



Jan Seva Sangh Sanchlit



MUMBAI UNIVERSITY

Shri Ram college of Commerce

(Affiliated to University of Mumbai)

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Ref. No:

Date : _____

BACHELOR OF MANAGEMENT STUDIES

(BMS)

PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME

Gen. Sec. :Dr. Arun Mule (Ph.d., D.H.E., M.com)

M.D.:Dr. Mansi Mule (Ph.D. M.B.A, M.Com, B.Ed)

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PROGRAM OUTCOME

PO1-Develop a basic understanding of management education and practices that can be applied in the present-day global scenario. Gain knowledge and skills to exploit opportunities in the management profession.

PO2-Appreciate the interrelationships among functional areas of management. Understand the importance of multicultural, ethnic, ethical and gender issues in the organization. Demonstrate professionalism, self-awareness, and effective communication skills.

PROGRAM SPECIFIC OUTCOME

PSO1- To provide students with a good breadth of knowledge in mathematical, scientific, computing and basic management fundamentals necessary to formulate, analyse and solve problems and pursue advanced study or research.

PSO2- To educate students with proficiency in core areas of Management Education to comprehend trade-offs in the decision-making process; to analyse, design, and synthesize data and technical concepts to create solutions for real-life problems.

PSO3- To inculcate in students a sense of high professionalism, to work as part of teams on multidisciplinary projects and diverse professional environments, needed for a successful professional career and related management issues to the society, global economy and emerging technologies

PSO4- To understand the nature and causes of stress in an individual and organizations

PSO5- To develop an understanding of the sales & distribution processes in a marketing organization

PSO6- To teach the analytical abilities and research skills among the students

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COURSE OUTCOME

FY BMS SEM –I

1	Business Communication – I	<p>CO1-Display Competence in oral and written, and visual communication</p> <p>CO2- Develop confidence in explaining once thoughts and ideas in a most effective manner</p> <p>CO3-Understands style, format and etiquette to keep pace with the communication need of the modern world.</p> <p>CO4- To develop language and writing skills</p>
2	Foundation Course- I	<p>CO1 -Acquire an understanding of the pluralistic nature of Indian society</p> <p>CO2-Be able to learn about their rights and responsibilities as a citizen of a country</p> <p>CO3- Develop sensitization about gender disparity in society.</p> <p>CO4- To understand the political party system of India</p>
3	Business Statistics	<p>CO1- Understand the calculation and estimation of profit they can earn through projects.</p> <p>CO2-Understand the correlation of different variables of his business</p> <p>CO3- Develop the usage of statistical, graphical, and algebraic techniques wherever relevant.</p> <p>CO4- To study the application of decision theory in business</p>
4	Foundation of Human Skills	<p>CO2- To develop knowledge of the field of organization and explain individual behavior related to attitude, personality, perception motivation and rewards.</p> <p>CO2-Learn to identify the process used in developing communication, resolving conflicts, and implementing change.</p> <p>CO3-Acquire the knowledge of organizational culture and describe</p> <p>CO4 - Various organizational designs.</p>
6	Introduction to Financial Accounts	<p>CO1-To study the application of decision theory in business</p> <p>CO2-To understand journal entries, ledger posting and subsidiary books</p> <p>CO3-To understand depreciation and trial balance</p> <p>CO4-To understand the preparation of financial statements</p>



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7	Business Economics - I	<p>CO1-Provide the basic provisions and contemporary issues To expose students to basic micro-economics concepts and inculcate the analytical approach of the subject matter.</p> <p>CO2-Provide the basic provisions and contemporary issues To stimulate the students' interest by showing the reliability and use of various economic theories</p> <p>CO3-Provide the basic provisions and contemporary issues To apply economic reasoning to problems of business.</p> <p>CO4- To make aware of different pricing methods</p>
FY BMS SEM –II		
1	Business Communication – II	<p>CO1-Display Competence in oral and written and visual communication</p> <p>CO2- Develop confidence in explaining one thought and ideas in a most effective manner</p> <p>CO3- Understands style, format and etiquette to keep pace with the communication needs of the modern world.</p> <p>CO4- To develop language and writingskills</p>
2	Business Environment	<p>CO1-Understand how an entity operates in Business Environment.</p> <p>CO2- Learn about legal framework that regulates Industry.</p> <p>CO3- study the effect of Government policies on the Economic Environment.</p> <p>CO4- Explore Competitive strategies in Industry.</p>
3	Business Mathematics	<p>CO1- Appreciate the mathematical concepts encountered in the real world and gain insight into business situations.</p> <p>CO2- Use mathematical concepts to enable profit maximisation and cost</p> <p>CO3- To understand mathematic al definition and use them correctly</p> <p>CO4- To provide primary knowledge regarding mathematical techniques to be used in managerial decision making.</p>
4	Foundation Course - II	<p>CO1-The objective of the subject is to provide students with the knowledge of LPG, Human rights and Organisational stress</p> <p>CO2-The subject aims to provide students with</p>



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		<p>the knowledge of expressing their opinions in a conflict situation and stress management.</p> <p>CO3- To understand the concept of Industrial Law</p> <p>CO4- To Understand social legislation in India.</p>
5	Industrial Law	<p>CO1- To review Industrial and Labour Laws in India.</p> <p>CO2- To understand the significance of and practices of Industrial and Labour Laws</p> <p>CO3- To Understand social legislation in India</p> <p>CO4- Focus on the laws relating to Industrial Relations, Social Security and Working conditions.</p>
6	Principles of Marketing	<p>CO1- To understanding of marketing concepts and terminologies</p> <p>CO2- To Understanding of individual elements of the marketing mix.</p> <p>CO3- To Demonstrate knowledge of marketing communication strategies.</p> <p>CO4- To Identify the organizational process involved in planning, implementing, and controlling marketing activities.</p>
7	Principles of Management	<p>CO1- Students will understand the concept of management and processes used in organisation.</p> <p>CO2- The student will be able to Identify and proper use vocabulary within the field of management and communicate effectively</p> <p>CO3- The student will study the evolution of management</p> <p>CO4- Illustrate the diverse learning opportunities for developing analytical and soft skills</p>



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SYBMS Sem - III		
1	Strategic management	<p>CO1- To expose students to various perspectives & concepts in strategic management.</p> <p>CO2- It enables the students to understand strategy formulation, implementation & control in an organization.</p> <p>CO3- To help students develop skills for applying these concepts to the business problem solution.</p> <p>CO4- To help students master the analytical tools of strategic management</p>
2	IT in Business Management-1	<p>CO1- Learning basic IT concepts supports and role in management, managers.</p> <p>CO2- To understand the basic concepts of email, internet, and websites, Domain & security therein.</p> <p>CO3- To recognize the security aspects of IT in Business, highlighting electronic transactions.</p> <p>CO4- Investigate the concept of E-security</p>
3	Business Planning and entrepreneurial management	<p>CO1- Understand the concept of entrepreneurship.</p> <p>CO2- Understand the role and importance of entrepreneurship for economic development.</p> <p>CO3- Acquire the knowledge of the entrepreneurial process and various resources needed to develop entrepreneurial ventures.</p> <p>CO4- Demonstrate the systematic process and to select and screen a business idea</p>
4	Accounting for Managerial Decisions	<p>CO1- Acquainted with basic accounting fundamentals.</p> <p>CO2- Develop financial skills</p> <p>CO3- Understand the core concepts of Business Finance and understand its importance in managing business.</p> <p>CO4- Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs.</p>



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5	Foundation course III	<p>CO1-To expose the students to the emerging environmental issues related to business and commerce at global, national, and regional levels and the measures for the effective management of these problems.</p> <p>CO2- To teach environmental ethics and values in the minds of the students and at the same time acquaint them with relevant methods, techniques and tools that are in use to assess and analyze the environmental issues.</p> <p>CO3- Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs.</p> <p>CO4- Analyse various techniques to various domains concerned with accounting-based applications and solutions</p>
6	Advertising (Marketing Specialization)	<p>CO1-Appreciate the ways of communication and persuasion with consumers.</p> <p>CO2-Understanding the role of advertising in the communication mix.</p> <p>CO3-Identify and discuss the range of creative strategies in advertising.</p> <p>CO4-Discuss the role of an advertising agency and its client relationship</p>
7	Consumer Behaviour (Marketing Specialization)	<p>CO1-To explain why consumer behaviour is a central topic in marketing.</p> <p>CO2-To provide some simple tools that can be used for thinking about consumers, speculating about their possible behaviours, and analysing marketing problems from a consumer-behaviour perspective.</p> <p>CO3-To present a simple model of consumer decision-making and, based on this, to distinguish four basic types of consumer purchases.</p> <p>CO4-To consider how consumers learn about products and services from their environment and how they use this information to direct their behaviour.</p>
8	Recruitment and selection (Human Resource Specialization)	<p>CO1- Identify the major legal issues affecting recruitment and selection</p> <p>CO2-Explain the role of competencies and performance management.</p>



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		<p>CO3-Develop & Participate in an interview process.</p> <p>CO4- Able to analysis job, job design and induction as well</p>
9	<p>Organisation Behaviour and HRM (Human Resource Specialization)</p>	<p>CO1-To provide students with the opportunity to review and learn organisational theories.</p> <p>CO2- It helps students to develop HR management practices and will explore their development into the person they want to be.</p> <p>CO3- Apply different dimensions of organizational behavior in organizational system and procedures – Understand the importance and basic concepts of human resource management.</p>
10	<p>Corporate Finance (Finance Specialisation)</p>	<p>CO1- The objective is to develop a conceptual framework of finance function and to acquaint the participants with the tools, techniques, and process of financial management in financial decision-making.</p> <p>CO2-The course of aims at explaining the core concepts of corporate finance and its importance in managing the business.</p> <p>CO3- To providing an understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding course of finance for a business.</p> <p>CO4- To providing an understanding of time Value of Money</p>
11	<p>Cost Accounting</p>	<p>CO1- To understand the basic concepts and processes used to determine product costs.</p> <p>CO2- To be able to interpret cost accounting statements</p> <p>CO3- To analyse and evaluate the information for cost ascertainment, planning, control, and decision making.</p> <p>CO4-Identify the reasons for the difference in the profits of Cost Accounting & Financial Accounting by preparing a Reconciliation Statement..</p>



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SYBMS Sem – IV		
1	Production and Total Quality Management	<p>CO1-To obtain and understand and use basic production and Total Quality Management concepts.</p> <p>CO2-To understand various types of production systems.</p> <p>CO3-Apply the principle and techniques of Total Quality Management in improving quality practices within an industrial or service organisation.</p> <p>CO4- Apply Quality Management Tools and Six Sigma Methodology to address the identification of waste from a process and to address problem process quality and consistency.</p>
2	IT in Business Management-II	<p>CO1-To understand managerial decision-making and develop a perception of major functional areas of MIS.</p> <p>CO2-To learn and understand the relationship between Database Management and Data warehouse approaches</p> <p>CO3- To learn outsourcing concept-BPO/KPO, their structures, cloud computing.</p> <p>CO4-To Learn Identify different types of threats to computer systems and control measures</p>
3	Business Research Methods	<p>CO1-Develop analytical abilities and research skill among the students.</p> <p>CO2-Get experience and learning in Business Research</p> <p>CO3- Demonstrate the ability to think critically, research, and reason.</p> <p>CO4- Develop skills in qualitative and quantitative data analysis and presentation</p>
4	Foundation Course IV (Ethics and Governance)	<p>CO1- To make students study ethical business practices, CSR and corporate governance are practiced by various organisations.</p> <p>CO2-To make student learn the applicability of ethics in functional areas like marketing, finance and human resource management.</p> <p>CO3 : To make student learn Demonstrate a critical appreciation of importance of corporate responsibility and how it relates to corporate strategy.</p>



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		CO4- To Make student learn Promote ethical standards at work place and provide a consistent example of desired ethical conduct.
5	Business Economics II	CO1- This course is designed to present an overview of macroeconomics issues. CO2- It also introduces preliminary models for determining output employment interest rate and inflation. CO3- To understand monetary and fiscal policies are discussed to illustrate policy application of macroeconomic theories. CO4- To understand theories of international trade.
6	Financial Institutions & Markets (Finance Specialization)	CO1- The core concepts of business finance and its importance in managing the business. CO2- A conceptual framework of the finance function and to acquaint the participants with the tools, types, instruments of the financial system in the realm of Indian Financial market. CO3- Critically evaluate the historical development of regulations and supervision of financial markets. CO4- To Understand the primary and second Markets
7	Auditing	CO1- At the end of this course students should be able to: Understand the concept of auditing, errors and frauds, principles of audit, and types of audits. CO2- Plan audit program and, maintain working papers and audit notebook. CO3- Understand techniques of auditing. CO4- Understand the concept of internal audit.
8	Integrated marketing communication (Marketing Specialization)	CO1- Understand the nature, purpose and complex construction in the planning and executing an effective Integrated Marketing Communication (IMC) program. CO1- Understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program. CO3- Understand the basic principles of planning



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		and execution in marketing communications. CO4- Demonstrate commitment to ethical practices of tourism
9	Event Marketing (Marketing Specialization)	CO1- Explore the various aspects of event marketing and event marketing consisting of different concepts and processes in event marketing CO2- To understand the trends and Challenges in Event Marketing CO3- To Understand the Monitor and evaluate sponsorship and events CO4- To Understand the Concept of Pricing and Promotion in Event
10	Training and Development in HRM (Human Resource Specialization)	CO1- To develop and understand the evolution of T&D from a tactical to a strategic function. CO2- To understand the concept of training audit and evaluation. CO3- To understand the need for Performance management. CO4- To understand the various strategies used by organization to measure the performance and reward for the same.
11	Conflict and Negotiation (Human Resource Specialization)	CO1- To make students aware of conflict resolution models, framework models, classical ideas, and new developments in conflict resolution. CO2- Strategy and tactics for distributive bargaining, strategy and tactics for integrative negotiation, negotiation strategy and planning. Finding and using negotiation power, sources of power, Ethics in negotiation. CO3- To apply the concepts to understand how people approach negotiation different mind sets. CO4- To understand the role of third-party negotiation and skills for effective negotiation.



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TYBMS Sem – V		
1	Logistics and Supply Chain Management	CO1- To understand how logistics & supply chain operations fit into various types of Business: Manufacturing, service & project. CO2- To learn about the practice of Logistics in different sectors CO3- To study modern logistical Infrastructure in detail. CO4- To Examine concepts like inbound and outbound Logistics, offshore and inshore logistic
2	Corporate communication and Public Relation	CO1- To provide the students with a basic understanding of the concepts of corporate communication & public relation. CO2- To introduce the various elements of corporate communication & consider their roles in managing organisation. CO3- To examine how various elements of corporate communication must be coordinated to communicate effectively. CO4- To Understand the Demonstrate various Mass Media laws and use of technology and correspondence in day- today activities of an organization.
3	Direct Tax (Finance Specialization)	CO1- To know the definition of important terms, residential status, taxable, and exempted income. CO2- To understand – deductions from total income and overall computation of taxable income. CO3- To ascertain the residential status of an individual and compute the taxable income of an individual. CO4- Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961.



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4	Commodity and Derivatives Market	<p>CO1- To understand the growth and development of Commodities and Derivatives Markets and Futures Trading in India.</p> <p>CO2-Explanation about option prices and how to buy and manage option.</p> <p>CO3-Explain the variety of charts in the futures trading market and how to use them to make trading decisions.</p> <p>CO4-To understand issues about pricing and hedging with options on Individual Stocks and Indexes.</p>
5	Financial Accounting (Finance Specialization)	<p>CO1-Understand provisions relating to underwriting of shares and debentures</p> <p>CO2-Evaluate the consolidation process and prepare consolidated financial statements based on relevant accounting Standards</p> <p>CO3-Understand the final accounts of companies.</p> <p>CO4-Demonstrate accounting of foreign currency and investments</p>
6	Risk Management (Finance Specialization)	<p>CO1-Enhancing the various risks available in the open market, various disasters changed the economic scenario in domestic as well as global markets.</p> <p>CO2-Creates understanding of the risk management system in the environment, making students aware of how to have an approach towards perceiving risk.</p> <p>CO3-Helps to identify, mitigate, impact and manage risks in the industry.</p> <p>CO4-Define different role of regulatory agencies</p>
7	Customer relationship management (Marketing Specialization)	<p>CO1-Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.</p> <p>CO2-Evaluate how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organisational goals.</p> <p>CO3-Implement various technological tools for</p>



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		<p>datamining and also successful implementation of CRM in the Organisations.</p> <p>CO4-Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organisations.</p>
8	<p>Ecommerce and digital marketing (Marketing Specialization)</p>	<p>CO1-Understand increasing significance of E-commerce and its applications in business and various sectors.</p> <p>CO2-Demonstrate an understanding of the foundations and importance of E-commerce analyse the impact of E-commerce on business models and strategy.</p> <p>CO3-Examine the infrastructure for E-commerce</p> <p>CO4-Examine the key features of the Internet, Intranets and Extranets and explain how they relate to each other.</p>
9	<p>Sales and distribution management (Marketing Specialization)</p>	<p>CO1- Develop an understanding of the sales and distribution process in organization.</p> <p>CO2-Get familiarized with concepts and approaches and the practical aspect of key decision making variables in sales and distribution channel management.</p> <p>CO3-Examine the practical approach related sales and distribution</p> <p>CO4-Examine concepts, approaches and the practical aspects of the key decision.</p>
10	<p>Service Marketing (Marketing Specialization)</p>	<p>CO1-To provide students with an appreciation of concepts, functions and techniques of the craft of marketing services.</p> <p>CO2-Identify critical issues in service design, including the nature of service products and markets.</p> <p>CO3-To identify critical issues in service delivery, including identifying and managing customer services.</p> <p>CO4-Examine Recent Trends in Marketing Of Services in various industry</p>
11	<p>Finance for HR Professionals and Compensation Management</p>	<p>CO1- Learn about how to evaluate the compensation of employees</p> <p>CO2- Understand the factors that are considered while deciding their compensation</p>



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	(Human Resource Specialization)	<p>CO3- They will be able to design, implement and evaluate compensation plans.</p> <p>CO4- Examine the various dimensions of Compensation Management used by the companies to attract, retain, motivate and to reward employee performance</p>
12	Strategic Human Resource Managements and HR Policies (Human Resource Specialization)	<p>CO1-The student will be able to-</p> <p>CO2-Link the HRM function to corporate strategies to understand strategic resources.</p> <p>CO3-Understand the relation between SHRM and Organizational Performance.</p> <p>CO4-Apply theories and concepts relevant to SHRM in contemporary organizations.</p> <p>CO5-Understand the purpose and process of developing HR policies</p>
13	Stress Management (Human Resource Specialization)	<p>CO1 -To understand the concept of Industrial Relations</p> <p>CO2- To review Industrial Relations in India and Abroad</p> <p>CO3- To understand the significance of and practices of Industrial Relations</p> <p>CO4- To enable to learners to adopt effective strategies, plans and techniques to deal with stress.</p>
14	Performance Management and Career Planning (Human Resource Specialization)	<p>CO1- To understand the concept of performance management in organizations</p> <p>CO2- To review performance appraisal systems</p> <p>CO3-To understand the significance of career planning and practices</p> <p>CO4- Demonstrate the significance of career planning and practices through performance appraisal.</p>
TYBMS Sem - VI		
1	Operation Research	<p>CO1- Be able to understand the mathematical tools that are needed to solve optimization problems</p> <p>CO2-Learn about different decision-making processes</p> <p>CO3-Explore the facts about networking and transportation</p> <p>CO4- Examine the concepts to solve various problems practically</p>



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2	Project work	CO1- Apply the fundamental aspects associated with the project. CO2- Evaluate the fundamental aspects associated with the project. CO3- Understand the topic selected fully and to use it for practical purposes. CO4- Analyse fully the data received and collected through primary and secondary methods of data collection
3	Indirect Taxes (Finance Specialization)	CO1- To make them understand the Constitutional amendment for bringing GST into force CO2- To make the student understand Basic Concepts: Introduction to Customs Duty Constitutional powers Important definitions CO3- To make the student understand Goods and Service Tax
4	Strategic Financial management (Finance Specialization)	CO1 To match the need of the current market scenario and upgrade the student's skills and knowledge for long term sustainability CO2- To acquaint students with contemporary issues related to financial management CO3- Examine the knowledge about short term finance and Banking norms on NPAs. CO4- Understand the concept of corporate governance and corporate restructuring like merger, acquisition , takeover etc
5	Innovative Financial Services (Finance Specialization)	CO1 -To familiarise the learner with the fundamentals aspects of various issues associated with various financial services. CO2- To give a comprehensive overview of emerging financial services in the light of globalisation. CO3- To introduce the basic concepts, functions, processes, techniques and create CO4- An awareness of the role, functions and functioning of the financial services.
6	International Finance (Finance Specialization)	CO1- Familiarise the student with the fundamental aspects of various issues associated with International Finance learn the basic concepts, functions, processes, techniques and create an awareness of the role, functions and



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		<p>functioning of International Finance in this Globalised Market</p> <p>CO2-Apply basic knowledge of how international financial markets work.</p> <p>CO3-Evaluate the foreign currency and derivatives.</p> <p>CO4-Understand the fundamental aspects of various issues associated with International Finance.</p>
7	Media Planning and Management (Marketing Specialization)	<p>CO1-To understand Media planning, strategy and management concerning current business scenario</p> <p>CO2-To learn the basic characteristics of all media to ensure the most effective use of the advertising budget.</p> <p>CO3- To provide an understanding of media planning, budgeting, scheduling and Evaluating.</p> <p>CO4-Develop a sense of judgement when evaluating media with the help of different media measurement metrics and media buys.</p>
8	Brand Management (Marketing Specialization)	<p>CO1 -To provide an understanding of the principles of branding role of branding.</p> <p>CO2-To make sure students understand the implications of planning, implementing, and evaluating branding strategies.</p> <p>CO3-Learning how to develop and create brand equity for a brand.</p> <p>CO4- Examine the basics and significance of branding and brand management and explain the criticality of effective brand management in the current business environment.</p>
9	Retail Management (Marketing Specialization)	<p>CO1-To familiarise the students with retail management concepts & operations.</p> <p>CO2-To provide understanding of retail management & types of retailers.</p> <p>CO3-Including terminology including merchandise management, store management and retail strategy.</p> <p>CO4-To acquaint the students with legal and ethical aspects of retail management.</p>



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10	International Marketing (Marketing Specialization)	<p>CO1 - Understand international marketing, its advantages and challenges.</p> <p>CO2-Get an insight on dynamics of international marketing environment.</p> <p>CO3- Understand the relevance of international marketing mix decisions and recent development.</p> <p>CO4- Evaluate the International Marketing Mix decisions and recent developments in GlobalMarket.</p>
11	Indian Ethos in Management (Human Resource Specialization)	<p>CO1-To understand the value ethos in Organisation</p> <p>CO2-To understand the management lessons from scriptures</p> <p>CO3- To explore the different dimensions of work ethos</p> <p>CO4- To understand the evolution of learning systems in India</p>
12	Organizational Development (Human Resource Specialization)	<p>CO1-Understand the significance of Organizational Development.</p> <p>CO2-Study in detail the cycle and process of development in the organisation.</p> <p>CO3- Learn the new approaches and interventions in Organizational Development.</p> <p>CO4-To learn the difference between OD efficiency and OD effectiveness</p>
13	HRM in Global Perspective (Human Resource Specialization)	<p>CO1-Get insights of the concepts of Expatriates and repatriates.</p> <p>CO2-Understand the impact of cross-culture on Human Resource management.</p> <p>CO3-Learn about global workforce management.</p> <p>CO4- Study international HRM trends and challenges.</p>
14	HRM in service sector Management (Human Resource Specialization)	<p>CO1- Understand the concept and the growing importance of HRM in the service sector</p> <p>CO2- Understand how to manage HR in the service sector.</p> <p>CO3-Get a significant understanding of creating human elements through service quality.</p> <p>CO4- To discuss various function of HRM</p>



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