

Sheth N.K.T.T. college of Commerce and Sheth J.T.T. college of Arts, Thane

**Department of Bachelor of Management studies(BMS)
CO and PSO**

Class and Semester	Paper	Course Outcome
FY BMS SEM –I		
1	Business Communication – I	Student will – <ul style="list-style-type: none"> ○ Display Competence in oral and written and visual communication ○ Develop confidence in explaining once thought and ideas in a most effective manner ○ Understands style, format and etiquette to keep pace with communication need of the modern world.
2	Foundation Course- I	<ul style="list-style-type: none"> ○ Student will acquire understanding of the pluralistic nature of Indian Society ○ Student will develop sensitization about Gender disparity in Society. ○ Student will able to understand diversity as a difference and disparity as inequality.
3	Business Statistics	<ul style="list-style-type: none"> ○ Student will understand the calculation and estimation of profit they can earn through projects. ○ Student will understand correlation of different variables of his business ○ Student will develop the usage of statistical, graphical and algebraic techniques wherever relevant.
4	Foundation of Human Skills	<ul style="list-style-type: none"> ○ Student will able to develop knowledge of field of organization and explain individual behaviour related to attitude, personality, perception motivation and rewards. ○ Student will learn to identify the process used in develop communication and resolving conflicts and implementing change. ○ Students will acquire the knowledge of organizational culture and describe various organizational design.
5	Business Law	<ul style="list-style-type: none"> ○ Students will acquaint the knowledge of students with the basic laws which

		<p>govern and regulate business entities and transactions</p> <ul style="list-style-type: none"> ○ Provide the basic provisions and contemporary issues.
6	Introduction to Financial Accounts	<ul style="list-style-type: none"> ○ This course will help the students to demonstrate progressive learning regarding Accounting Principles, GAAPs and also allow them to synthesis of financial information as well. ○ This course will give an in-depth knowledge about use of Information Technology in Financial Accounting. ○ Students will learn relevant financial and accounting skills and its quantitative and qualitative application in professional world.
7	Business Economics - I	<p>This aims at student --</p> <ul style="list-style-type: none"> ○ To expose students to basic micro economics concepts and inculcate the analytical approach of the subject matter. ○ To stimulate the students' interest by showing the reliable and use of various economic theories ○ To apply economic reasoning to problems of business.
FY BMS SEM –II		
1	Business Communication – II	<p>Student will –</p> <ul style="list-style-type: none"> ○ Display Competence in oral and written and visual communication ○ Develop confidence in explaining once thought and ideas in a most effective manner ○ Understands style, format and etiquette to keep pace with communication need of the modern world.
2	Business Environment	<p>Students will understand</p> <ul style="list-style-type: none"> ○ how an entity operates in Business Environment. ○ legal framework that regulates Industry. ○ the effect of Government policies on Economic Environment. ○ how Explore about Competitive strategies in Industry.
3	Business Mathematics	<p>Students will</p> <ul style="list-style-type: none"> ● Appreciate the mathematical concepts that are encountered in real world and

		<p>gain insight into business situations.</p> <ul style="list-style-type: none"> ● Use mathematical concepts to enable profit maximization and cost minimization. ● Get proper understanding of statistical application in economics and management
4	Foundation Course - II	<ul style="list-style-type: none"> ○ Students will acquire the knowledge of LPG, Human rights and Organizational stress and acquire the knowledge of expressing their opinions in conflicting situation and stress management.
5	Industrial Law	<ul style="list-style-type: none"> ● Students will acquire the understanding of u the concept of IndustrialLaw, will have a review Industrial and Labour Laws in India and also understand the significance of and practices of Industrial and Labour Laws
	Principles of Marketing	<p>Students will--</p> <ul style="list-style-type: none"> ○ Develop understanding of marketing concepts and terminologies ○ Understanding of individual elements of marketing mix. ○ Demonstrate knowledge of marketing communication strategies. ○ Identify the organisational process involved in planning, implementation and control of marketing activities. ○ Understand the regularity and ethical factors considered essential to making marketing decisions.
7	Principles of Management	<ul style="list-style-type: none"> ○ Student will understand the concept of management and processes which are used in organization. ○ Student will able to Identify and proper use vocabulary within the field of management and communicate effectively ○ Student will study evolution of management
SYBMS Sem III		
1	Strategic management	<ul style="list-style-type: none"> ○ Students will have exposure students to various perspectives & concepts on field of strategic management.

		<ul style="list-style-type: none"> ○ It enables the students to understand principles of strategy formulation, implementation & control in organization. ○ Students will develop skills for applying these concepts to the solution of business problem.
2	IT in Business Management-1	<p>Students will learn-</p> <ul style="list-style-type: none"> ○ Basic concepts of IT, its supports and role in management, for managers. ○ Basic concepts of email, internet and websites, Domain's & security therein. and will learn to apply in practical life. ○ And recognize the security aspects of IT in Business, highlighting electronic transactions.
3	Business Planning and entrepreneurial management	<ul style="list-style-type: none"> ○ Student will understand the concept of entrepreneurship. ○ This will help student understand the role and importance of entrepreneurship for economic development. ○ Student will acquire the knowledge of entrepreneurial process and various resources needed for development of entrepreneurial ventures.
4	Accounting for Managerial Decisions	<p>Students will --</p> <ul style="list-style-type: none"> ○ Get acquainted with basic accounting fundamentals and its applications in practical life. ○ Develop financial skills. ○ Understand the core concepts of Business Finance and understand its importance in managing Business.
5	Foundation course III	<p>Student will get</p> <ul style="list-style-type: none"> ○ exposed to the emerging environmental issues related to business and commerce at global, national, and regional levels and also learn the measures for the effective management of these problems. ○ acquainted with an environmental ethics and values and learn relevant methods techniques and tools that are in use to assess and analyse the environmental

		issues.
6 (Marketing Specialization)	Advertising	<p>Students will-</p> <ul style="list-style-type: none"> ○ Appreciate the ways of communication and persuasion with consumers. ○ Understand the role of advertising in the communication mix. ○ Identify and discuss the range of creative strategies in advertising. ○ Discuss the role of advertising agency and its client relationship.
7 (Marketing Specialization)	Consumer behaviour	<p>Student will</p> <ul style="list-style-type: none"> ○ Understand the consumer behaviour as a central topic in marketing. ○ Provide some simple tools that can be used for thinking about consumers, speculating about their possible behaviours, analysing marketing problems from a consumer-behaviour perspective. ○ present a simple model of consumer decision-making, and, based on this, can distinguish four basic types of consumer purchases. ○ learn how consumers learn about products and services from their environment and how they use this information to direct their behaviour. ○ learn concepts of values, lifestyle, and culture.
8 (Human Resource Specialization)	Recruitment and selection	<p>Students will</p> <ul style="list-style-type: none"> ○ Understand the importance & relevance of recruitment & selection in an organization. ○ Identify the major legal issues affecting recruitment and selection ○ Explain the role of competencies and performance management. ○ Develop & Participate in an interview process.
9 (Human Resource Specialization)	Motivation and Leadership	<p>Student will</p> <ul style="list-style-type: none"> ○ get an students the opportunity to review and learn new leadership and motivation theories. ○ It helps students to develop

		leadership skills as related to effective management practices and will explore their own development into the person they want to be.
10 (Finance Specialisation)	Corporate Finance	<ul style="list-style-type: none"> ○ The students will understand conceptual framework of finance function, tools and techniques for financial management and decision making. ○ The students will learn why corporate finance is importance in managing the business. ○ The students will understand nature, importance, structure of corporate finance related areas in day to day business.
11 (Finance Specialisation)	Basics of financial Services	<p>Students will learn</p> <ul style="list-style-type: none"> ○ the core concepts of business finance and its importance in managing the business.
SYBMS Sem IV		
1	Production and Total Quality Management	<p>The students will learn the below</p> <ul style="list-style-type: none"> ○ Use basic production and Total Quality Management concepts. ○ Types of production systems. ○ how to Apply the principle and techniques of Total Quality Management in improving quality practices within and industrial or service organization. ○ Material Management Systems. ○ How to Apply Quality Management Tools and Six Sigma Methodology to address the identification of waste from a process and to address problem process quality and consistency. ○ To understand the concept of productivity and its uses for Company.
2	IT in Business Management-II	<ul style="list-style-type: none"> ○ Student will able to understand managerial decision-making and to develop perceptive of major functional areas of MIS. ○ Students will learn and understand the relationship between Database Management and Data ware house approaches, requirements and application of data warehouse. ○ Students will learn outsourcing concept-

		BPO/KPO, their structures, cloud computing.
3	Business Research Methods	<ul style="list-style-type: none"> ○ Students will develop analytical abilities and research skill which they can use in their final year projects ○ which give them a experience and learnings in Business Research.
4	Foundation Course IV (Ethics and Governance)	<ul style="list-style-type: none"> ○ This course enables student to understand ethical business practices, CSR and corporate governance practiced by various organisation. ○ Student will learn the applicability of ethics in functional areas like marketing, finance and human resource management.
5	Business Economics II	<ul style="list-style-type: none"> ○ Students will get an overview of macroeconomics issues. ○ Student will able to understand preliminary models for the determination of output employment interest rate and inflation. ○ Students can differentiate between monetary and fiscal policies and their application in real world.
6 (Finance Specialization)	Financial Institutions & Markets	<p>Students will learn-</p> <ul style="list-style-type: none"> ○ The core concepts of business finance and its importance in managing the business. ○ A conceptual framework of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian financial market.
7 (Finance Specialization)	Strategic Cost Management	<p>Students will develop-</p> <ul style="list-style-type: none"> ○ Skills of analysis, evaluation and synthesis in cost and management accounting ○ The ability to understand complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.
8 (Marketing Specialization)	Integrated marketing communication	<p>Student will able to-</p> <ul style="list-style-type: none"> ○ Understand the nature, purpose and complex construction in the planning and execution of an effective Integrated

		<p>Marketing Communication (IMC) program.</p> <ul style="list-style-type: none"> ○ understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.
<p>9 (Marketing Specialization)</p>	<p>Rural Marketing</p>	<p>Student will able to-</p> <ul style="list-style-type: none"> ○ Explore the various aspects of rural marketing and develop an insight into rural marketing consisting different concepts and processes in rural marketing
<p>10 (Human Resource Specialization)</p>	<p>Training and Development in HRM</p>	<p>Students will</p> <ul style="list-style-type: none"> ○ Develop an understanding of the evolution of T&D from a tactical to a strategic function. ○ Understand the concept of training audit and evaluation. ○ Understand the need for Performance management. ○ Understand the various strategies used by organisation to measure the performance and reward for the same.
<p>11 (Human Resource Specialization)</p>	<p>Human resource planning in information system</p>	<p>Student will</p> <ul style="list-style-type: none"> ○ Get aware about the basic aspects of human resource management in functioning of human resource management in an organizational setting. ○ Get the understanding of the basic concepts, functions and processes of human resource management ○ Get aware of various information system available to manage HRM functions.
<p>TYBMS Sem V</p>		
<p>1</p>	<p>Logistics and Supply Chain Management</p>	<p>Students will-</p> <ul style="list-style-type: none"> ○ Get the understanding of logistics & supply Chain operations fit into various types of Business: Manufacturing, service & project ○ Understand the different functions of logistics and its applications. ○ Study modern logistical Infrastructure and its usage in the businesses.

<p style="text-align: center;">2</p>	<p style="text-align: center;">Corporate communication and Public Relation</p>	<p>Students will get acquaint with -</p> <ul style="list-style-type: none"> ○ Basic understanding of the concepts of corporate communication & public relation. ○ Various elements of corporate communication & consider their roles in managing organisation. ○ IT help students to examine how various elements of corporate communication must be coordinated to communicate effectively.
<p style="text-align: center;">3 (Finance Specialization)</p>	<p style="text-align: center;">Wealth Management</p>	<p>Students will learn</p> <ul style="list-style-type: none"> ○ Evaluation of factors affecting decisions related to wealth creation. ○ can provide an advice on personal wealth management and pension planning ○ can identify alternative source of finance and consider their suitability in particular circumstances
<p style="text-align: center;">4 (Finance Specialization)</p>	<p style="text-align: center;">Commodity and Derivatives Market</p>	<ul style="list-style-type: none"> ○ Students will understand growth and development of Commodities and Derivatives Markets and Futures Trading in India. ○ students will option prices and how to buy and manage option. ○ Students will be able to read charts in futures trading and make trading decisions. ○ Students will understand issues pertaining to pricing and hedging with options on Individual Stocks and Indexes. ○ The students will learn how to examine and futures contracts for equities Indexes.
<p style="text-align: center;">5 (Finance Specialization)</p>	<p style="text-align: center;">Investment Analysis and Portfolio Management</p>	<ul style="list-style-type: none"> ○ The can Interpret the concepts of Risk & Return of a portfolio. ○ Students will learn Application of various techniques for construction of an efficient portfolio, optimal portfolio selection and market efficiency. ○ Students will understand theorems of valuation of Bonds. ○ Students will develop advanced evaluation techniques of securities.

		<ul style="list-style-type: none"> ○ will learn how to Evaluate Mutual Funds schemes by using in different models of Mutual Funds.
6 (Finance Specialization)	Risk Management	<ul style="list-style-type: none"> ○ This course is designed to introduce to the students the elementary concepts of risk management and articulate the values of risk management. ○ This course will help the students out to provide a realistic assessment of risks along the risk management metrics. ○ This course will allow the students to select the most appropriate risk mitigation action plan for each risk. ○ The students should be able to use these concepts to understand the relevant concepts of contingent plan in the real world prepare crisis response plan of action.
7 (Marketing Specialization)	Customer relationship management	<p>Student will able to-</p> <ul style="list-style-type: none"> ○ Understand concept of CRM and its implementation ○ Provide insight into CRM marketing initiatives, customer service and designed CRM strategy ○ Understand new trends in CRM
8 (Marketing Specialization)	Ecommerce and digital marketing	<p>Student will able to-</p> <ul style="list-style-type: none"> ○ Understand increasing significance of e-commerce and its application in business and various sectors ○ Understand recent trends and practices in E-commerce and digital marketing along with its challenges and opportunities for an organization
9 (Marketing Specialization)	Sales and distribution management	<p>Student will</p> <ul style="list-style-type: none"> ○ Develop understanding of the sales and distribution process in organization. ○ Get familiarized with concepts and approaches and the practical aspect of key decision making variables in sales management and distribution channel management.
10 (Marketing Specialization)	Service Marketing	<p>Student will acquire the</p> <ul style="list-style-type: none"> ○ understanding of concepts, functions and techniques of the craft of marketing services.

		<ul style="list-style-type: none"> ○ Understanding and identification of critical issues in service design including nature of service products and markets. ○ understanding and identification of critical issues in service delivery including identifying and managing customer services.
11 (Human Resource Specialization)	Finance for HR Professionals and Compensation Management	<ul style="list-style-type: none"> ○ Students will be able to apply policies and practices of compensation. ○ Students will understand dynamics of different acts associated with working conditions in a firm. ○ They will be able to design, implement and evaluate compensation plans.
12 (Human Resource Specialization)	Strategic Human Resource Managements and HR Policies	<ul style="list-style-type: none"> ○ Student will link the HRM function to corporate strategies in order to understand strategic resources. ○ Students will understand relation between SHRM and Organizational Performance. ○ Student can apply theories and concepts relevant to SHRM in contemporary organizations. ○ Students will understand the purpose and process of developing HR policies
13 (Human Resource Specialization)	Industrial Relations	<p>Students will develop an-</p> <ul style="list-style-type: none"> ● understanding the concept of Industrial Relations ● students will able to review Industrial Relations in India and Abroad ● Understanding of the significance of and practices of Industrial Relations
14 (Human Resource Specialization)	Performance Management and Career Planning	<p>Students will -</p> <ul style="list-style-type: none"> ● Understand the concept of performance management in organizations ● Able to review performance appraisal systems ● Understand the significance of career planning and practices and can used it in real life.
TYBMS Sem VI		
1	Operation Research	<p>Students will</p> <ul style="list-style-type: none"> ○ Understand the mathematical tools that

		<p>are needed to solve optimization problems</p> <ul style="list-style-type: none"> ○ Learn about different decision making processes ○ Able to identify and develop operational research models.
2	Project work	<p>Student will develop-</p> <ul style="list-style-type: none"> ○ research analysis and scientific temperament and can challenge his or her own the potential as regards to his/her eager to enquire and ability to interpret particular aspect of the study. ○ Student will get practical experience of the industry.
3 (Finance Specialization)	Project management	<p>Students can get the understanding of</p> <ul style="list-style-type: none"> ○ Basic concepts, functions and functioning of project management ○ Comprehensive overview of project management as a separate area of management
4 (Finance Specialization)	Strategic Financial management	<p>Student can</p> <ul style="list-style-type: none"> ○ Match the need of current market scenario and can upgrade his /her skills and knowledge for long term sustainability ○ Acquaint students with contemporary issues related to financial management
5 (Finance Specialization)	Innovative Financial Services	<ul style="list-style-type: none"> ○ The students will be well aware of fundamentals aspects, and issues associated with various financial services. ○ The students will understand comprehensive overview of emerging financial services in the light of globalisation. ○ The students will understand basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of the financial services.
6 (Finance Specialization)	International Finance	<p>Students will -</p> <ul style="list-style-type: none"> ○ familiarize the student with the fundamental aspects of various issues associated with International Finance

		<ul style="list-style-type: none"> ○ learn the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market
<p style="text-align: center;">7 (Marketing Specialization)</p>	<p style="text-align: center;">Media Planning and Management</p>	<p>Students will</p> <ul style="list-style-type: none"> ○ understand Media planning, strategy and management with reference to current business scenario ○ Learn basic characteristics of all media to ensure most effective use of advertising budget ○ Gather the understanding on media planning, budgeting, scheduling and evaluating.
<p style="text-align: center;">8 (Marketing Specialization)</p>	<p style="text-align: center;">Brand Management</p>	<p>Student will learn</p> <ul style="list-style-type: none"> ○ various of principles of branding, role of branding. ○ Understand implications of planning, implementing and evaluation of branding strategies. ○ How to develop and create brand equity for a brand.
<p style="text-align: center;">9 (Marketing Specialization)</p>	<p style="text-align: center;">Retail Management</p>	<p>Student will get</p> <ul style="list-style-type: none"> ○ Familiarize with retail management concepts & operations. ○ Understand the retail management & types of retailers including terminology including merchandise management, store management and retail strategy. ○ Acquaint with legal and ethical aspects of retail management.
<p style="text-align: center;">10 (Marketing Specialization)</p>	<p style="text-align: center;">International Marketing</p>	<p>student will –</p> <ul style="list-style-type: none"> ○ Understand international marketing, its advantages and challenges ○ Get an insight on dynamics of international marketing environment. ○ Understand the relevance of international marketing mix decisions and recent developmenti
<p style="text-align: center;">11 (Human Resource Specialization)</p>	<p style="text-align: center;">Human Resource Accounting and Audit</p>	<p>Student will-</p> <ul style="list-style-type: none"> ○ Understand the value of Human Resources in Organization ○ become familiarize with the process and

		<p>approaches of Human Resources Accounting</p> <ul style="list-style-type: none"> ○ Able to explore about approaches of Human Resource Auditing
<p>12 (Human Resource Specialization)</p>	<p>Organizational Development</p>	<p>Student will-</p> <ul style="list-style-type: none"> ○ Understand significance of Organizational Development. ○ get an understanding of detail about the cycle and process of Development in the organization. ○ Understand the new approaches and interventions in Organizational Development.
<p>13 (Human Resource Specialization)</p>	<p>HRM in Global Perspective</p>	<p>Student will learn-</p> <ul style="list-style-type: none"> ○ An insights of the concepts of Expatriates and repatriates. ○ The impact of cross culture on human Resource management. ○ about the information in global workforce management. ○ International HRM trends and challenges.
<p>14 (Human Resource Specialization)</p>	<p>HRM in service sector management</p>	<p>Student will learn –</p> <ul style="list-style-type: none"> ○ Understand concept and growing importance of HRM in service sector ○ Understand how to manage HR in service sector. ○ Get significant understanding of creating human element through service quality. ○ Understand the issues and challenges of Hr in various service sectors.

Program Specific Outcome BMS- Marketing

1. Understanding the tasks and responsibilities of marketing manager
2. Develop understanding of local, national and international markets and their practices for sustainability.
3. Understanding the planning and execution of Marketing strategies and its application.
4. Creating awareness and understanding of IMC and its tools along with strategizing and implementation.

Program Specific Outcome BMS- Finance

1. Understanding of business finance and developing a sharp finance acumen.
2. Proper understanding of functions of financial manager- asset management, profit maximization, risk management, etc.

Program Specific Outcome BMS- Human Resource

1. Sensitization of students to various facets of managing people and to focus on the development of knowledge and skills that all managers and leaders need.
2. Familiarize students with current HR Practices that apply to their careers.
3. Facilitating the development of better understanding of HR issues as they relate to other managerial functions.