

COURSE OUTCOMES

B.M.S.

F.Y.B.M.S.	
SEM-I	
PAPER-1	Financial Accounts
C01	Students will get an overview of the basics of financial accounting
C02	Learners will study varied concepts like accounting transactions, depreciation & trial balance
C03	Students will master the concept of final accounts
PAPER- 2	Business Law
C01	Pupils will get an overview about various laws in the business world
C02	Students will get to know about various law insights on Consumer Protection Act, Company Law, Sales Good Act etc.
C03	Students will get a complete understanding on the various intellectual property rights mandatory for running a business & work culture
PAPER- 3	Business Statistics
C01	Students will be groomed on their calculation and thinking ability using various statistical tools
C02	Learners will be studying various concepts like time series, index numbers linear regression etc.
C03	Pupils will increase their logical reasoning power by studying concepts like probability, decision theory etc.
PAPER- 4	Business Communication I
C01	Students will get an overview on the theory of communication
C02	They will be learning the obstacles to communication in the business world along with business correspondence
C03	Pupils will be improvising on their language and writing skills
PAPER- 5	Foundation Course-I

C01	This Course will enable students to get an overview of the Indian Society
C02	Students will get the core knowledge on our Indian constitution
C03	Pupils will study the significant aspects of the political processes
PAPER- 6 Human Skills	
C01	Students will receive an overview on the Human nature
C02	Students will be introduced to the group dynamics, organization culture and motivation at workplace
C03	Learners will get an ability to develop a creative mindset required to bring about organizational change and also deal with work stress
PAPER- 7 Business Economics-I	
C01	Students will get an introduction to Business Economics
C02	Learners will understand various concepts like Demand and Supply, Market Structure, Dealing with Market Competition etc.
C03	Students will understand the various trending Pricing practices
SEM - II	
PAPER-1 Business communication	
C01	The students will acquire knowledge about the Do's and Don'ts of the presentation skills
C02	Students will be able to improve their Group Communication
C03	The learners will be able to increase their Business Correspondence
C04	The Language and Writing Skills of the students will be polished
PAPER- 2 Industrial law	
C01	Students will learn Laws Related to Industrial Relations and Industrial Disputes
C02	Learners will understand Laws Related to Health, Safety and Welfare
C03	The students will get an understanding about the Social Legislation
C04	Laws Related to Compensation Management will be understood by the pupils
PAPER- 3 Business Mathematics	
C01	Students will understand Elementary Financial Mathematics
C02	Students can solve problems of Matrices and Determinants

C03	Students will use Derivatives and its applications to find the rate of change of functions in real life applications with respect to an independent variable
C04	Learners can apply numerical methods to obtain approximate solutions to complex mathematical problems.
PAPER- 4 Principles of Marketing	
C01	Learners will get an overview about Introduction to Marketing
C02	Students will study concepts like Marketing Environment, Research and Consumer behaviour
C03	The most important concept of Marketing Mix will enhance the students knowledge on marketing specialization
C04	Learners will get insights about Segmentation, Targeting and Positioning and Trends in Marketing
PAPER- 5 Principles of management	
C01	The Nature of Management will be understood by the students
C02	Students will be able to Plan and improve on their Decision-making skills
C03	The organising skill of the students will be enhanced
C04	Students will be able to Direct, Lead, Co-ordinate and Control making them effective managers in return
PAPER- 6 Foundation course	
C01	The students will understand aspects about Globalisation and Indian Society
C02	Pupils will get right knowledge about the Human Rights
C03	Learners will study concepts like Ecology, stress and conflict
PAPER- 7 Business Environment	
C01	Students will get an Introduction to Business Environment
C02	Pupils will understand the Political and Legal environment
C03	Students will learn concepts like Social and Cultural Environment, Technological environment and Competitive Environment
C04	Students will get an overview about the International Environment
SEM - III	
PAPER 1 Business Planning Entrepreneurial Management	

C01	Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
C02	To develop entrepreneurs and prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.
PAPER 2 IT In Business Management	
C01	To acquaint the students about practical approaches to Motivation and Leadership and its application in the Indian context
C02	Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software
C03	To understand basic concepts of Email, Internet and websites, domains and security therein
C04	To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features
PAPER 3 Accounts for managerial decisions	
C01	To acquaint management learners with basic accounting fundamentals
C02	To develop financial analysis skills among learners
C03	The course aims at explaining the core concepts of business finance and its importance in managing a business
PAPER 4 Environment Management	
C01	Environmental concept, Sources, biochemical cycles
C02	Environmental degradation
C03	Sustainability and role of business
C04	Innovations in business- an environmental perspective
PAPER 5 Strategic Management	
C01	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.

C02	The focus is to critically examine the management of the entire enterprise from the Top Management view points.
C03	This course deals with corporate level Policy and Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.
PAPER 6 Advertising	
C01	To understand and examine the growing importance of advertising
C02	To understand the construction of an effective advertisement
C03	To understand the role of advertising in contemporary scenario
C04	To understand the future and career in advertising
PAPER 7 Consumer Behaviour	
C01	The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms
C02	This course is meant 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.
PAPER 6 Recruitment and selection	
C01	The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.
C02	To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.
PAPER 7 Motivation and Leadership	
C01	To gain knowledge of the leadership strategies for motivating people and changing organizations
C02	To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences
C03	To acquaint the students about practical approaches to Motivation and Leadership and its application in the Indian context

PAPER 6	Corporate finance
C01	The objectives of 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
C02	The course aims at explaining the core concepts of corporate finance and its importance in managing a business
C03	To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business
PAPER 7	Introduction to cost accounts
C01	This course exposes the students to the basic concepts and the tools used in Cost Accounting
C02	To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations
SEM -IV	
PAPER 1	IT in management
C02	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.
C03	To learn and understand relationship between database management and data warehouse approaches , the requirements and applications of data warehouse
C04	To learn outsourcing concepts. BPO/KPO industries, their structures , Cloud computing
PAPER 2	Production and Total quality management
C01	To acquaint learners with the basic management decisions with respect to production and quality management
C02	To make the learners understand the designing aspect of production systems
C03	To enable the learners apply what they have learnt theoretically

PAPER 3	Business research methodology
C01	The course is designed to inculcate the analytical abilities and research skills among the students.
C02	The course intends to give hands on experience and learning in Business Research.
PAPER 4	Business Economics
C01	Introduction to Macroeconomic Data and Theory
C02	Money, Inflation and Monetary Policy
C03	Constituents of Fiscal Policy
C04	Open Economy : Theory and Issues of International Trade
PAPER 5	Ethics and Governance
C01	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
C02	To learn the applicability of ethics in functional areas like marketing, finance and human resource management
C03	To understand the emerging need and growing importance of good governance and CSR by organizations
C04	To study the ethical business practices, CSR and Corporate Governance practiced by various organizations
PAPER 6	Auditing
C01	To enable students get acquainted with the various concepts of auditing.
C02	To ensure students understand and practice the various techniques of auditing while managing their finances
PAPER 7	Strategic Cost management
C01	Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting
C02	The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place
PAPER 6	Integrated Marketing Communication

C01	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.
C02	To understand the various tools of IMC and the importance coordinating them for an effective marketing communication program.
PAPER 7 Event Marketing	
C01	To understand basic concepts of Event Marketing.
C02	To impart knowledge to learners about categories of Events.
C03	To understand segmenting, targeting and positioning in the context of Event Marketing.
C04	To familiarize learners with trends and challenges in Event Marketing
PAPER 6 Human resource planning and information	
C01	To Understand the Concept and Process of HRP
C02	To Understand Ways of matching Job Requirements and Human Resource Availability
C03	To Explore the concept of Strategic HRP
C04	To Understand the applications of HRIS
PAPER 7 Training and Development	
C01	This paper is not pure academic oriented but practice based. It has been designed, keeping in view the needs of the organizations.
C02	This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.
TYBMS	
SEM- V	
PAPER 1 Logistics and Supply Chain Management	
C01	To provide students with basic understanding of concepts of logistics and supply chain management
C02	To introduce students to the key activities performed by the logistics function
C03	To provide an insight in to the nature of supply chain, its functions and supply chain systems

C04	To understand global trends in logistics and supply chain management
PAPER 2 Corporate Communication and PR	
C01	To provide the students with basic understanding of the concepts of corporate communication and public relations
C02	To introduce the various elements of corporate communication and consider their roles in managing organizations
C03	To examine how various elements of corporate communication must be coordinated to communicate effectively
C04	To develop critical understanding of the different practices associated with corporate communication
PAPER 3 Investment Analysis and Portfolio Management	
C01	To acquaint the learners with various concepts of finance
C02	To understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world
C03	To understand various models and techniques of security and portfolio analysis
PAPER 4 Financial Accounting	
C01	To acquaint the learners in preparation of final accounts of companies
C02	To study provisions relating to underwriting of shares and debentures
C03	To study accounting of foreign currency and investment
C04	To understand the need of ethical behaviour in accountancy
PAPER 5 Risk Management	
C01	To familiarize the student with the fundamental aspects of risk management and control
C02	To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
C03	To introduce the basic concepts, functions, process, techniques of risk management
PAPER 6 Direct Tax	
C01	To understand the provisions of determining residential status of individual
C02	To study various heads of income
C03	To study deductions from total income
C04	To compute taxable income of Individuals
PAPER 3 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
CO3	To understand marketing of different services in Indian context
PAPER 4 E-Commerce and Digital Marketing	
CO1	To understand increasing significance of E-Commerce and its applications in Business and Various Sector
CO2	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
CO3	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges
PAPER 5 Sales and Distribution Management	
CO1	To develop understanding of the sales and distribution processes in organization
CO2	To get familiarized with concepts, approaches and the Cpractical aspects of the key decision-making variables in sales management and distribution channel management
PAPER 6 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
CO3	To understand new trends in CRM, challenges and opportunities for organizations
PAPER 3 Finance for HR and Compensation Management	
CO1	To orient HR professionals with financial concepts to enable them to make prudent HR decisions
CO2	To understand the various compensation plans
CO3	To study the issues related to compensation management and understand the legal framework of compensation management
PAPER 4 Strategic HRM and HR Policies	
CO1	To understand human resource management from a strategic perspective
CO2	To link the HRM functions to corporate strategies in order to understand HR as a strategic resource

C03	To understand the relationship between strategic human resource management and organizational performance
C04	To apply the theories and concepts relevant to strategic human resource management in contemporary organizations
C05	To understand the purpose and process of developing Human Resource Policies
PAPER 5	Performance Management
C01	To understand the concept of performance management in organizations
C02	To review performance appraisal systems
C03	To understand the significance of career planning and practices
PAPER 6	Industrial Relations
C01	To understand the concept of performance management in organizations
C02	To review performance appraisal systems
C03	To understand the significance of career planning and practices
SEM VI	
PAPER 1	Operation Research
C01	To help students to understand operations research methodologies
C02	To help students to solve various problems practically
C03	To make students proficient in case analysis and interpretation
PAPER 2	International Finance
C01	The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
C02	The course aims to give a comprehensive overview of International Finance as a separate area in International Business
C03	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market
PAPER 3	Project Management
C01	The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management
C02	To give a comprehensive overview of Project Management as a separate area of Management
C03	To introduce the basic concepts, functions, process, techniques and create an awareness of the different roles.
PAPER 4	Strategic Financial Management

C01	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability
C02	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
C03	To acquaint learners with contemporary issues related to financial management
PAPER 5 Indirect Taxes	
C01	To understand the basics of GST
C02	To study the registration and computation of GST
C03	To acquaint the students with filing of returns in GST
PAPER 6 Black Book Project Finance	
C01	To understand the practical applications of the Finance Concepts
C02	To study the Qualitative and Quantitative methods of conducting a research
PAPER 2 Brand Management	
C01	To understand the meaning and significance of Brand Management
C02	To Know how to build, sustain and grow brands
C03	To Know how to build, sustain and grow brands
PAPER 3 Retail Management	
C01	To familiarize the students with retail management concepts and operations
C02	To provide understanding of retail management and types of retailers
C03	To provide understanding of retail management and types of retailers
C04	To acquaint the students with legal and ethical aspects of retail management
C05	To create awareness about emerging trends in retail management
PAPER 4 International Marketing	
C01	To understand International Marketing, its Advantages and Challenges.
C02	To provide an insight on the dynamics of International Marketing Environment.
C03	To understand the relevance of International Marketing Mix decisions and recent developments in Global Market
PAPER 5 Media Planning and Management	
C01	To understand Media Planning, Strategy and Management with reference to current business scenario.
C02	To know the basic characteristics of all media to ensure most effective use of advertising budget

C03	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.
PAPER 6	Black book Project Marketing
C01	To understand the practical applications of the Marketing Concepts
C02	To study the Qualitative and Quantitative methods of conducting a research
PAPER 2	HRM in Global Perspective
C01	To understand the concepts, theoretical framework and issues of HRM in Global Perspective
C02	To get insights of the concepts of Expatriates and Repatriates
C03	To find out the impact of cross culture on Human Resource Management
C04	To provide information about Global Workforce Management
C05	To study International HRM Trends and Challenges
PAPER 3	Organisational Development :
C01	To understand the concept of Organisational Development and its Relevance in the organisation
C02	To Study the Issues and Challenges of OD while undergoing Changes
C03	To get an Understanding of Phases of OD Programme
C04	To Study the OD Intervention to meet the Challenges faced in the Organisation
C05	To get an Insight into Ethical Issues in OD
PAPER 4	HRM in Service Sector Management
C01	To understand the concept and growing importance of HRM in service sector
C02	To understand how to manage human resources in service sector
C03	To understand the significance of human element in creating customer satisfaction through service quality
C04	To understand the Issues and Challenges of HR in various service sectors
PAPER 5	Human Resource Accounting and Auditing
C01	To understand the importance of Human Resource Accounting at National and International level
C02	To familiarize with the Human Resource Accounting Practices in India
C03	To familiarize the learners with the process and approaches of Human Resources Accounting and Audit
C04	To understand the significance of Human Resource Auditing as a Tool of Human Resource Valuation
PAPER 6	Black Book Project HR
C01	To understand the practical applications of the Human Resource Concepts
C02	To study the Qualitative and Quantitative methods of conducting a research