SOCY104 BUSINESS & SOCIETY

This module provides an understanding of the forces shaping business institutions through emerging social, legal, political and ethical issues and examines the interrelationships among business, government and society and how they affect business managers. It deals with social and

ethical impact of business and highlights why government regulation is sometimes required. Businesses have social and economic responsibilities to society and both business and government have important roles to play in the modern economy. It focus on ethical dimensions of corporate decision making, different types of ethical conflicts, business and social responsibility and ethical problems in an organisation's relationship with its customers, employees, shareholders and society in general with life examples. Topics covered include: business and the social environment, corporate social responsibility, business ethics, business and the ethical environment, ethical dilemmas in business, business and government, global management issues, multinational corporations and government relationships, pollution and environment, industrial pollution and environmental policy, managing environmental quality, business and the consumer, consumer protection, the community and the corporation, employees and the corporation and social issues in management.

5. SCIF113 INTRODUCTION TO COMPUTER SCIENCE

This module highlights the importance of computer applications in today's business firms. The major aim of this module is to equip students with basic IT skills, familiarizing them with word processing, spread sheets, presentation packages and database work for professional and personal requirement. The module is a combination of lectures, demonstrations and practical exercises. Students will need all the skills in order to carryout assignments in other modules in an efficient manner that is in keeping with current trends. On completion of this module students will have developed, understanding and skills in the most commonly used and up to date aspects of word processing, a spreadsheet application, a presentation package and a database package.

6. ENGL105 ENGLISH GRAMMAR & COMPOSITION

The chief focus of this course is on teaching the four basic language skills – Reading, writing, Speaking and Listening. Apart from helping the learners to develop the skills, the course pays special attention to teaching ESP (English for Special Purposes), especially English for Business and Business Correspondences. Teaching Communicative English is another thrust of the course. Furthermore, having taken cognizance of the continuous decline in the writing skill of the learners, we place special emphasis on teaching English grammar, especially those significant aspects, the knowledge of which is of utmost importance for good, intelligible and impressive writing. In reading, the learners are trained to apply the techniques such as scanning and skimming while trying to comprehend a text. In teaching Writing, the emphasis is on organization of ideas, clarity of thought, logic, coherence, brevity, precision and brevity of expression. The Speaking skill concentrates on teaching correct pronunciation and accent through familiarizing the students with phonetics. And finally, listening skills focuses on developing the ability to listen with speed and understanding.

7. MKTG106 PRINCIPLES OF MARKETING

This module provides a good understanding of the fundamental principles and concepts of modern marketing from a practical, real-world perspective. It will highlight the character and importance of the marketing process, its essential functions and the institutions exercising these functions. It provides a framework for understanding Marketing strategy planning in any type of organization and envisages planning the four P's of marketing with specific attention to the key strategy decision in each area. It covers the dynamic changes taking place in marketing management and the marketing environment and reflects today's best marketing practices and ideas. This course covers in-depth case analysis with real life examples. Topics covered include: the marketing process, target marketing, the marketing mix, marketing segments, marketing

research, marketing intelligence, buyer behavior, advertising and promotion, marketing planning, marketing strategy and international marketing.

8. ECON201 PRINCIPLES OF MACRO ECONOMICS

Principles of Macroeconomics course provides a solid introduction to the core concepts of macroeconomics with strong emphasis on real world examples and current economic events and problems. It provides an integrated view of current macroeconomic events and an imaginative treatment of world economic issues and crisis and an authoritative explanation of the economic performance of the world economy in the late 1990s and early 2000s. topics covered include: national income accounting, aggregate demand and aggregate supply, consumption function, investment function, Keynesian investment-income multiplier, cyclical fluctuations, unemployment, inflation, stagflation, economic growth, role of money, supply of money, demand for money and the determination of the rate of interest, macroeconomic policies like monetary, fiscal and supply-side policies, balance of payments and foreign exchange rates.

9. BUSS108 INTRODUCTION TO INTERNATIONAL BUSINESS

International business is a wide-ranging subject which incorporates theories, concepts and practices from international trade theories to trade related institutions, to policies and practices employed by multinational firms, to cultural and non-cultural challenges that they face in the international market place. The module gives special attention to major international economic policies that affect modern international business. The course deals with global business environment, global opportunities and threats, mode of market entry and development and difficulties in International business. Topics covered include: the nature of international business, international trade theories, selecting and managing entry modes, gains from trade, free trade versus protectionism, foreign direct investment and portfolio investment, the role of multinational corporations, the strategy and structure of international business, production strategy, marketing strategy, human resource management strategy, international financial management and future challenges in international business.

10. PSYH112 PRINCIPLES OF PSYCHOLOGY

This course gives the student a broad view of the field of psychology and acquaints him/her with the fundamental laws of behavior that have to do with daily conduct in various life situations. The course covers such topics as the study of human behavior relating experimental data to practical problems, the measurements of ability, sensor and perspective processes, organic basis of behavior, heredity, maturation, learning and thinking, motivation, emotion, personality and social factors in behavior and Industrial Psychology.

11. MKTG107 PRINCIPLES AND PRACTICES OF ADVERTISING

The field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies. This module places an increased emphasis on Integrated Marketing Communications (IMC) and the role of IMC in planning advertising strategy. It explores the field of advertising including marketing and the consumer, sales promotion and advertising, use of various media and sales promotion campaigns. This course provides an understanding of all the core aspects of advertising mainly its origins, functions and the choice of advertising as a promotional medium. This course also covers contemporary advertising topics such as branding and brand integration, creative strategy and tactics and international advertising. This course provides an understanding on the practice and theory of advertising.

12. ACCT207 PRINCIPLES OF ACCOUNTING

Accounting provides the primary tool to measure the success or failure of any commercial enterprise. It is clearly an advantage to understand the cost and revenue flows, which influence and are influenced by business activity. This course provides an understanding of the role of accounting not only in the production of published financial reports and accounts but also in the process of managerial control and effective decision making within an organization. Attention is paid to the structure and interpretation of published financial information and also to the provision of information to assist with internal management. This course assumes no prior knowledge of finance, and covers the Financial Environment, Financial Accounting, and Management Accounting.

13. SOCY211A SOCIOLOGY

This course examines how the social structure and culture of society contribute to social problems and their consequences. Understanding the social forces that contribute to social problems is necessary for designing strategies for action— programs, policies and other interventions intended to ameliorate the social problems.

14. ENTP204A ENTREPRENEURSHIP

Entrepreneurship is now seen as a positive force for economic development in virtually all economies. This course has been designed to instruct students on how to formulate, plan and implement a new venture. Students are exposed to detailed descriptions of how to embark on a new venture in a logical manner. It highlights the importance of innovative thinking in small, medium and large enterprises. The course sets out to identify entrepreneurship in theory and its economic contribution, positive and negative, in practice.

15. INRL209 INTERNATIONAL RELATIONS

The focal engagement of this course is the rich complexity of international relationships— political, economic and cultural – providing a fascinating puzzle to try to understand. The puzzle is not just intellectually challenging; it is also emotionally powerful. It contains human-scale stories in which the subjects grand themes- war and peace, tragedy and triumph , intergroup conflict and community – play out. IR also matters in our daily lives as never before; today's students will graduate into a global economy in which no nation stands alone. The war on terrorism is another major concern of the course. This course can help a generation to develop knowledge and critical thinking in order to find its voice and place in the involving world order.

16. ACCT208 COST & FINANCIAL ACCOUNTING

Accounting provides the primary tool to measure the success or failure of any commercial enterprise. It is clearly an advantage to understand the cost and revenue flows, which influence and are influenced by business activity. This course provides an understanding of the role of accounting not only in the production of published financial reports and accounts but also in the process of managerial control and effective decision making within an organization. Attention is paid to the structure and interpretation of published financial information and also to the provision of information to assist with internal management. This course assumes no prior knowledge of finance, and covers both traditional product costing methods and innovative topics

– focusing on cost management system, cost accounting as part of organizational strategy, and also to provide with basic foundation in cost accounting. Also the course helps to describe the setting of various decisions and explain the analytical methods and also adequate details about the financial environment which shapes corporate financial decisions.

17. MNGT202 HUMAN RESOURCE MANAGEMENT

This course provides a conceptual and practical framework for the study of human resource management issues within organizations. It provides a comprehensive review of HRM concepts and practices with real life examples. It covers the conceptual and experimental approaches to emphasis on the interdependence of personnel and operating functions. It deals with manpower planning, recruitment, development, training, compensation, industrial relations, discipline and contemporary issues and problems of HRM.

18. STAT301 STATISTICS FOR BUSINESS

The course focuses on concepts and applications of statistics to the functional areas of business-management, marketing, accounting, and economics and finance. Aimed at students of business subjects, it provides examples and problems relevant to such subjects, using real data where possible.

19. ENGL110 BUSINESS COMMUNICATION AND PUBLIC SPEAKING

This module emphasizes the different contexts in which business communication takes place and the practical aspects of writing and speaking for the world of work. It focuses on developing the skills of students to communicate successfully in the business environment. It also emphasizes skills acquisition in the context of organizational communication theory and research. It prepares students in writing effective memos, letters, technical reports and making presentation. It will also improve the student's ability to communicate effectively in English. The public speaking course is designed to help students communicate effectively in English. The public speaking course is designed to help students speak more fluently, correctly and appropriately with great confidence by using a wider range of vocabulary and expressions. Topics covered include: basics of business and professional communication, business writing, business messages, report writing, personal skills, working in groups, strategies for oral communication, strategies for successful speaking and successful listening, strategies for successful informative and persuasive speaking, strategies for successful interpersonal communication, strategies for successful business and group meetings and the job application process.

20. ECON205 ECONOMICS OF INTERNATIONAL BUSINESS

This purpose deals with the study of commercial activities that cross national frontiers for the purpose of satisfying the needs of individuals, organizations and nations. It covers very comprehensive and up-to-date information on international trade theories and policies. Theoretical issues are discussed together with real world applications and current examples. Topics covered include: theories on international trade, gains from trade, tariff and non-tariff barriers to trade and arguments for protection, commercial policy, preferential trade agreements, terms of trade, rise and fall of Asian Tigers, the foreign exchange rates and foreign exchange market, exchange control, theories of foreign exchange rate, international cartels, balance of payments, pros and cons of globalization, international economic integration and customs union in Europe, America and developing countries, international capital movements, foreign trade and economic development, role of foreign aid, the role of international financial markets: The IMF, World Bank, The World Trade Organization (WTO) and international liquidity.

21. PHL4080 MORAL ISSUES IN BUSINESS

In business, you will inevitably run into situations where your morals and ethics will be tested. It is important to understand that the above terms are not interchangeable, so a comprehensive connection is crucial if you want to run a consistent, successful business. Morals are values that we attribute to a system of beliefs, be they religious, political or philosophical, for example.

Ethics are how business owners apply those beliefs in their short and long-term business decision. As a result, these concepts inevitably are intertwined and must be applied carefully to maintain an image of professionalism and accountability.

Business has social and economic responsibilities to society and both business and government have important roles to play in the modern economy. It focuses on ethical dimensions of corporate decision making, different types of ethical conflicts, business and social responsibility and ethical problems in an organization's relationship with its customers, employees, shareholders and society in general with real life examples.

This course provides students with the necessary knowledge and skills for knowing the basic of business ethics and moral issues. The course will deal with the Nature of Morality, Work Place Issues, Job Discrimination and the Business Environment.

22. BIOL111 BIOLOGY

Biology is a natural science concerned with the study of the life and living organisms, including their structure, function, growth, evolution, distribution and taxonomy. Modern biology is a vast and electric field, composed of many branches and sub-disciplines. However, despite the broad scope of biology, there are certain general and unifying concepts within it that govern all study and research, consolidating it into single, coherent fields. In general, biology recognizes the cell as the basic unit of life, genes as the basic unit of heredity, and evolution as the engine that propels the synthesis and creation of new species. It is also understood today that all organisms survive by consuming and transforming energy and by regulating their internal environment to maintain a stable and vital condition. Sub-disciplines of biology are defined by the scale at which organisms are studied, the kinds of organisms studied, and the methods used to study them:

Biochemistry examines the rudimentary chemistry of life; molecular biology studies the complex interactions among biological molecules; botany studies the biology of plants; cellular biology examines the basic building-block of all life, the cell; physiology examines the physical and chemical functions of tissues, organs, and organs and organ systems of an organism; evolutionary biology examines the processes that produced the diversity of life; and ecology examines how organisms interact in their environment.

23. POLT208 COMPARATIVE POLITICS

Comparative politics is the study of the domestic politics, political institutions, and conflicts of countries. It often involves comparisons among countries and through time within single countries, emphasizing key patterns of similarity and difference. Comparative politics is not defined by the object of its study, but rather by the method it applies to study political phenomena. Comparative politics covers the study of political experience within more than one nation-state for the purpose of making systematic comparisons. Within comparative politics, there are two main approaches, the cross national approach and the area studies approach. The cross-national approach involves the simultaneous study of a large number of nation-states to address particular theoretical questions of broad applicability, and the tools normally involve quantitative analysis of empirical data. The area study approach emphasizes in-depth analysis within a particular country or region of the world, and the necessary tools normally involve immersion in

the language and culture of the geographical region being studied. This subject is becoming popular in modern period.

24. MNGT312 ORGANISATIONAL BEHAVIOUR & MANAGEMENT

This course introduces students to many of the basic principles of human behavior that effective managers use when managing individuals and groups in organizations. The course provides a rigorous and intensive analysis of various theories of business and managerial behavior emphasizing the business organization and its internal processes. The purpose of teaching OB is to apply such knowledge toward improving an organisation's effectiveness, as well as a manager's personal effectiveness. The course will enable students to make a critical assessment of the relationship between various theories and management practices using their experience of management practice. The topics covered include: micro-organisational issues, theories relating to individual differences in abilities and attitudes, attribution, motivation, job design, power and politics, leadership, incentives conflict and stress management, group dynamics, individual perception, conflict resolution, organizational culture and organizational structure and design.

25. BUSS213 ECONOMICS OF BUSINESS

Economics of Business course offers a lively, applied presentation of analytical and empirical tools for managerial design making. It is concerned with the application of economic concepts and economic analysis to the problems of formulating rational managerial decisions. Economics of Business is designed to provide a solid foundation of economic understanding for use in managerial decision making. Businessmen and women have to develop special skills to tackle their problems. The methods of reasoning, concepts, tools and techniques provided by economics of business aid the processes of business decision-making. Economics of business focuses on the economics of the managerial decision process. It uses economic institution as a practical tool for problem solving. Topics covered include: The scope of business economics, the firm and its environment, objectives of business firms, consumer behavior, demand, elasticity of demand and supply, business and economic forecasting, estimating and forecasting demand, production and the determination of costs, market structure: perfect competition, monopoly, monopolistic competition, oligopoly and barriers to entry, pricing in theory, pricing in practice, non-price competition and the marketing mix, investment decisions, risk and uncertainty, economics and the analysis of business strategy, market failure and asymmetric information, business location, business issues and the environment and the globalization of business activities.

26. BUSS302 BUSINESS LAW

This course highlights the most practical, current and broad based introduction to the dynamic field of Business Law. It focuses on the legal and regulatory environment in which people and companies conduct business activities. This course provides the students with information on various areas of law such as contracts, crimes, ethics, system and forts. This course also offers information on the current and emerging areas in the business law field including e-commerce, environmental and international law. The business law deals primarily with the general principles of law and their application to business. Finally, this course also focuses on personal application of law and ethical aspects of personal and business behavior.

27. BNKG208 MONEY & BANKING

Money and Banking Systems focus on the functioning of financial markets and financial institutions in real life. This course gives explanations for why the financial system is organized as it is and shows the students the interconnection between the financial system and the economy. It

helps the students understand the relationship between Money, Banking and economic activity. It teaches the students about every aspects of Money, Banking and financial markets and financial instruments with real life examples. Topics covered include: the role of money and financial markets, financial institutions: commercial banks, banking industry ,non bank financial institutions, business cycles, Keynesian economics, central banking : structure and functions of central banks and the federal reserve system, multiple deposit creation and the money supply process , determinants of money supply, tools of monetary policy, conduct of monetary policy, monetary theory: the demand for and supply of money ,liquidity preference theory of interest , quantity theory of money, inflation, deflation and stagflation, ISLM model, monetary and fiscal policy in the ISLM model, rational expectations : implications and policy.

28. FINA213 PRINCIPLES OF BUSINESS FINANCE

This course provides an understanding of the general nature of business finance, the concepts & modern practices of financial management, the American financial system, taxes and the major decisions of corporations. It deals with the process of raising funds and deciding the uses to which they are put. Emphasis is placed on both short term and long term investing and financial decisions. Specific attention is given to present value and capital budgeting, financial reports and their interpretation, risk and asset pricing ,financial analysis and forecasting; financial decisions and market efficiency, valuation of investment under uncertainty and its implications on investment strategy; capital structure and its implications on financing strategy ,leasing dividend policy ; fundamental risk management and implications, portfolio theory and the efficient markets hypothesis ,dividend policy, working capital management , mergers and take-over's and the management of exchange risk.

29. BUSS212 BUSINESS RESEARCH METHODS

This course provides students with the necessary knowledge and skills for the successful completion of a business research .the course will examine the application of research in gathering and analyzing information to forecast and control business activities, problem formulation, procedures of business techniques, and application of tools and models to improve business decisions are covered in depth. Attention is given to techniques and criteria for identifying and selecting business locations, and the usefulness of business research information to business managers is evaluated .It highlights on the nature and purpose of research, the qualities of a good researcher and overview of the research process. It examines the practical issues related to research, supervision, finding and guiding access to information on a specified time – scale. Besides, high lights on the different approaches to research, generate a research topic and conduct literature search. It emphasis on design of a project, research finding and viva.

30. HIST303 MODERN EUROPE

This course covers the history of Modern Europe – the period between 1890 and 1945- and the post- Second World War era until the end of the Cold War. The period 1890 to 1945 witnessed such momentous events in European history as the Russian Revolution, the First and Second World Wars, the rise and fall of Hitler's Nazi Germany and Mussolini's fascist Italy. In this stimulating course, the focus is on a number of key themes: the conflict which produced the two world wars, the road to the Russian revolution, and the fascist regimes in Germany and Italy. The course also examines critically the main historical debates surrounding these topics. Whereas the general objective of the course is to educate the learners into an awareness of the significance of learning history, which often can help mould the future. The specific objectives are to acquaint the learners with the greatest vents of modern European civilization.

31. INTERNATIONAL MANAGEMENT

The study of international management is gaining importance as firms expand their operations globally. The International management course is designed to help students learn the fundamentals of international business strategies and cross-cultural management. Further, throughout the course, students are expected to develop a sense of ease to engage in business in a multicultural business management environment.

This course aims to promote critical awareness of the merits and complexities of International management and to instill an appreciation of the association between theory and practice. It aims to introduce you to important new developments in the field of management and to enable you to develop appropriate practical and transferable skills.

This course focuses on key issues in International and Global Management. These issues are approached from a perspective of managers responsible for organizational success in risky and turbulent environment of international business. The emphasis will also be put on understanding the logic of transformation from planned to market economy in different countries and on pragmatic issues of entry strategies and local responsiveness.

32. INTERPERSONAL COMMUNICATION

Interpersonal communication is the study of theories and practice in verbal and nonverbal communication with a focus on interpersonal relationships. Emphasis is on improving interpersonal skills and increasing communication competence in everyday social exchanges

Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods. It often includes face-to-face exchange of information, in a form of voice, facial expressions, body language and gestures

This is a course on interpersonal communication, which is essentially a focus on communication within two-person relationships. This course presents concepts essential to understanding the complex dynamics that go into constructing and maintaining our relationships, offering a multitude of research-based insights that will help students better understand themselves, their relationship partners, and relationship dynamics. The concepts presented here can be applied to relationships of all types--personal and professional: family, friends, romantic partners, co-workers, and supervisors.

Through this course, you will understand what our basic human needs are as we seek and engage in human relationships, as well as how to have your own needs met and meet the needs of the other person through your communication behaviors. Through more conscious communication, we can achieve happier and more fulfilling relationships. Also, in understanding common pitfalls and challenges in communication within relationships, you will be better positioned to confront those challenging situations with knowledge to defuse the toughest ones and be effective in your communications nonetheless.

The major areas and themes covered by this course are: what is context of international management; what is global strategic planning and how is it different from a domestic focus; what is national/regional culture and what is its impact on organizations, what are challenges of global communication and negotiations; how to manage in multicultural work environments, including how to leverage cultural diversity; and how to manage global managers.

This course is a must for anyone seeking to have a better, happier existence with more fulfilling and satisfactory relationships a key component of that contentment.

33. INTERNATIONAL BUSINESS AND CULTURE TRAVEL PROJECT

Students should work with an advisor to select a country of travel, establish learning objectives, and develop guidelines to write a well-researched assignment / paper of 45 to 50 pages in APA (American Psychological Association) format.

34. BUSINESS POLICY

Business Policy is the capstone, integrative course for graduating Business Administration students. This is an exciting, challenging course that focuses on how firms formulate, implement and evaluate strategies. Strategic management concepts and techniques are studied.

Students use all the knowledge acquired from prior business courses, coupled with new strategic-management techniques learned, to chart the future direction of different organizations. The major responsibility of students in this course is to make strategic decisions and to justify them through oral and written communication. The first part consists of interactive lectures on strategic management techniques and a brief review of general management, marketing, and finance tools. Special attention is given to the integration of business concepts. The second part of the course will be devoted to cases.

The course structured around defining the characteristics of a sound strategic management process. Through analysis of external market forces and internal organizational challenges, students will begin to paint a picture of organizational effectiveness. Next, the course will address the key elements in developing a strategy and how the opportunity of “competitive advantages” becomes central to the firm’s existence.

From there, the course will delve into the issues, opportunities and challenges inherent when a firm attempts to implement a strategy formulated. How should an organization be structured to compete in its markets? How does a firm build its asset base (both tangible and intangible) to better meet the demands of its market(s) and finally how does innovation play a significant role in the success of a firm? As the capstone course, it has been designed to provide you with the opportunity to develop an essential leadership tool...confidence in your ability to analyze issues and make decisions. You will have the opportunity to synthesize your learning’s from previous business courses, including marketing, finance, operations, information systems and economics, into a comprehensive management process.

35. LIFE CYCLE FINANCIAL PLANNING

The primary objective is to provide students with basic financial tools and knowledge that will enable them to build the lives they envision. The course will cover financial responsibilities, planning for the future, budgets, income and careers, spending and credit, saving and investing. The main focus is to understand how to plan for the future by planning for today.

This course includes a broad series of lessons and activities that offer a variety of modalities for ultimate student engagement and content retention. Each unit contains a series of lessons that include introduction of content, virtual demonstration of that content, and repeated opportunity to practice that content, along with a quiz per lesson, exam per unit, and final exam at the end of the course.

Personal Finance is designed to help students understand the impact of individual choices on occupational goals and future earnings potential. ... This course will provide a foundational understanding for making informed personal financial decisions.

36. CUSTOMER RELATIONSHIP AND RETAIL MANAGEMENT

This course explains the circular relationship between suppliers, technology, and customers, which together provide the infrastructure for customer support in an e-business environment. Managing relationships with customers has become a critical organizational competency. Customer Relationship Management (CRM) is one of the most important components for sustenance and growth of an organization. With the advancement of software technologies, significant progress has been made in designing and managing CRM systems. These efforts envisage facilitating better customer interactions and greater understanding about customers; thus helps an organization build competitive advantages. Retail Management is the process which helps the customers to procure the desired merchandise from the retail stores for their personal use.

It gives an overview of the concept of visual merchandising and lays emphasis on customer relationship management, brand management and sales management. This course plans to impart a sound introduction to CRM, a comprehensive understanding of the processes involved, strong understanding of software components in different CRM systems, and practical applications of CRM in different sectors. As the course is targeted to students of rural management, it includes practical examples with strong lineage to rural planning and development.

37. PROJECT AND OPERATIONS MANAGEMENT

This course examines activities related to project planning and estimating project scope and schedule. It also examines processes for managing project resources. Upon completion of this course, students are expected to be able to do the following: Plan and estimate project scope, resources, This course provides a systematic and thorough introduction to all aspects of project management. Projects are an increasingly important aspect of modern business.

Therefore, the course underlines the importance of understanding the relation between projects and the strategic goals of the organization. The course also discusses the technical, cultural, and interpersonal skills necessary to successfully manage projects from start to finish. It emphasizes that project management is a professional discipline with its own tools, body of knowledge, and skills. Concepts are reinforced by case studies covering a wide variety of project types and industries.

This course provides students with insight on key aspects and challenges of Project Management (PM). Students will understand the importance of Project Management across all avenues of work, from producing a Hollywood movie to constructing a skyscraper to upgrading IT systems. They will understand that PM skills are critical to most careers and that they can be applied at most businesses and professions.

38. MANAGEMENT INFORMATION SYSTEMS

The internship course provides the student with a field study of opportunity to engage in the application and reflection about theory to the real world work situation. This course provides the student with an opportunity to gain knowledge, skills and competencies from a planned work experience in the chosen field of study and career. Internship is a carefully constructed learning experience designed for entry level, career related experience and work place competencies that employer's value when hiring new employees. Internship will assist students in making the job valuable and productive and the success in the concerned field will help ensure development of skills necessary for the future career.

39. MANAGEMENT INFORMATION SYSTEMS

This course provides students with an overview of the utilization of business application software and problem-solving using that software. Topics include computer systems, management information systems, microcomputer operating systems, word processing, electronic spreadsheets, database management, business graphics, networks, and integrated packages. Industry accepted microcomputer software will be used. This course is designed to provide students with a basic understanding of how Information Systems are used in organizations for meeting strategic and operational goals. To that end, students will acquire skills using current end-user software for communication, data transformation, collaboration, and problem solving. The course also covers software and hardware components, information structures, basic business organization and processes, information system security, and networks.

Management Information Systems (MIS) is a formal discipline within business education that bridges the gap between computer science and well-known business disciplines such as finance, marketing, and management..

The term Management Information Systems has several definitions that might depend on where you look or who you ask. Common among these many definitions is that MIS represent a collection of technologies, people, and processes that manage the information and communication resources of an organization.

40. CAPSTONE PROJECT: RESEARCH THESIS WITH PRESENTATION

The Capstone project will enable the students to apply theoretical knowledge to a project involving realistic setting and situation. During the capstone project, students will engage in the entire process of solving a real-world project by collecting, processing and applying suitable and appropriate methods to the problem situation. The problem statement for a project originates from the real-world issues typically encountered within the industry or academic research. Depending on the project's complexity, students will work independently on the acquired specific interests of the student in a particular subject area or issues. It provides an opportunity to the student to expand their knowledge and expertise in the specific area. An appropriate project or research thesis will enable the students to link their future career choice or area of current employment.