

GRADUATE ATTRIBUTES FOR BACHELOR OF MANAGEMENT STUDIES PROGRAMME

| Graduate Attributes | Knowledge of Business, High Academic & Intellectual capabilities | Critical Thinking, problem-solving & Decision-making | Innovation, Creativity/Initiative & Business Planning | Team Work & Interpersonal Competence | Communication, Interpersonal skills & Team Skills | Research, Analytics & Business Intelligence | Critical Thinking, Ethics & Leadership | Environmental Awareness & Green Building Issues | Digital Capabilities & lifelong Learning |
|--|--|--|---|--------------------------------------|---|---|--|---|--|
| Foundation of Finance Skills | | | | | | | | | |
| Business Law | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | |
| Business Communication | ✓ | ✓ | | | | | | | |
| Introduction to Financial Accounts | ✓ | ✓ | | | ✓ | | | ✓ | |
| Business Statistics | ✓ | ✓ | ✓ | | | ✓ | | ✓ | |
| E.C.I | ✓ | ✓ | | ✓ | ✓ | ✓ | | ✓ | |
| Business Economics | ✓ | ✓ | | ✓ | ✓ | | ✓ | | |
| Principles of Marketing | ✓ | ✓ | ✓ | | ✓ | ✓ | | | |
| Industrial Law | ✓ | ✓ | | | ✓ | | | | |
| Business Mathematics | ✓ | ✓ | | ✓ | | ✓ | | | |
| Business Communication II | | | | | ✓ | | | | |
| Foundation Course II | | | | | ✓ | | | ✓ | |
| Business Environment | | | ✓ | ✓ | ✓ | | ✓ | | |
| Principles of Management | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | |
| Accounting for Managerial Decision | ✓ | ✓ | ✓ | ✓ | | | | ✓ | |
| Business Planning & Entrepreneurship | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | |
| IT in Business Mgmt. | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | |
| E.C.I - II - Em. Man. | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | |
| Strategic Management | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ | |
| Corporate Finance | ✓ | ✓ | ✓ | | | ✓ | | ✓ | |
| Introduction to Cost Accounting | ✓ | ✓ | ✓ | | | ✓ | | ✓ | |
| Recruitment and Selection | ✓ | ✓ | ✓ | ✓ | | ✓ | | ✓ | |
| Motivation & Leadership | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| Consumer Behaviour | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | |
| Advertising | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | |
| IT in Business Mgmt. II | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | |
| Foundation Course IV | | | | ✓ | ✓ | | | ✓ | |
| Business Economics II | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | | |
| Business Research Methods | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | |
| Production & Total Quality Management | ✓ | ✓ | ✓ | | ✓ | | | ✓ | |
| Financial Institutions & Markets | ✓ | ✓ | ✓ | | | | ✓ | | |
| Strategic Cost Management | ✓ | ✓ | ✓ | | | | | ✓ | |
| Integrated Marketing Communication | ✓ | ✓ | ✓ | ✓ | | | | ✓ | |
| Retail Marketing | ✓ | ✓ | ✓ | ✓ | | | | ✓ | |
| Training & Development in HRM | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| Change Management | ✓ | ✓ | ✓ | ✓ | | | | ✓ | |
| Elements of Logistics & Supply Chain Mgmt. | ✓ | ✓ | ✓ | ✓ | | | ✓ | | |
| Corporate Communication & PR | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| IAFPA | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | |
| Health Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Direct Taxes | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Risk Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Service Marketing | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Sales & Distribution mgmt. | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| E-commerce & Digital marketing | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| CRM | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Finance for HR | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Stress Management | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | |
| Industrial Relations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| Strategic HR Mgmt. HR policies | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| Operational Research | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| International Finance | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Strategic Financial Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Product Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Industry Taxes | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Brand Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Retail Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| International Marketing | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Media Planning & Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| HRM in Global Perspective | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Organisation Development | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| HRM in Service Sector Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |
| Indian Ethos in Management | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | |

Course wise Graduate Attribute selection for B.M.S. program.
This matrix is the base for computing level of attainment.

