


**K.S.Rangasamy College of Arts& Science, (Autonomous),**

**Tiruchengode-637 215**

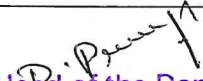
**Department of Management studies –PG**

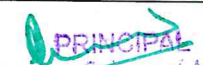
**Course content relevant to the local, national, regional and global development needs**

COURSE CODE	COURSE NAME	NEED				REMARKS
		Local	National	Regional	Global	
18PBAM101	CORE I: Management and Decision making		✓	✓		Evaluate the context for taking managerial actions of planning, organizing, delegating authority and responsibility.
18PBAM102	CORE II: Managerial Economics	✓	✓	✓	✓	Design competitive pricing strategies for the different market conditions and Analyse real world business for the nations/firms economic development.
18PBAM103	CORE III: Organizational Behaviour		✓	✓	✓	Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
18PBAM105	CORE V: Entrepreneurial Development	✓		✓		Learn the environmental factors that motivate the entrepreneurship.
18PBAM201	CORE VI: Operations Management		✓		✓	Utilise the various quality management tools to optimize the quality in operations management
18PBAM202	CORE VII: Financial Management	✓		✓		Effective management of financial resources to meet the business need.
18PBAM203	CORE VIII: Human Resource Management		✓	✓	✓	Imparts the role of HRM in creating organization's competitive advantage.

  
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 Namakkal-Dt. Tamil Nadu, INDIA

18PBAM204	CORE IX: Marketing Management	✓		✓		Identify core concepts of marketing and the role of marketing in business and society.
18PCSBAMP2 01	Core Practical II: Computer Applications for Managers		✓	✓		Know about computer applications for better business communications.
18PBAM301	Core XI: Strategic Management		✓		✓	Guides to Frame the competitive strategies for the companies/ firms portfolio management
18PCSBAM303	Core XIII: Information Management		✓	✓	✓	Define and access the expert systems for Decision making in Business Process.
18PBAM401	Core XIV: Global Business Management				✓	Guides and promotes international trade.
18PBAPR401	Core XV: Project and Viva Voce	✓		✓		Provides practical exposure to find solution for real time issues for the organisation.
18PBAEF301	Elective I: Financial Services	✓		✓		Learn the various financial services that are rendered to the corporates' relating to their assets.
18PBAEF302	Elective II: Security Analysis and Portfolio Management		✓		✓	Explore the various market regulators and fundamental analysis techniques towards stock investment.
18PBAEH301	Elective I: Employee Relations Management		✓	✓		Knowledge about the welfare facilities to be provided by an organization and various schemes for welfare available in government.
18PBAEH302	Elective II: Strategic Human Resource Management		✓		✓	Imparting the strategic role of HR director and HR specialist

  
 Head of the Department,  
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