

# Bachelor of Management Studies

## Programme Outcome

<b>PO1</b>	The student will be able to develop understanding for broad business concepts and principles in general.	<b>Competency 1</b>	Demonstrate competency in general management concepts	<b>Performance Indicator 1</b>	Identify and understand the management systems and functions
		<b>Competency 2</b>	Demonstrate competency in basic mathematical and statistical techniques	<b>Performance Indicator 2</b>	Apply statistical and mathematical functions in solving simple business problems
		<b>Competency 3</b>	Demonstrate competency in communication in business management	<b>Performance Indicator 3</b>	Apply Techniques of Language and Writing Skills, Business Correspondence, Presentation Skills and Group Communication
<b>PO2</b>	The student will be specialized and will have conceptual knowledge on one of the managerial functions out of finance and marketing	<b>Competency 1</b>	Demonstrate competency in basic functions and concepts of Marketing	<b>Performance Indicator 1</b>	Understand and apply knowledge of basic marketing functions like advertising, consumer behavior, event marketing and marketing communication
		<b>Competency 2</b>	Demonstrate competency in basic functions and concepts of Finance	<b>Performance Indicator 2</b>	Understand and apply knowledge of basics of financial services, understanding financial market, commodity and derivatives and corporate finance
		<b>Competency 3</b>	Demonstrate competency in areas like production and quality management	<b>Performance Indicator 3</b>	Apply the knowledge of basic and contemporary production and quality functions
<b>PO3</b>	The finance specialization group of students will develop an ability and confidence to - make common practical financial decisions in a business - evaluate the economic condition and relating them to financial decision in the organization.	<b>Competency 1</b>	Demonstrate competency in identifying and understanding contemporary concepts in the field of finance	<b>Performance Indicator 1</b>	Identify and understand the financial systems and its peripheral concepts
		<b>Competency 2</b>	Demonstrate competency in understanding and analyzing the financial aspects of business	<b>Performance Indicator 2</b>	Apply various financial analysis tools in determining an entity's past, present and proposed financial status
		<b>Competency 3</b>	Demonstrate competency in applying financial concepts for effective decision making in businesses	<b>Performance Indicator 3</b>	Apply relevant financial tools in effective business analysis and decision making process

PO4	The marketing specialization group of students will develop an ability and confidence to - have conceptual understanding of dynamics of marketing in business - apply the theoretical marketing concepts to the practical situations - analytical ability for communication in marketing using media mixes.	Competency 1	Demonstrate competency in identifying and understanding contemporary concepts in the field of marketing/	Performance Indicator 1	Understand and apply the contemporary areas of marketing like ecommerce, service marketing, customer relations and sales and distribution
		Competency 2	Demonstrate competency in understanding and analyzing the aspects of marketing in business	Performance Indicator 2	Apply the knowledge of international marketing, brand management for more effective business decision
		Competency 3	Demonstrate competency in applying marketing expertise in business decision making	Performance Indicator 3	Apply the knowledge of contemporary media for right and effective media choices for promotion and effective retailing of products/ services
PO5	The student will develop basic understanding of other important managerial functions like research, application of information technology and social and environmentally conscious decision	Competency 1	Demonstrate an ability to understand and apply basic concepts of research in business	Performance Indicator 1	Understand and apply the knowledge of business research for effective business decisions
		Competency 2	Demonstrate an ability to understand and apply basic information technology functions in businesses	Performance Indicator 2	Apply concepts of Information Technology for better effectiveness of business functions
		Competency 3	Demonstrate an understanding to socially and environmentally consciousness in businesses	Performance Indicator 3	Apply the knowledge of environment and ethical behavior in the field of business

### Programme Specific Outcome - Marketing


PSO1	The learner gets introduced to the technical concepts of marketing in second year.	Competency 1	Demonstrate competency in identifying and understanding contemporary concepts in the field of marketing/	Performance Indicator 1	Understand and apply the contemporary areas of marketing like ecommerce, service marketing, customer relations and sales and distribution
PSO2	The learner is exposed to the application of marketing in specific industries and situations.	Competency 1	Demonstrate competency in understanding and analyzing the aspects of marketing in business	Performance Indicator 1	Apply the knowledge of international marketing, brand management for more effective business decision
PSO3	During the third year of the program the learner is provided	Competency 1	Demonstrate competency in applying marketing expertise in	Performance Indicator 1	Apply the knowledge of contemporary media for right and effective media

	with in depth information related to various functions of marketing.		business decision making		choices for promotion and effective retailing of products/ services
<b>PSO4</b>	The learner is been made acquainted with the contemporary scenario of different marketing functions and use of latest technology in them so as to gain competitive edge.	<b>Competency 1</b>	Demonstrate an ability to make effective decision making in the contemporary scenario	<b>Performance Indicator 1</b>	Apply the knowledge of decision making to make effective decisions in the field of marketing with the use of latest technology

### Programme Specific Outcome - Finance

<b>PSO1</b>	The learner is exposed to fundamental concepts related to financial and financial management in the beginning of second year.	<b>Competency 1</b>	Demonstrate competency in identifying and understanding basic concepts in the field of finance	<b>Performance Indicator 1</b>	Identify and understand the financial systems and its peripheral concepts
<b>PSO2</b>	The learner is further exposed to certain selected, but relevant, areas of finance.	<b>Competency 1</b>	Demonstrate competency in understanding and analyzing the financial aspects of business	<b>Performance Indicator 1</b>	Apply various financial analysis tools in determining an entity's past, present and proposed financial status
<b>PSO3</b>	The learner is provided with advanced knowledge of financial functions and tools for better financial decision making	<b>Competency 1</b>	Demonstrate competency in applying financial concepts for effective decision making in businesses	<b>Performance Indicator 1</b>	Apply relevant financial tools in effective business analysis and decision making process



  
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