

# **Programme Outcomes and Course Outcomes**

## **Bachelor of Management Studies (BMS)**



Sharda Education Society's

College Code : 11

***Anand Vishwa Gurukul Senior Night College***

of Commerce & Science

Affiliated To University of Mumbai

ISO 9001 : 2008 Certified

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# Bachelor of Management Studies (BMS)

## Program Outcomes

PO1: To provide comprehensive management training to students by way of interactions, projects, presentations, industrial visits, practical training, job orientations and placements.

PO2: To create additional avenues of self-employment and to benefit industry by providing them with suitability trained person in the field of management and finance.

PO3: To provide adequate basic understanding about management and finance education to the students.

PO4: To provide adequate exposure to the operational environment and to inculcate training and practical approach by using modern technology in the field of management and finance.

## Course Outcomes

### FYBMS – SEMESTER – I

#### **COURSE TITLE: INTRODUCTION TO FINANCIAL ACCOUNTS**

CO1:-To understand and apply the theoretical aspects of accounting methods used for collecting, recording and reporting financial information.

CO2:-To analyse and interpret the financial environment in which accounting information is used managing a business.

#### **COURSE TITLE: BUSINESS LAW**

CO1:-To demonstrate an informed understanding of the law and social responsibility relevant to managing an organization domestically and internationally.

CO2:-To understand the corporate governance system, including laws related to agency.

#### **COURSE TITLE: BUSINESS STATISTICS**

CO1:-To help managers to know “How Much” profit they would earn, whether it is cumulative or no.

CO2:-To help managers to understand the co-relation of different variables of his business.

#### **COURSE TITLE: BUSINESS COMMUNICATION I**

CO1:-To provide students with equal opportunity to understand how important it is to have right approach towards communication.

CO2:-To balance the delivery of oral and written components of communication skills.

**COURSE TITLE: FOUNDATION OF HUMAN SKILLS**

CO1:-To understand the basic behaviour pattern of human, the most important resource of a business and to deal with them in an apt manner.

CO2:-It helps in dealing and negotiating with different kinds of human nature and greater awareness of the human behaviour.

**COURSE TITLE: BUSINESS ECONOMICS**

CO1:-To acquaint the students with concepts and scope of Business Economics and basic economic relations.

CO2:-To understand various economic functions and their applications.

**COURSE TITLE: BUSINESS ECONOMICS**

CO1:-To understand a wide range of topics like communalism, regionalism, linguism and casteism.

CO2:-To understand in detail our constitution and Indian political system.

## FYBMS – SEMESTER – II

**COURSE TITLE: PRINCIPLES OF MARKETING**

CO1:-To understand basic marketing concept and clear the difference between marketing and selling.

CO2:-To understand various elements of business environment that have an impact on company's marketing efforts.

**COURSE TITLE: INDUSTRIAL LAW**

CO1:-To understand the concepts keeping in mind that students will be the part of industry therefore the emphasis should be on the practical aspect and uses of Industrial Law by the organization.

CO2:-To sensitize the students to the tasks of industrial relations.

**COURSE TITLE: BUSINESS MATHEMATICS**

CO1:-To explain and have a good working practice of mathematical tools for taking appropriate decisions in managerial situations.

CO2:-To provide primary knowledge regarding some mathematical techniques to be used in managerial decision making.

**COURSE TITLE: BUSINESS COMMUNICATION - II**

CO1:-To explain effective ways of presentations.

CO2:-To enlighten various concepts of communications such as interview, meeting, conference and public relations.

**COURSE TITLE: FOUNDATION COURSE – II**

CO1:-To understand the concept of liberalization, globalization and privatization; their onset in India and their day to day manifestation.

CO2:-To understand human rights and its constituents with special reference to Fundamental Rights stated in the Constitution.

**COURSE TITLE: BUSINESS ENVIRONMENT**

CO1:-The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.

CO2:-To promote basic understanding on the concepts of Business Environment.

**COURSE TITLE: PRINCIPLES OF MANAGEMENT**

CO1:-To provide basic of understanding to the students with reference to working of Business Organizations through the process of Management.

CO2:- To inculcate the management skills of planning, organizing and controlling and to teach how it can be executed in a variety of circumstances and apply concepts of strategic and tactical organizational planning.

**SYBMS – SEMESTER III****Specialization: FINANCE ELECTIVE****COURSE TITLE: Basics of Financial Services**

CO1:- To aim at explaining the core concepts of business finance and its importance in managing a business.

CO2:- To develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.

**COURSE TITLE: Corporate Finance**

CO1:- To develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making.

CO2:- To aim at explaining the core concepts of corporate finance and its importance in managing a business.

**Specialization: MARKETING ELECTIVE****COURSE TITLE: Consumer Behaviour**

CO1:-To develop an understanding about the consumer decision making process and its applications in marketing function of firms

CO2:-To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.

**COURSE TITLE: Advertising**

CO1:-To understand and examine the growing importance of advertising.

CO2:-To understand the construction of an effective advertisement.

**COMPULSORY SUBJECTS:**

**COURSE TITLE: Information Technology in Business Management-I**

CO1:-To learn basic concepts of Information Technology, its support and role in Management, for managers.

CO2:-Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software.

**COURSE TITLE: Foundation Course –III (Environmental Management)**

CO1:-To sensitize the students about the importance of environment and maintaining harmony with the environment for the continued growth & development of mankind.

CO2:-To create awareness among the student community who are the future stakeholders of the world, about the negative actions of human race which are intruding and upsetting the natural balancing equilibrium of nature.

**COURSE TITLE: Business Planning & Entrepreneurial Management**

CO1:-Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.

CO2:-To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.

**COURSE TITLE: Accounting for Managerial Decisions**

CO1:-To acquaint management learners with basic accounting fundamentals.

CO2:-To develop financial analysis skills among learners.

**COURSE TITLE: Strategic Management**

CO1:-The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world. The focus is to critically examine the management of the entire enterprise from the Top Management viewpoints.

CO2:-This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

## SYBMS SEMESTER IV

### SPECIALIZATION: FINANCE ELECTIVE

#### **COURSE TITLE: Financial Institutions & Markets**

CO1:-The Course aims at providing the students basic knowledge about the structure, functioning of financial institutions and markets in the financial system in India.

CO2:-To inculcate understanding relating to managing of financial system.

#### **COURSE TITLE: Corporate Restructuring**

CO1:-To impart knowledge relating to legal, accounting and practical implementation of corporate restructuring.

CO2:-The subject covers the complex facets of corporate restructuring process

### SPECIALIZATION: ELECTIVE MARKETING:

#### **COURSE TITLE: Integrated Marketing Communication**

CO1:-To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.

CO2:-To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

#### **COURSE TITLE: Rural Marketing**

CO1:-To explore the students to the Agriculture and Rural Marketing environment.

CO2:-To understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

### COMPULSORY SUBJECTS:

#### **COURSE TITLE: Information Technology in Business Management-II**

CO1:-To understand managerial decision-making and to develop perceptive of major functional area of MIS

CO2:-To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.

#### **COURSE TITLE: Foundation Course –IV Ethics & Governance**

CO1:-To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country.

CO2:-To learn the applicability of ethics in functional areas like marketing, finance and human resource management.

**COURSE TITLE: Business Economics- II**

CO1:-To understand Macro Economics factors.

CO2:-To understand money supply, inflation and monetary policy.

**COURSE TITLE: Business Research Methods**

CO1:-To inculcate the analytical abilities and research skills among the students.

CO2:-To give hands on experience and learning in Business Research.

**COURSE TITLE: Production & Total Quality Management**

CO1:-To acquaint learners with the basic management decisions with respect to production and quality management.

CO2:-To make the learners understand the designing aspect of production systems.

## TYBMS – SEMESTER V

### Group A: Finance Electives

**COURSE TITLE: Investment Analysis and Portfolio Management**

CO1:-To acquaint the learners with various concepts of finance.

CO2:-To understand the terms which are often confronted while reading newspaper, magazines for better correlation with the practical world.

**COURSE TITLE: Financial Accounting**

CO1:-To acquaint the learners in preparation of final accounts of companies.

CO2:-To study provisions relating to underwriting of shares and debentures.

**COURSE TITLE: Risk Management**

CO1:-To familiarize the student with the fundamental aspects of risk management and control.

CO2:-To introduce the basic concepts, functions, process, techniques of risk management.

**COURSE TITLE: Direct Taxes**

CO1:-To understand the provisions of determining residential status of individual.

CO2:-To study various heads of income.

## **Group B: Marketing Electives**

### **COURSE TITLE: Service Marketing**

CO1:-To understand distinctive features of services and key elements in services marketing.

CO2:-To provide insight into ways to improve service quality and productivity.

### **COURSE TITLE: E-Commerce and Digital Marketing**

CO1:-To understand increasing significance of E-Commerce and its applications in Business and Various Sectors.

CO2:-To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.

### **COURSE TITLE: Sales and Distribution Management**

CO1:-To develop understanding of the sales & distribution processes in organizations.

CO2:-To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management.

### **COURSE TITLE: Customer Relationship Management**

CO1:-To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management.

CO2:-To provide insight into CRM marketing initiatives, customer service and designing CRM strategy.

## **COMPULSORY SUBJECTS:**

### **COURSE TITLE: Logistics and Supply Chain Management**

CO1:-To provide students with basic understanding of concepts of logistics and supply chain management.

CO2:-To introduce students to the key activities performed by the logistics function.

### **COURSE TITLE: Corporate Communication & Public Relations**

CO1:-To provide the students with basic understanding of the concepts of corporate communication and public relations.

CO2:-To introduce various elements of corporate communication and consider their roles in managing organizations.

## **TYBMS – SEMESTER VI**

### **Group A: Finance Electives**

### **COURSE TITLE: International Finance**

CO1:-To familiarize student with the fundamental aspects of various issues associated with International Finance.



CO2:-To give a comprehensive overview of International Finance as a separate area in International Business.

**COURSE TITLE: Innovative Financial Services**

CO1:-To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services.

CO2:-To give a comprehensive overview of emerging financial services in the light of globalization.

**COURSE TITLE: Project Management**

CO1:-To familiarize the learners with the fundamental aspects of various issues associated with Project Management.

CO2:-To give a comprehensive overview of Project Management as a separate area of Management.

**COURSE TITLE: Strategic Financial Management**

CO1:-To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.

CO2: Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable. To acquaint learners with contemporary issues related to financial management.

**COURSE TITLE: Financing Rural Development**

CO1:-To acquaint the learners with the concept of rural banking.

CO2:- To give an overview of micro finance and MSME finance.

**COURSE TITLE: Indirect Taxes**

CO1:-To understand the basics of GST.

CO2:-To study the registration and computation of GST.

**Group B: Marketing Electives**

**COURSE TITLE: Brand Management**

CO1:-To understand the meaning and significance of Brand Management.

CO2:-To know how to build, sustain and grow brands.

**COURSE TITLE: Retail Management**

CO1:-To familiarize the students with retail management concepts and operations.

CO2:-To provide understanding of retail management and types of retailers.

**COURSE TITLE: International Marketing**

CO1:-To understand International Marketing, its Advantages and Challenges.

CO2:-To provide an insight on the dynamics of International Marketing Environment. To understand the relevance of International Marketing Mix decisions and recent developments in Global Market.

**COURSE TITLE: Media Planning and Management**

CO1:-To understand Media Planning, Strategy and Management with reference to current business scenario.

CO2:-To know the basic characteristics of all media to ensure most effective use of advertising budget.

**COURSE TITLE: Operations Research**

CO1:-To help students to understand operations research methodologies.

CO2:-To help students to solve various problems practically.

  
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