

**BUNTS SANGHA'S  
S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Management Studies**

<b>Semester</b>	<b>Subject</b>	<b>Course Outcomes</b>
<b>Semester 1</b>	<b>Business Communication</b>	CO1 Define and Identify the Theory of Communication, Obstacles to Communication in Business World, Business Correspondence, Language and Writing Skills
		CO2 Interpret the various kinds of Methods and Modes of Communication, Obstacles, their ethics and other theories of business writing
		CO3 Classify the need and emergence of communication, Channels and Objectives of Communication, and theory of Business Correspondence
		CO4 Apply knowledge on Commercial Terms used in Business Communication, Listening skill and its Importance of Listening Skills, Cultivating good Listening Skills and through different other activities
	<b>Foundation of Human Skills</b>	CO1 Define, memorise and explain individual and group behaviour and factors influencing it
		CO2 Compare and identify different learning, personality and other factors influencing behaviour
		CO3 Evaluate and understand different theories on Motivation and Personality
		CO4 Apply knowledge of the factors influencing human behaviour to find out means for better individual performance in an organization
	<b>Business Law</b>	CO1 Define and Identify the fundamental legal principles on basic legal knowledge to business transactions.
		CO2 Interpret the various kinds of law and the concepts of contract act, and basics of negotiable instrument act and basics of I.P.R and a brief information about company law.
		CO3 Identify the concepts of law of contract, various instruments under negotiable act and consumer protection act and the various other types of shares and debentures and other different type of companies and other basic of I.P.R
		CO4 Distinguish between the different types of contracts and other types of I.P.R then various other instruments and all different types of companies and shares
	<b>Business Statistics</b>	CO1 Define various terminologies associated with statistics, its functions, limitations, error in data collection, graphs and diagrams.
		CO2 Understand the statistical concept such as measures of central tendency, variability, probability, decision theory, correlation and techniques of regression analysis.
		CO3 Apply the statistical tool to find central tendency, correlation, regression and index numbers.
		CO4 forecasting, probability theory and its applications in business decision-making, correlation and regression in analyzing relationships between variables.
	<b>Business Economics</b>	CO1 Recall, explain and make use of economical concepts and tools of applied economics.
		CO2 Analyze and evaluate demand function, production function, cost of production, market structure and pricing practices.
		CO3 Distinguish and determine demand, supply and production function, market structure and pricing practices.
		CO4 Explain demand function, production function, cost of production, market structure and pricing practices.
	<b>Introduction to Financial Accounts</b>	CO1 Define and Explain Accounting terminologies, Concepts & Conventions.
		CO2 Interpret the golden rules of accounting.
		CO3 Identify and Classify types of ledger Accounts, types of Revenue, Expenditure & Profits.
		CO4 Solve practical problems related to Journal, Ledger, Subsidiary books, Depreciation, Trial Balance and Final Accounts.
<b>Foundation Course - I</b>	CO1 Understand the multi-cultural diversity of Indian society through its demographic composition, regional variations and linguistic diversity	
	CO2 Understand the concept of disparity arising out of social stratification and inequalities.	

Semester 2	Foundation Course- I	CO3	Analyse inequalities manifested due to the caste system and inter-group conflicts.
		CO4	To classify the fundamental duties of an Indian citizen.
		CO5	Illustrate the role and significance of women in politics.
	Business Communication-II	CO1	Understand the basic Presentation Skills, Group Communication, Business Correspondence Language and Writing Skills
		CO2	Distinguish between business correspondence, various other types of language and writing skills and various other presentation skills.
		CO3	Analyse various Types, Feasibility Reports, Investigative Reports and various other Importance of Conference Organizing a Conference Modern Methods and other various presentation skills
		CO4	Distinguish between the different types of Presentation Skills, Group Communication, various other trade letters and various other types of report.
	Business Environment	CO1	Define and Explain the concepts of Business Environment, Legal & Political Environment, Socio-Cultural and International Environment.
		CO2	Distinguish between Micro & Macro environment, Internal and External environment, Legislature Executive and Judiciary, Capitalist, Socialist and Mixed economy, GATT and WTO.
		CO3	sectors of Indian economy, challenges of Indian economy, competitive strategies, Michael Porter's five force analysis, Challenges faced by International Business and Investment Opportunities for Indian Industry.
		CO4	Components of Business Environment, Role of government in Business, Social Audit - Meaning and Importance of Corporate Governance and Social Responsibility of Business, Globalisation, MNC and FDI.
	Industrial Law	CO1	Define and Identify the fundamental legal principles on basic legal knowledge to business transactions.
		CO2	Interpret the detailed concepts of industrial relation and their dispute along with the laws supporting with health , safety, welfare , social legislation and means in which compensation can be made .
		CO3	Identify the Laws related to industrial relation and their dispute along with the laws supporting with health , safety, welfare , social legislation and laws related to compensation management.
		CO4	Distinguish between the different types awards , settlement and social legislation and the laws related to bonus and gratuity and the other authorised deduction.
	Business Mathematics	CO1	Define and understand the concept of interest and annuity, methods of finite differences, matrices and derivatives.
		CO2	Solve problems on derivatives, interest and annuity, matrices and determinants. Apply numerical methods (interpolation) to obtain approximate solutions to mathematical problems.
		CO3	Analyze the applications of derivatives
		CO4	Evaluate the concept of matrices in input output analysis.
	Principles of Management	CO1	Defining the concepts of management and various management theory which will aid the understanding of other management functions.
CO2		Explaining and building the various aspects of planning and decision making.	
CO3		Classifying organizing, departmentation, span of control and delegation and their various aspects.	
CO4		Elaborating and understand various aspects of Directing, Leadership, Co-ordination and Controlling	
Principles of Marketing	CO1	Define and Understand the concept of marketing. marketing mix, its environment, research and different related terminologies	
	CO2	Utilize the knowledge of different aspects of marketing and consumer behaviour and able to differentiate between them	
	CO3	Determining the importance of different marketing tools in business and criteria for its application	
	CO4	Adaptation of Marketing Mix tools in businesses	
		CO1	Understanding the concept of Liberalisation, Globalisation and Privatisation
		CO2	Relate the concepts of Human Rights

Semester 3	Foundation Course- II	CO3	Understanding the concept of Environment, Ecology and their interconnectedness and Concept of Sustainable Development
		CO4	Analysing the causes of stress and conflicts in individuals and society
		CO5	Evaluating different mechanisms for coping with stress and Conflict Resolution methods
	Strategic Management	CO1	Define concepts like strategy, strategic management, strategic intent, types of strategies and business environment
		CO2	Explain and compare concepts like environmental components, levels of intents, stages of strategic management and types of strategies
		CO3	Applying models in strategic choice and management and utilize them to understand the strategies of organizations
		CO4	Evaluation of strategies and develop strategic plans for different types of businesses
	Accounting for Managerial Decision	CO1	Analyze and interpret financial statements of entities
		CO2	Understanding and applying the basic concepts, functions, process, techniques of Ratio analysis
		CO3	Understanding and preparation of cash flow statement
		CO4	Explain, apply and evaluate Receivables management and Working Capital Management
	Business Planning and Entrepreneurship	CO1	Defining various theories of entrepreneurship, concept and need of entrepreneurship development and external factors influencing entrepreneurship development.
		CO2	Classifying various types of entrepreneurs, Women Entrepreneurship: Problems and solutions, and the concept of Social Entrepreneurship
		CO3	Developing Creativity, Invention and Innovation, an Idea Generation process, Business Planning Process and creation of a subsequent Business plan.
		CO4	Examining and evaluating various steps involved in starting a venture, the Institutional Support available to Entrepreneurs and the new trends in entrepreneurship.
Foundation Course -III (Environmental Management & Sustainability)	CO1	Remembering the concepts of environment, resources and its types, pollution and its remedies.	
	CO2	Understanding the concept of biogeochemical cycles, global warming and its causes and effects. Explain disaster management and waste management to reduce environmental degradation.	
	CO3	Relate sustainability and environmental clearance for establishing and operating industries in India	
	CO4	Evaluating innovative business models and non-conventional energy resources.	
Information Technology for Business Management-I	CO1	Understand the concepts of Information systems, E-commerce and different network terminologies.	
	CO2	Distinguish between different Information Systems and its major components, different e-commerce business models and electronic payment systems.	
	CO3	Analyse various threats and IT risks related to e-commerce, different functions of MS-Office tools.	
	CO4	Design and formulate spreadsheets, presentation and e-mails effectively.	
Advertising	CO1	Recall concepts of advertising and creativity in advertising. Define advertising budget.	
	CO2	Interpreting various types of advertising, theories of advertising, advertising planning process and strategy. Understanding the advertising agencies and their role in advertising. Explain the concept of copywriting. Interpret the current trends and careers in advertising.	
	CO3	Learn techniques to create TV and Radio commercial.	
	CO4	Evaluate the effectiveness of advertising by pre-testing and post testing methods.	
Consumer Behaviour	CO1	Remembering the concepts of Consumer Behaviour and factors affecting these behaviour	
	CO2	Understanding the theories of Motivation and the individual determinants of Consumer Behaviour	

		CO3	Evaluate the influence of family and other social classes on Consumer Behaviour
		CO4	Construct and Create Consumer Decision Making Models.
	<b>Basics of Financial Services</b>	CO1	Define And Recall The Concept Of Financial System, Concept Of Commercial Banks, List Out Kunds Of Insurance, Concepts Of Mutual Funds
		CO2	Explain Financial Market, Role Of Rbi, Principles Of Insurance, Classify Mutual Funds Schemes
		CO3	Develop Regulatory Functions Of Financial System, Applications Of Banking Functions, Selection Of Insurance And Mutual Funds Options
		CO4	Understand Functions Of Financial System, Development Banks, Mutual Funds Industry And Insurance, Evaluate Mutual Funds Performance
	<b>Corporate Finance</b>	CO1	Define & Interpret the concept of Corporate finance, Capital structure & Leverages, Time value of money and Mobilisation of funds.
		CO2	Apply the concept of Capital Budgeting, Time Value of Money, EBIT-EPS Analysis, Leverages in financial decision making.
		CO3	Analyze & Compare various financing alternatives using concept of EBT-EPS Analysis, Leverages, Capital Budgeting.
		CO4	Explain the concepts of Corporate finance, ownership securities, and mobilisation of funds and interpret the same.
<b>Semester 4</b>	<b>Business Research Methods</b>	CO1	Define research, its types, source of data, process of data processing and analysis and ethics
		CO2	Classify and compare different types of researches and to apply knowledge for selecting sampling and data collection and analysis techniques
		CO3	Choose appropriate type of research and its technique
		CO4	Create one's own research work like analysis, questionnaire design or research paper
	<b>Business Economics-II</b>	CO1	Understand the various concepts of national income.
		CO2	Understand Keynesian Economics
		CO3	Understand the various theories of public revenue and public expenditure
		CO4	Understand the concepts related to international trade
	<b>Production and Total Quality Management</b>	CO1	Understand the basic management decisions with respect to production and quality management.
		CO2	Understand the designing aspect of production systems.
		CO3	Understand the quality certification and benchmarking in their operations.
		CO4	Understand the basis of Productivity and Quality management in operations
	<b>Foundation Course -IV (Ethics &amp; Governance)</b>	CO1	Defining and understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
		CO2	Demonstrating and Applying of ethics in functional areas like marketing, finance and human resource management
		CO3	Analysing the theory, need, models and practices of Corporate Governance.
		CO4	Discussing and Recommending the ethical business practices, CSR and Corporate Governance practiced by various organisations
	<b>Information Technology for Business Management-II</b>	CO1	Understand the basic concept of decision support systems, ERP, E-CRM, Database Management System, Data Mining and Outsourcing.
		CO2	Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
		CO3	Identify the important business functions provided by typical business software such as enterprise resource planning, customer relationship management and relational databases.
		CO4	Evaluate the need and importance of various outsourcing models like BPO, KPO, ITO and various business softwares.
	<b>Event Marketing</b>	CO1	Understanding the basic concepts of Event Marketing.
		CO2	Classifying various categories of Events and developing an understanding of the same
		CO3	Explaining various concepts and strategies relating to Event Pricing
		CO4	Evaluate the latest trends and challenges in Event Marketing
<b>Integrated Marketing Communications</b>	CO1	Understand the basic concepts of Integrated Marketing Communication	
	CO2	Evaluate the coordination of various tools of IMC	
	CO3	Relate and examine the current trends in IMC	

	<b>Financial Institutions &amp; Markets</b>	CO4	Define and apply unique marketing tactics.
		CO1	Understand and comprehend the theoretical settings of Financial System in India
		CO2	Describing and analysing the Financial Regulators & Institutions in India
		CO3	Identify and explain attributes of Indian Financial Markets - Money Market and Capital Markets
	CO4	Compare and analyse Financial System Designs around the world	
	<b>Corporate Restructuring</b>	CO1	Define Coporate restructuring, explain the types of restructuring and impact of reorganization on the company.
		CO2	Solve practical problems on Internal and External reconstruction.
		CO3	Distinguish between Internal and External reconstruction, Amalgamation/ Mergers/ Takeovers and Absorption
CO4		Recall & Elaborate the concepts of reorganisation and understand the impact of reorganisation on company.	
<b>Semester 5</b>	<b>Corporate Communication and PR</b>	CO1	Define the concepts of corporate communications and public relations and their elements
		CO2	Explain ethics and legal aspects of communication and scope of corporate communication
		CO3	Analyze evolution of communication and apply different forms of communication within and outside a businesses
		CO4	Decide communication plans in business situations and develop corporate online content
	<b>Logistics and Supply Chain Management</b>	CO1	Understand the concepts of logistics and supply chain management
		CO2	Understand the key activities performed by the logistics function
		CO3	Understand the nature of supply chain, its functions and supply chain systems
		CO4	Understand the global trends in logistics and supply chain management
	<b>Services Marketing</b>	CO1	Define and Recall distinctive features of services and Challenges & opportunities related to Service Marketing.
		CO2	Interpret and apply key elements in services marketing in terms of 7Ps of marketing
		CO3	Examine and evaluate ways to improve service quality and productivity.
		CO4	Determine and develop marketing of different services in Indian and Global context.
	<b>Sales and Distribution Management</b>	CO1	Develop understanding of the sales & distribution processes in organizations
		CO2	Compare and examine Market Analysis and Sales
		CO3	Interpret and use Distribution Channel Management
		CO4	Evaluate Performance, Ethics and trends
	<b>Ecommerce and Digital Marketing</b>	CO1	Defining the concept of E-commerce and its functioning
		CO2	Demonstrating the application of E-business and evaluate its working in comparison to Brick and mortar business
		CO3	Identifying various laws relating to E-commerce and issues relating to security and privacy
		CO4	Evaluating the application of digital marketing and its impact on organizations and consumers.
	<b>Customer Relationship Management</b>	CO1	To outline the terms, concepts, customer relations and relationship marketing in CRM
		CO2	To identify CRM Marketing Initiatives, Customer Service and Data Management
		CO3	To appraise the Strategies and Plans for effective Implementation and Evaluation of CRM
		CO4	To evaluate the recent trends and new horizons in CRM
	<b>Investment Analysis &amp; Portfolio Management</b>	CO1	Explain and Identify concepts of Investment Environment
		CO2	Calculate & Analyse concept of risk & return associated with various investments avenues.
		CO3	Understand and interpret various model & techniques of security portfolio analysis.
		CO4	Define and apply Capital Asset Pricing Model theory and Portfolio Performance Measurement theory

	<b>Wealth Management</b>	CO1	Effectively plan and evaluate the performance of alternative investment portfolios in wealth management, Personal Financial Statement Analysis and Economic Environment Analysis
		CO2	Explain and apply Insurance Planning and Investment Planning
		CO3	Understand and discuss various Financial Mathematics/ Tax and Estate Planning attributes
		CO4	Define and analyse Retirement Planning/ Income Streams & Tax Savings Schemes
	<b>Commodity &amp; Derivatives Market</b>	CO1	Define and explain the fundamental aspects of commodities and derivatives market.
		CO2	Demonstrate and distinguish among alternative derivative instruments and employ theoretical valuation methods to price these financial instruments.
		CO3	Explain the trading, clearing and settlement mechanism in derivatives market and analyze various investment criteria in commodity and derivative markets
		CO4	Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications
	<b>Risk Management</b>	CO1	Understand and evaluate the fundamental aspects of risk management, measurement and control
		CO2	Define and apply the basic concepts, functions, process, techniques of Risk Hedging Instruments & Mechanism and ERM
		CO3	Comprehensively analyse and determine risk governance, risk assurance and stakeholders expectation
		CO4	Understand and evaluate risk management in insurance sector
<b>Semester 6</b>	<b>Operations Research</b>	CO1	Understand and determine attributes of Operations Research and Linear Programming
		CO2	Discuss and assess Assignment and Transportation Models
		CO3	Explain and apply Network Analysis
		CO4	Analyse and solve issues using Decision Theory, Sequencing and Theory of Games
	<b>Brand Management</b>	CO1	Develop an understanding of concepts of branding and on designing and implementing branding strategies.
		CO2	Summarise an insight on product strategy, pricing strategy, promotion strategy and channel strategy with respect to branding
		CO3	Evaluating Brand Performance using various techniques like brand product matrix and brand value chain.
		CO4	Evaluating methods to grow and sustain brands through brand extension, brand architecture and brand hierarchy.
	<b>Retail Management</b>	CO1	Defining retail management concepts, retail formats and emerging trends in retailing.
		CO2	Classifying retail consumer and retail strategy, CRM, HRM, store location and selection in retail.
		CO3	Demonstrating and applying of retail management terminology including merchandize management, store management and retail strategy.
		CO4	Analysing and Discussing the legal and ethical aspects of retail management. To create awareness about emerging trends in retail management
	<b>International Marketing</b>	CO1	Define and Explain International Marketing, its Advantages and Challenges and to acquaint with some Trade Body.
		CO2	Develop and analyse the dynamics of International Marketing Environment.
		CO3	To understand and evaluate the relevance of International Marketing Mix decisions
		CO4	To acquaint the students with the recent developments in Global Market
	<b>Media Planning &amp; Management</b>	CO1	Defining Media, Media Mix, Strategies and budget
		CO2	Compare and explain different media and apply this knowledge for media strategies
		CO3	Examining appropriate media mix based on budgeting and buying strategies
		CO4	Estimating the performance of media wise advertisement

	<b>Innovative Financial Services</b>	CO1	Understanding and define the concepts of Finanacial services, bill discounting, securitization, leasing and consumer finance.
		CO2	Apply the concept of consumer finance, plastic money, explain hire puchase method and factoring costs
		CO3	Distinguishing factoring and forfiating, categorize housing finance in india, examining venture capital machanism
		CO4	Evaluate and design the better factoring option, Hire purchase installment methods,Consumer credit scoring, derivative options
	<b>International Finance</b>	CO1	Understand and apply the basis of International Finance, Balanace of Payments and International Monetary Systems
		CO2	Enumerate and compile attributes of Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives
		CO3	Discuss and assess parameters of World Financial Markets, Institutions and Risks
		CO4	Explain and analyse various aspects of Foreign Exchange Risk, Appraisal & Tax Management
	<b>Strategic Financial Management</b>	CO1	Explain and apply theories and practices of Dividend Decisions and XBRL
		CO2	Define and calculate financial parameters related to Capital Budgeting and Capital Ratoning
		CO3	Understand, analyse and evluate Corporate Governance, Shareholders value and Corporate reconstructions
		CO4	Define and formulate arrtibutes for financial management in Banking sector and working capital financing
	<b>Project Management</b>	CO1	Define and explain the concepts related to Project Management.
		CO2	Apply and Analyze Projects based on Fesability Analysis, Budgeting, Cost benefit analysis & Risk estimantion.
		CO3	Make use of techniques of Capital Budgeting, Leverages, Valuation of Business, Risk and Return and decide best alternative from availabe projects.
		CO4	Elaborate concepts of Modern development in Project Management, Project monitoting and controlling and solving project management problems.