

Programme Outcome and course Outcomes of BMS Programme

- 1. Knowledge of Business, Management functions and its effective application:** Ability to gain and apply knowledge of management principles, concepts and theories.
- 2. Critical Thinking, problem solving and decision making:** Ability to analyse Problem and provide effective and meaningful solutions. To increase awareness of the factors influencing decisions & the risks involved.
- 3. Innovation, conceptualisation and creative thinking.** To encourage enterprise culture through innovative & creative thinking & develop attitude to provide solutions to the problems in the business world as well as address the needs of the society.
- 4. Team work and Intercultural Competence:** An ability to apply managerial skills by working effectively as an individual, as a member of a team or as a leader on multidisciplinary management projects.
- 5. Communication, Interpersonal skills & Social Skills:** To develop effective interpersonal skills & display efficient verbal, non-verbal and written communication
- 6. Research, analytics and Business intelligence:** To develop an acumen to apply analytical skills and results of research to solves business problems.
- 7. Global citizenship, Ethics, governance and conflict handling:** An ability to understand and commit to personal and professional ethics, responsibilities and norms and code of conduct of management practices.
- 8. Environmental consciousness & Cross cutting Issues:** To understand and be sensitive to the impact of management decisions from a sustainability and environmental context and take suitable measures to mitigate the emerging risks.
- 9. Digital Capabilities and Lifelong learning:** An ability to recognize the need for and engage in independent and life-long learning

Course objectives (Odd Semesters) SYBMS – Semester III

MOTIVATION & LEADERSHIP

CO 1 To share knowledge of various theories of motivation and its implementation

CO 2 To share knowledge of the leadership strategies for managing people and changing organizations

CO 3 To study how leaders facilitate group development and problem solving at work

CO 4 To acquaint learners with practical approaches to motivation and leadership & its application in the Indian context

FOUNDATIO COURSE III – ENVIRONMENT MANAGEMENT

CO 1 To develop sensitivity in the learners about environment, its various components and its conservation

CO 2 To spread awareness on several current environmental issues at global as well as local level

CO 3 To understand the relevance and significance of sustainable environment CO 4 To encourage students to change to eco-friendly habits and behaviours

ADVERTISING

CO 1 To understand and examine the growing importance of advertising in communication mix

CO 2 To understand the construction of an effective advertisement in various media

CO 3 To understand the role and issues of advertising in contemporary society

CO 4 To explore the future of and careers in advertising

Course objectives (Odd Semesters) TYBMS - Semester V

STRESS MANAGEMENT

CO 1 To understand the nature and causes of stress in an individual and in organizations

CO 2 To familiarize the learners with the stress prevention mechanism

CO 3 To understand the strategies that help cope with stress

CO 4 To be able to apply stress management principles in order to achieve high levels of performance and work life balance

CO 5 To enable to learners to adopt effective strategies, plans and techniques to deal with stress

SALES & DISTRIBUTION MANAGEMENT

CO 1 To develop understanding of the sales & distribution processes in a marketing organization

CO 2 To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

CO 3 To gain experiential insights in the distribution strategizing and execution

CO 4 To develop qualities and tactics for making a successful career in sales Course objectives

SYBMS - Semester IV BUSINESS RESEARCH METHODS

CO 1 To inculcate the analytical abilities and research skills among the students

CO 2 To give hands on experience and learning in Business Research

CO 3 To equip learners with basic tools and techniques of business/social science research

CO 4 To introduce students to the challenges of business research in the modern times

INTEGRATED MARKETING COMMUNICATION

CO 1 To make learners aware about the tools of IMC in a communication mix

CO 2 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

CO 3 To understand the importance of the tools of IMC and co-ordinating them for an effective marketing communication

Program Course objectives (Even Semesters) TYBMS - Semester VI MEDIA PLANNING & MANAGEMENT

CO 1 To introduce the role and responsibilities of media in modern business world

CO 2 To understand Media Planning, Strategy and Management with reference to current business scenario

CO 3 To know the basic characteristics of all media to ensure most effective use of advertising budget

CO 4 To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys

INDIAN ETHOS IN MANAGEMENT

CO 1 To understand the concept of Indian Ethos in Management

CO 2 To link the Traditional Management System to Modern Management System

CO 3 To understand the Techniques of Stress Management and to achieve a work life balance

CO 4 To understand the Evolution of Learning Systems and value education in India

Course objectives Business Planning and Entrepreneurship management

CO 1 To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company.

CO 2 The course introduces Entrepreneurship to budding manager as entrepreneurship is the major focus area for the growth and progress of the economy.

CO 3 To equip prospective entrepreneurs with the knowhow, techniques and procedure and process of starting a new business.

Consumer Behaviour

CO 1 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

CO 2 The objective is to equip undergraduate students with basic knowledge about issues and dimensions of consumer behaviour and the environmental determinants that impact their buying habits and behaviour.

CO 3 Students are expected to develop the skills and understanding and analysing consumer information to develop marketing strategies and take effective decisions.

Recruitment and selection

CO 1 The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.

CO 2 To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject

CO 3 To equip students to face the modern and innovative techniques and dynamics of recruitment and selection practices that prevail in the industry.

Service marketing

CO 1 To understand distinctive features of services and key elements in services marketing and to provide insight into ways to improve service quality and productivity

CO 2 To understand marketing of different services in Indian context

CO 3 To get an overview and insight into new and innovative services that have mushroomed due to the advent of technology and to study the current trends in existing services.

Rural marketing

CO 1 To familiarise the students with the largest market of India and to equip them with the dynamics and uniqueness of the market for successful and effective targeting.

CO 2 enable them to design strategies that will result in an win -win situation for both the marketer as well as the rural population

CO 3 The objective of this course is to expose the students to the Agriculture and Rural Marketing environment so that they can understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.

Training and development

CO 1 This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities

CO 2 To acquaint them with the recent trends, innovations and methodology that has changed due to the advent of technology and dynamics of the businesses.

CO 3 As Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. The course orients students about employees' role in this changing scenario.

HRM in service sector Management

CO 1 To understand the concept and growing importance of HRM in service sector

CO 2 To understand how to manage human resources in service sector

CO 3 To understand the significance of human element in creating customer satisfaction through service quality

CO 4 To understand the Issues and Challenges of HR in various service sectors

Principles of Management

CO 1 To provide a basic understanding to students with reference to various management concepts, thoughts and practices.

CO 2 To inculcate managerial skill pertaining to various management functions and equip them with the application of the principles to real life management situations.

CO 3 To acquaint the students with the current trends and innovative techniques adopted by progressive organisations & modern corporate stalwarts for efficient management practices.

COURSE: BUSINESS ENVIRONMENT FYBMS SEM II COURSE OBJECTIVES

CO 1 To provide students with basic understanding of business environment

CO 2 To introduce the various elements of business environment to students

CO 3 To examine how various elements of business environment affect the functioning of the business organization

CO 4 To understand the complexities of environment of business organization

COURSE: CORPORATE COMMUNICATION AND PUBLIC RELATIONS TYBMS SEM V COURSE OBJECTIVES

CO 1 To provide the students with basic understand of the concepts of corporate communication and public relations

CO 2 To introduce the various elements of corporate communication and consider their roles in managing organizations

CO 3 To examine how various elements of corporate communication must be coordinated to communicate effectively

CO 4 To develop critical understanding of the different practices associated with corporate communication

CO 5 To encourage students to consider Public Relations as a career opportunity

COURSE: CHANGE MANAGEMENT SYBMS SEM IV COURSE OBJECTIVES

CO 1 The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science.

CO 2 To make students understand various forces for organizational change.

CO 3 To introduce students to the concept of resistance to change and also share insights on how to manage such resistance

COURSE: HRM IN GLOBAL PERSPECTIVE TYBMS SEM V COURSE OBJECTIVES

CO 1 To introduce the students to the study and practice of IHRM

CO 2 To understand the concepts, theoretical framework and issues of HRM in global perspective

CO 3 To get insights of the concepts of expatriates and re patriates

CO 4 To find out the impact of cross culture on HRM

CO 5 To provide information about Global Workforce Management CO 6 To study international HRM trends and challenges

COURSE: INTERNATIONAL MARKETING TYBMS SEM V (MARKETING ELECTIVE) COURSE OBJECTIVES

CO 1 To understand International Marketing, its advantages and challenges

CO 2 To provide an insight on the dynamics of International Marketing Environment

CO 3 To understand the relevance of International Marketing Mix decisions and recent developments in global market

COURSE: STRATEGIC HUMAN RESOURCE MANAGEMENT TYBMS SEM V (HR ELECTIVE) COURSE OBJECTIVES

CO 1 To understand HRM from strategic perspective

CO 2 To link the HRM functions to corporate strategies in order to understand HR as a strategic resource

CO 3 To understand the relationship between SHRM and organizational performance

CO 4 To know how HR Function has evolved to assume strategic importance in organizations

CO 5 To apply theories and concepts relevant to strategic human resource management in contemporary organizations

CO 6 To understand the purpose and process of developing Human Resource Policies

COURSE: STRATEGIC MANAGEMENT SYBMS SEM III COURSE OBJECTIVES

CO 1 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 corporate world.

CO 2 To give students such inputs which will help them understand top management perspective

CO 3 This course will deal with corporate level policy and strategy formulation areas.

CO 4 This course aims at developing conceptual skills in this area as well as their application in the corporate world.

CO 5 To instil the strategic capabilities among the students

Sem I – Business Law:

CO 1 To introduce the law of contracts, sale of goods, negotiable instruments, consumer protection, companies and Intellectual Property Rights.

CO 2 To equip learners with the requisite legal knowledge to help them function effectively as managers and manage the business efficiently.

Sem II – Industrial Law:

CO 1 To study the laws related to industrial relations and industrial disputes in India.

CO 2 To develop an understanding of the Indian laws pertaining to health, safety and welfare of workers as well as enabling social legislations for the benefit of workmen. CO 3 To study the laws on compensation management.

Sem III – Corporate Finance:

CO 1 To develop an understanding of financial management principles and its importance in running a business.

CO 2 To impart knowledge of tools and techniques which assist in financial decision making.

CO 3 To provide understanding of capital structure, time value of money and capital budgeting concepts.

Sem IV – Financial Institutions and Markets:

CO 1 To study the structure and components of the Indian financial system.

CO 2 To provide an overview of the Indian financial regulatory framework.

CO 3 To study the various financial intermediaries operating in the financial system.

CO 4 To develop an understanding of different aspects of the Indian capital market, debt market, money market, commodity market and derivatives market.

Sem V – Investment Analysis and Portfolio Management:

CO 1 To introduce students to various investment avenues available.

CO 2 To develop a strong foundation in portfolio management process and portfolio management theory.

CO 3 To explain the basics of fundamental analysis, technical analysis and portfolio performance measurement.

Wealth Management:

CO 1 To provide an overview of the nature of wealth management, its importance and challenges associated with wealth management.

CO 2 To study components of wealth management like investment planning, estate planning, insurance planning.

CO 3 To impart knowledge of taxation with an emphasis on tax saving and deductions.

CO 4 To introduce various retirement planning avenues.

Sem VI – International Finance:

CO 1 To introduce various aspects pertaining to international finance such as balance of payments and international monetary systems.

CO 2 To provide an overview to exchange rates, foreign exchange markets, international parity relationships.

CO 3 To develop an understanding of international capital budgeting and foreign exchange risk management.

Strategic Financial Management:

CO 1 To introduce learners to strategic financial decision making.

CO 2 To impart knowledge of dividend decision, risk adjusted capital budgeting and capital rationing.

CO 3 To study corporate governance and corporate restructuring.

CO 4 To provide an overview of financial management in banking sector and working capital financing.

Semester 1 Business Statistics Course Objectives

CO 1 Produce appropriate graphical and numerical descriptive statistics for different types of data.

CO 2 Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.

CO 3 Use simple/multiple regression models to analyse the underlying relationships between the variables.

CO 4 Use a statistical package frequently used by practitioners to analyse the data.

Semester 2 Business Mathematics Course Objectives

CO 1 To teach the mathematical concepts and principles of multivariate calculus, vector and matrix algebra, differential equations and their applications in business and economics.

CO 2 To understand concept of problem formulation and solution, graphing, and computer application

CO 3 Clearly define the different ways in which interest on money can be calculated.

CO 4 Explain the meaning of the following terms: simple interest, compound interest, equivalent rates of interest, promissory and demand notes, annuities, perpetuities, capitalized cost, depletion allowances, and stocks and bonds.

Semester 3 IT in Business Management Course objectives

CO 1 Explain the social impact of information technology, both locally and globally, and the need for security, privacy and ethical implications in information systems usage

CO 2 Demonstrate problem-solving skills by identifying and resolving issues relating to information technology systems and their components

CO 3 Demonstrate the application of online collaboration and website development tools to support productivity and communication in business contexts

CO 4 Describe current information and communication, how they are selected, developed and used by organisations to produce goods and services, and to cooperate and/or compete with other organisations

Semester 4 Production and Total Quality Management Course Objectives

CO 1 Explain the concepts of Total Quality Management and Total Quality Education.

CO 2 Diagnose problems in the quality improvement process.

CO 3 Identify ethical and unethical behaviour in Quality Management.

CO 4 Apply various quality improvement techniques.

Semester 5 E Commerce and Digital Marketing Course Objectives

CO 1 Gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business.

CO 2 Leverage the E-Commerce platforms to enhance current business or incubate new businesses.

CO 3 Gain an understanding on how innovative use of the E-Commerce can help developing competitive advantage.

CO 4 Develop an understanding on how internet can help business grow

Semester 6 Retail Management Course Objectives

CO 1 Understand the impact of retailing on the economy.

CO 2 Comprehend retailing's role in society and, conversely, society's impact on retailing.

CO 3 See how retailing fits within the broader disciplines of business and marketing.

CO 4 Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy

Course Outcomes Document SYBMS

Mandatory Subject Course Name Accounting for Managerial Decisions

CO 1 To enable students to read and interpret Financial Statements of any concern.

CO 2 To provide students with an understanding of management decision making concepts related to the management functions of planning, control, and decision making.

CO 3 Learn independently and to demonstrate high level personal analytical skills and advisory skills.
(from Investment Angle)

CO 4 Evaluate complex ideas and tolerate ambiguity in managerial and Working Capital related elementary problem-solving.

TYBMS, Finance Elective Course Name Direct Tax

CO 1 By the end of the course students will be able to describe how the provisions in the direct tax laws can be used for tax planning.

CO 2 Students of the course will be able to explain different types of incomes and their taxability and expenses and their deductibility.

CO 3 Students who complete this course will be able to learn direct tax and its implication in practical situations.

CO 4 Students of the course will be able to state the use of various deductions & exemptions to reduce the taxable income