



## PROGRAMME NAME: BMS

### **BMS - PROGRAMME OUTCOMES**

PO- 1: After completing three years Degree Course – Bachelor of Management Studies (BMS) program, Learners will develop a foundation and understanding of managerial principles and practices.

PO- 2: Students will gain practical knowledge, training in professional skills and ethics to build competencies in the area of management studies.

PO- 3: Students will develop their personalities along with commercial, communication, research, analytical, financial, marketing and managerial skills required for workplaces and higher studies.

PO- 4: Students will be able to relate to global challenges and be exposed to newer avenues in a variety of sectors.

PO- 5: Students will be trained in leadership skills and demonstrate social responsibilities with sensitivity towards environment and sustainability.

### **BMS – PROGRAMME SPECIFIC OUTCOMES**

PSO1: Gain knowledge about management practices which facilitate them to become effective professionals.

PSO2: Be capable to pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance.

PSO3: Be adequately trained to be entrepreneurs and communicate effectively.

PSO4: Develop a positive attitude towards lifelong learning and research.

PSO5: Gain the required skills to develop business models and be responsible global citizens with cross culturally competent behaviour and ethical values.



### FY BMS - SEMESTER -I

After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
Introduction to Financial Accounting	UBMSFSI.1	CO1: Understand the Accounting principles, Indian accounting standards, Concepts and Conventions.  CO2: Examine the preparation of Financial Statements.  CO3: Develop ability to prepare Bank Reconciliation Statements.  CO4: Understand the charges of depreciation on various assets.
Business Law	UBMSFSI.2	CO1: Understand the legal framework with regards to the Law of Contract 1872 & Sale of Goods Act 1930.  CO2: Examine the fundamental legal principles behind contractual agreements.  CO3: Explain the Negotiable Instrument Act 1981 & Consumer Protection Act 1986  CO4: Apply basic legal knowledge to business transactions
Business Statistics - I	UBMSFSI.3	CO1: Understand the basic concepts, functions and methods of statistical tools.  CO2: Learn Time series and Index Number.  CO3: Analyze and contrast techniques and bases of Quantitative Methods within the context they are to be applied.  CO4: Discuss some issues surrounding sampling and significance.
Business Communication-I	UBMSFSI.4	CO1: Understand the theory of communication.  CO2: Know about the various barriers to communication.  CO3: Learn formats of business correspondence.  CO4: Develop Language & Writing Skills.



Foundation Course – I	UBMSFSI.5	<p>CO1: Understand an overview of Indian Society.</p> <p>CO2: Understand the concepts of disparity with regards to gender.</p> <p>CO3: Gain knowledge about the Indian Constitution &amp; Fundamental Duties</p> <p>CO4: Discuss the political party system of India.</p>
Foundation of Human Skills	UBMSFSI.6	<p>CO1: Understand the Human nature and their behaviour in organization.</p> <p>CO2: Discuss Organizational culture and Motivation at work place.</p> <p>CO3: Contribute as a team member and exercise leadership skills.</p> <p>CO4: Identify ways of coping with stress effectively.</p>
Business Economics – I	UBMSFSI.7	<p>CO1: Develop the ability to explain the core economic terms, concepts and theories.</p> <p>CO2: Critically analyze thinking skills within the discipline of economics about economic matters.</p> <p>CO3: Explain the concepts of Micro Economics.</p> <p>CO4: Examine the different pricing methods.</p> <p>CO5: Demonstrate knowledge and proficiency in the overall foundations of an economy.</p>



### FY BMS - SEMESTER -II

After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
Principles of Marketing	UBMSFSII.1	<p>CO1: Understand the basic concepts of marketing.</p> <p>CO2: Study how companies use marketing mix to market to their target customers.</p> <p>CO3: Discuss the techniques about how to identify, understand and satisfy the needs of customers and markets.</p> <p>CO4: Develop basic marketing skills among students in order to cater to the marketing industries.</p>
Industrial Law	UBMSFSII.2	<p>CO1: Learn the Judicial setup of Labour Laws.</p> <p>CO2: Discuss the salient features of welfare and wage Legislations.</p> <p>CO3: Gain information about the laws relating to Industrial Relations, Social Security and Working conditions</p> <p>.CO4: Study laws related to compensation management.</p>
Business Mathematics	UBMSFSII.3	<p>CO1: Study the basic mathematics concepts.</p> <p>CO2: Discuss and calculate ratio, proportion &amp; percentage.</p> <p>CO3: Provide primary knowledge regarding mathematical techniques to be used in managerial decision making</p> <p>CO4: Solve simple problems on shares and mutual fund.</p>
Business Communication -II	UBMSFSII.4	<p>CO1: Study how to make effective presentation during business meetings, conference, etc.</p> <p>CO2: Drafts trade letters like inquiry letter, complaint letter, RTI letter, grievance letter, sales letters, etc.</p> <p>CO3: Focus on group discussion.</p> <p>CO4: Prepare reports &amp; develop writing skills.</p>
Foundation Course – II	UBMSFSII.5	<p>CO1: Gain knowledge about Liberalization, Privatization and Globalization.</p> <p>CO2: Provide information about the Indian society, human rights &amp; the environment.</p> <p>CO3: Discuss how to Manage Stress and Conflict in Contemporary society.</p>



		CO4: Discuss the political party system of India.
Business Environment	UBMSFSII.6	CO1: Understand the concept of business environment. CO2: Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives. CO3: Explain the CSR, Carbon Credit and Social Audit, CO4: Provide information about Foreign Trade, International Organisations, Global Strategies – MNCs & TNCs.
Principles of Management	UBMSFSII.7	CO1: Study basic concepts of management. CO2: Understand basic Managerial Functions of Planning, Organizing, Staffing, Directing and Controlling resources to accomplish organizational goals. CO3: Discuss various tools and techniques to remain in competitive. CO4: Explain the importance of managerial role in the organization.



**SY BMS - SEMESTER -III**

**After completing the course, the learner will be able to:**

<b>COURSE NAME</b>	<b>COURSE CODE</b>	<b>COURSE OUTCOME</b>
IT in Business Management – I	UBMSFSIII.1	<p>CO1: Learn the basic concepts of IT, its support and role in Business Management.</p> <p>CO2: Develop practical hands-on training in office automation through practical sessions.</p> <p>CO3: Study the basic concepts of Email, Internet and websites, domains and security therein.</p> <p>CO4: Identify different types of threats to computer systems and control measures.</p>
Foundation Course-III (Environment Management)	UBMSFSIII.2	<p>CO1: Understand the basic concepts of environmental management.</p> <p>CO2: Know various strategies to control, reduce and monitor all environmental that might arise as a result.</p> <p>CO3: Explain the concept of sustainability and role of business for achieving the same.</p> <p>CO4: Spread awareness of different technological improvements leading to improvement in environmental conditions.</p> <p>CO5: Demonstrate professional business communication skills through writing, presentations and class Discussions.</p>
Business Planning & Entrepreneurship Management	UBMSFSIII.3	<p>CO1: Introduce students to entrepreneurship activities and recent trends in entrepreneurship.</p> <p>CO2: Develop responsibility of full line of management function of a company with special reference to SME sector.</p> <p>CO3: Identify areas of Discipline of Management &amp; Entrepreneurship.</p> <p>CO4: Demonstrate the systematic process and to select and screen a business idea.</p> <p>CO3: Explain the responsibility of full line of management function of a company with special reference to SME sector.</p> <p>CO4: Gain knowledge about different sources of finance, marketing methods and new trends in entrepreneurship.</p>



Accounting for Managerial Decision	UBMSFSIII.4	<p>CO1: Acquired knowledge of basic Accounting Fundamentals.</p> <p>CO2: Develop financial analysis skills among learners.</p> <p>CO3: Focus on how to prepare cash flow statement.</p> <p>CO4: Understand the importance of working capital management.</p>
Strategic Management	UBMSFSIII.5	<p>CO1: Study the strategic management process.</p> <p>CO2: Develop and apply conceptual skills in strategy formulation areas.</p> <p>CO3: Explain the nature and importance of strategic evaluation and control.</p> <p>CO4: Critically examine the management of the entire enterprise from the top management view-point.</p>
Basics of Financial Service (Finance Elective)	UBMSFSIII.6	<p>CO1: Study various concepts of financial services.</p> <p>CO2: Discuss various types of insurance contracts and their uses in financial services.</p> <p>CO3: Develop a conceptual frame work of finance function.</p> <p>CO4: Illustrate the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates.</p>
Corporate Finance (Finance Elective)	UBMSFSIII.7	<p>CO1: Explain the sources of finance incorporate.</p> <p>CO2: Apply various tools, techniques and processes of financial management in the area of financial decision making.</p> <p>CO3: Understand nature, importance and structure of corporate finance.</p> <p>CO4: Identify and analyses different sources of funds</p>
Consumer Behaviour (Marketing Elective)	UBMSFSIII.8	<p>CO1: Understand the consumer decision making process and its application to the marketing function of a firm.</p> <p>CO2: Develop the skill of understanding &amp; analyzing consumer information and using it to create marketing-oriented strategies.</p> <p>CO3: Gain basic information about issues and dimensions of consumer behaviour.</p>



<p>Advertising (Marketing Elective)</p>	<p>UBMSFSIII.9</p>	<p>CO1: Understand the importance of advertising.</p> <p>CO2: Learn how to construct an effective advertisement campaign.</p> <p>CO3: Explain the role of advertising in contemporary scenario.</p> <p>CO4: The subject helped learners explore the future career in advertising.</p>
<p>(HR Elective) Recruitment &amp; Selection</p>	<p>UBMSFSIII.2</p>	<p>CO1: Acquire knowledge of the leadership strategies for motivating people and changing organizations.</p> <p>CO2: Analyze how leaders, facilitate group development and problem solving.</p> <p>CO3: Develop the students about practical approaches to Motivation and Leadership &amp; its application in the Organization.</p> <p>CO4: Understand work through problems and issues as well as transcend the differences.</p>
<p>(HR Elective) Motivation &amp; Leadership</p>	<p>UBMSFSIII.1</p>	<p>CO1: Learn the concepts and principles, procedure of Recruitment and Selection in an organization.</p> <p>CO2: Demonstrate an in-depth insight into various aspects of Human Resource management in an organization. CO3: Discuss the various process and procedure about Recruitment and Selection.</p> <p>CO4: Understand and make learner acquainted with practical aspects of the subject.</p> <p>CO5: Explain the job analysis, job design and induction as well.</p>





**SY BMS - SEMESTER -IV**

**After completing the course, the learner will be able to:**

<b>COURSE NAME</b>	<b>COURSE CODE</b>	<b>COURSE OUTCOME</b>
IT in Business Management -II	UBMSFSIV.2	<p>CO1: understand the managerial decision making and to develop perceptive of major functional area of MIS.</p> <p>CO2: Provide practical knowledge of ERP, SCM, CRM, key issues in implementation.</p> <p>CO3: Distinguish between database management and data warehouse approaches etc.</p> <p>CO4: Discuss the role of information technology and information systems in business.</p>
Foundation Course-IV - Ethics and Governance	UBMSFSIV.3.01	<p>CO1: Understand importance of ethics and ethical practices in business which are indispensable for the progress of a country.</p> <p>CO2: Understand and apply theoretical and practical approaches to business ethics, CSR and CG relevant to contemporary environment.</p> <p>CO3: Demonstrate a critical appreciation of importance of corporate responsibility and how it relates to corporate strategy.</p> <p>CO4: Know emerging trends and growing importance of good Governance and CSR by organizations.</p>
Business Economics - II	UBMSFSIV.5	<p>CO1: familiarize the learners to understand macroeconomic data and theory.</p> <p>CO2: Discuss the monetary policy and differentiate it from fiscal policy; identify the tools of monetary policy and fiscal policy.</p> <p>CO3: Examine the role of public policy in shaping those global level.</p> <p>CO4: Explain the concept open economy, theory and issues of international trade.</p>
Business Research Methods	UBMSFSIV.4	<p>CO1: Understand features and importance of research in business, objectives and types of research.</p> <p>CO2: Discuss data collection method and factors affecting the choice of method of data collection.</p>



		<p>CO3: Inculcate analytical abilities and research skills amongst learners.</p> <p>CO4: Explain how to write research paper.</p>
Production & Total Quality Management	UBMSFSIV. 6	<p>CO1: Explain the concept of basic management decisions with respect to production and quality management.</p> <p>CO2: Discuss evolution of TQM.</p> <p>CO3: Implement the basic principles of TQM in manufacturing and service-based organization.</p> <p>CO4: Apply various quality improvement techniques</p>
Auditing (Finance Elective)	UBMSFSIV. 1.02	<p>CO1: Understand various concepts of auditing.</p> <p>CO2: Distinguish between statutory audit and non-statutory audit.</p> <p>CO3: Study and practice various techniques of auditing while managing their finances.</p> <p>CO4: Discuss audit techniques: vouching and verification.</p>
Strategic Cost Management (Finance Elective)	UBMSFSIV. 1.03	<p>CO1: Develop skills of analysis, evaluation and synthesis in cost and management accounting.</p> <p>CO2: Focus on new strategies for cost management.</p> <p>CO3: Explain the various decision-making and controlling operations techniques by managing cost.</p> <p>CO4: Describe new ways and methods for cost control and cost management.</p>
Rural Marketing (Marketing Elective)	UBMSFSIV. 1.06	<p>CO1: Discuss the agriculture &amp; rural marketing environment</p> <p>CO2: Understand consumer &amp; marketing characteristics.</p> <p>CO3: An overview on emerging challenges in upcoming global economic scenario.</p>
Integrated Marketing (Marketing Elective)	UBMSFSIV. 1.05	<p>CO1: Explain the principles and practices of marketing communications.</p> <p>CO2: Learns various tools used by marketers to inform consumers.</p> <p>CO3: Learners gain knowledge about the managerial framework for integrated marketing communications planning.</p>



<p>Change Management (HR Elective)</p>		<p>CO1: Understanding the organizational change facilitators using the knowledge and techniques of behavioural science.</p> <p>CO2: Examine the changing norms, laws and implement them as per the need of an ever-changing policies and strategies of Corporates.</p> <p>CO3: Learners gain knowledge about effective implementation of change, change agents and effective change programs.</p> <p>CO4: Discuss different techniques about how to overcome resistance to change.</p>
<p>Training &amp; Development in HRM (HR Elective)</p>		<p>CO1: Understand concepts of Training and Development provided by an organization for its employees.</p> <p>CO2: Apply advanced training strategies in an organization.</p> <p>CO3: Describe the importance of performance management and knowledge management.</p> <p>CO4: Analyze training needs of an organization.</p>



**TYBMS - SEMESTER -V**

**After completing the course, the learner will be able to:**

<b>COURSE NAME</b>	<b>COURSE CODE</b>	<b>COURSE OUTCOME</b>
Logistics & Supply Chain Management	46001	<p>CO1: Understand the concepts of logistics and supply chain management.</p> <p>CO2: Discuss the concepts like inbound and outbound Logistics, offshore and inshore logistics.</p> <p>CO3: Describe the nature and functions of supply chain management.</p> <p>CO4: Explain the global trends in logistics and supply chain management.</p>
Corporate Communication & Public Relation	46002	<p>CO1: Understand the concepts of Corporate Communication and Public Relations.</p> <p>CO2: Demonstrate effective communication skills in the corporate world.</p> <p>CO3: Discuss the various elements of corporate communication and consider their roles in managing organisations.</p> <p>CO4: Understand the various mass media laws and use of technology in CCPR.</p>
Investment Analysis & Portfolio Management (Finance Elective)	46003	<p>CO1: Identify the essence of different investment avenues and processes within the framework of different modern portfolio theories.</p> <p>CO2: Calculate the risk and return of different assets and their combinations and compose different portfolios in each situation of risk return framework for different investors.</p> <p>CO3: Explain the technical analysis and fundamental analysis with examples.</p> <p>CO4: Understand the various models and techniques of security and portfolio analysis.</p>



Wealth Management (Finance Elective)	46009	<p>CO1: Understand the concept of wealth management.</p> <p>CO2: Learn the importance of insurance in wealth management.</p> <p>CO3: Calculate the various types of ratios.</p> <p>CO4: Elaborate tax planning and estate planning and understand various components of retirement planning.</p>
Financial Accounting (Finance Elective)	46012	<p>CO1: Learn how to prepare final accounts of companies.</p> <p>CO2: Explain the provisions relating to underwriting of shares and debentures.</p> <p>CO3: Understand the accounting of foreign currency and investment.</p> <p>CO4: Explain the need of ethical behaviour in accountancy.</p>
Direct Tax (Finance Elective)	46018	<p>CO1: Understand the provisions of determining residential status of individual.</p> <p>CO2: Study the various heads of income.</p> <p>CO3: Learn the exemptions and deductions from total income.</p> <p>CO4: Demonstrate how taxable income and tax payable are calculated.</p>
Service Marketing (Marketing Elective)	46004	<p>CO1: Learn the distinctive features of services and key elements in services.</p> <p>CO2: Gain knowledge about how to improve service quality and productivity.</p> <p>CO3: Explain the marketing of services in Indian context.</p>
E-Commerce & Digital Marketing (Marketing Elective)	46007	<p>CO1: Understand the concept, significance of E-Commerce and its applications in business and various sectors.</p> <p>CO2: Focus on significance of digital marketing activities on various social media platforms.</p> <p>CO3: Overview on latest trends and practices in E-Commerce and digital marketing.</p>
Sales & Distribution Management (Marketing Elective)	46010	<p>CO1: Understand the sales and distribution processes in organizations.</p>



		CO2: Focus on concepts, approaches and practical aspects of the key decision-making variables in sales management and distribution channel management.
Customer Relationship Management (Marketing Electives)	46013	CO1: Understand the concept of Customer Relationship Management. CO2: Implementation of Customer Relationship Management. CO3: Provide information about CRM marketing initiatives, customer service and CRM Strategies. CO: Learn the new trends in CRM, challenges and opportunities for organizations.
Finance for HR Professionals & Compensation Management (HR Elective)	46005	CO1: Understanding the HR professionals within financial concepts to enable them to make prudent HR decisions. CO2: Discuss the incentive plans, wage differentials and theories of wages. CO3: Provide information about various compensation plans. CO4: Study issues related to compensation management and understand the legal framework of compensation management.
Strategic Human Resources Management & HR Policies (HR Elective)	46008	CO1: Understand the HRM from strategic perspective. CO2: Identify the linkage between HRM functions and operations and organizational strategies. CO3: Understand the relationship between strategic human resource management and organizational performance. CO4: Discuss the policies available for Human Resources and its application in an organization.
Performance Management & Career Planning (HR Elective)	46011	CO1: Understand concept of performance management in organizations. CO2: Evaluate performance appraisal systems. CO3: Identify career paths and opportunities available to support individual development. CO4: Explain the significance of career planning and practices.



Industrial Relations (HR Elective)	46014	CO1: Learn meaning and significance of Industrial Relations.  CO2: Explain the significance of Trade Unions and Collective Bargaining.  CO3: Evaluate various procedure concerning worker participation and participatory institutions and instruments of trade union representation.  CO4: Discuss the various processes and procedures of handling Employee Relations in Corporate environment.
---------------------------------------	-------	---



**TY BMS - SEMESTER - VI**

**After completing the course, the learner will be able to:**

<b>COURSE NAME</b>	<b>COURSE CODE</b>	<b>COURSE OUTCOME</b>
Operation Research	86001	<p>CO1: Understand operations research methodologies used in an organization.</p> <p>CO2: Explain the concepts to solve various problems practically</p> <p>CO3: Students become proficient in case study analysis and interpretations.</p> <p>CO4: Identify how to Interpret and apply the results of an operations research model to an organization.</p>
Project Work	UBMSFSVI.5	<p>CO1: Understand the topic selected fully and to use it for practical purpose.</p> <p>CO2: Learners understand the practicalities in study area selected by the students.</p> <p>CO3: Analyze and interpretation of data received and collected through primary and secondary methods of data collection.</p>
International Finance (Finance Elective)	86002	<p>CO1: Understand the fundamental aspects of international finance.</p> <p>CO2: Demonstrate basic knowledge of how international finance is calculated.</p> <p>CO3: Students have an overview of international finance as a separate area in international business.</p> <p>CO4: Discuss different currencies with Indian rupee calculations of various countries of the world.</p>
Innovative Financial Services (Finance Elective)	86005	<p>CO1: Understand meaning and concept of financial services.</p> <p>CO2: Students have an overview of emerging financial services in the light of globalization.</p> <p>CO3: Create awareness of the role, functions and functioning of financial services.</p>





Project Management (Finance Elective)	86008	<p>CO1: Understand basic concepts and functioning of project management.</p> <p>CO2: Explain the fundamental aspects of various issues associated with project management.</p> <p>CO3: Familiarize the relation between project management and organizational structure.</p> <p>CO4: Discuss criteria for project selection on the basis of feasibility report.</p>
Indirect Tax (Finance Elective)	86017	<p>CO1: Understand meaning and concept of GST.</p> <p>CO2: Discuss registration process and computation of GST.</p> <p>CO3: Understand the difference between forward charge and reverse charge mechanism.</p> <p>CO4: Acquaint the students with filing of returns in GST</p>
Brand Management (Marketing Elective)	86003	<p>CO1: Understand significance of Brand Management.</p> <p>CO2: Know how to build, sustain and grow brands.</p> <p>CO3: Gain information about various sources of brand equity.</p>
Retail Management (Marketing Elective)	86003	<p>CO1: Understand basic concepts and operations of Retail Management.</p> <p>CO2: Explain the types of retailers.</p> <p>CO3: Learners are made aware about emerging trends in retail management.</p> <p>CO4: Provide information about legal and ethical aspects in retail management.</p>
International Marketing (Marketing Elective)	86009	<p>CO1: Understand meaning, advantages and challenges of International Marketing.</p> <p>CO2: An overview on the dynamics of International Marketing Environment.</p> <p>CO3: Explain the relevance of International Marketing mix decisions and recent development in global market.</p>
Media Planning & Management (Marketing Elective)	86012	<p>CO1: Explain the concept of Media planning, strategy and management with reference to current business scenario.</p>



		<p>CO2: Understand basic characteristics of all media.</p> <p>CO3: Provide information about media planning, budgeting, scheduling and evaluating the different media buys.</p>
HRM & Global Perspective (HR Elective)		<p>CO1: Explain the concepts, theoretical framework and issues of HRM in Global Perspective.</p> <p>CO2: Discuss various functions of IHRM.</p> <p>CO3: Introduce the aspects of expatriation and repatriation.</p> <p>CO4: Identify issues that impact HR practices at a global level.</p>
Organizational Development (HR Elective)		<p>CO1: Understand the concept of Organizational Development and its Relevance in an organization.</p> <p>CO2: Discuss phases of OD program.</p> <p>CO3: Demonstrate conceptualized knowledge of the characteristics and processes of organizational development.</p> <p>CO4: Explain the difference between OD efficiency and OD effectiveness.</p>
HRM in Service Sector Management (HR Elective)		<p>CO1: Understand the concepts and growing importance of HRM in service sector.</p> <p>CO2: Evaluate how to manage human resource in service sector.</p> <p>CO3: Deal with issues and challenges of HR in service sector.</p> <p>CO4: Identify reasons for attrition in service sector.</p>
Indian Ethos in Management (HR Elective)		<p>CO1: Understand the concept of Indian ethos in management.</p> <p>CO2: Learn to link the traditional management system to modern management system.</p> <p>CO3: Develop a balanced lifestyle in order to control stress in the long term.</p> <p>CO4: Discuss evolution of learning systems in India.</p>