

## COURSE OUTCOME

### BMS

<b>SEMESTER I</b>	
<b>COURSE</b>	<b>OUTCOME</b>
INTRODUCTION TO FINANCIAL ACCOUNTS	<ul style="list-style-type: none"><li>• Understand &amp; interpret the preparation of basic financial data such as trading Profit &amp; loss account &amp; balance sheet.</li><li>• Have a basic knowledge of Indian accounting standard.</li><li>• Deal with Bank reconciliation statements.</li><li>• Understand the charges of depreciation on various assets.</li></ul>
BUSINESS LAW	<ul style="list-style-type: none"><li>• Appreciate the relevance of business law and the role of law in an economic, political and social framework.</li><li>• Identify the fundamental legal principles behind contractual agreements.</li><li>• Examine how businesses can be held liable for the actions of their employees.</li><li>• Understand the legal and economic structure of different forms of business organizations and their responsibilities as an employer.</li></ul>
BUSINESS STATISTICS	<ul style="list-style-type: none"><li>• To familiarize the students with fundamental statistical tools which can help them in analyzing the business data.</li><li>• to provide students with hands on experience to use statistical tools in order to make scientific decisions even in uncertain business environment</li><li>• to Analyse and contrast techniques and biases of quantitative methods within the context they are to be applied</li></ul>
BUSINESS COMMUNICATION I	<ul style="list-style-type: none"><li>• Understand the theory of communication, its concepts, channels and objectives</li><li>• Understand problems or barriers in communication and importance of listening skills</li><li>• Draft business correspondence like mails, letters</li><li>• Master in language and writing skills</li></ul>
FOUNDATION OF HUMAN SKILLS	<ul style="list-style-type: none"><li>• Understand the basic behaviour pattern of human, which is the most important resource of a business and to deal with them in an apt manner.</li><li>• Deal &amp; negotiate with different kinds of human nature with greater awareness of the human behaviour.</li></ul>
BUSINESS ECONOMICS I	<ul style="list-style-type: none"><li>• Demonstrate knowledge and proficiency in the overall foundations of an economy as it relates to supply and demand and its impact on the domestic and world economy</li><li>• Exhibit competency in demonstrating both reasoning and analytical skills in determining optimal outcomes in contemporary economic situations.</li><li>• Evaluate the effects of government interventions in individual markets and in the macro economy.</li></ul>
FOUNDATION COURSE I	<ul style="list-style-type: none"><li>• To make students capable of understanding and studying the vibrant Indian culture classify the general characteristic of Indians</li><li>• To impart the students a thorough knowledge on social stratification based on caste, culture, religion, gender.</li><li>• To understand the general characteristics on Indian constitution and local self-government and its implication on every Indian citizen.</li><li>• To offer diverse learning opportunities to develop analytical and soft skills.</li></ul>

<b>SEMESTER II</b>	
<b>COURSE</b>	<b>OUTCOME</b>
PRINCIPLES OF MARKETING	<ul style="list-style-type: none"> <li>• Critically Analyse the marketing theories &amp; concepts and understand the relevance in perspective to current business scenario in India</li> <li>• To develop basic marketing skills among students in order to cater to the marketing industries.</li> </ul>
INDUSTRIAL LAW	<ul style="list-style-type: none"> <li>• Know the development and the judicial setup of Labour Laws.</li> <li>• Learn the salient features of welfare and wage Legislations.</li> <li>• Learn the laws relating to Industrial Relations, Social Security and Working conditions.</li> <li>• Understand the laws related to working conditions in different settings.</li> </ul>
BUSINESS MATHEMATICS	<ul style="list-style-type: none"> <li>• Demonstrate understanding of basic mathematics concepts.</li> <li>• Demonstrate basic knowledge and skill in business mathematics and elementary statistics by accurately performing common business computations, statistical data presentation and analysis.</li> <li>• Apply graphs, equations, ratio and proportion, percentage, and measurement systems to solve typical business problems viz calculation of budget, cash discounts, taxes etc.</li> </ul>
BUSINESS ENVIRONMENT	<ul style="list-style-type: none"> <li>• Analyze the environment of a business from the legal &amp; regulatory, macroeconomic, cultural, political, technological and natural perspectives.</li> <li>• Critically assess the business environment of an organization using selected strategic tools.</li> <li>• Conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization.</li> <li>• Construct and present scenarios that synthesize business environment information.</li> </ul>
PRINCIPLES OF MANAGEMENT	<ul style="list-style-type: none"> <li>• Study of the basic managerial functions of planning, organizing, staffing, directing and controlling resources to accomplish organizational goals.</li> <li>• Distinguish the characteristics and skills of proper management by identifying what successful managers do and how they do it.</li> <li>• Analyze the business decisions made by organisations using various tools and techniques to remain competitive.</li> <li>• Offer diverse learning opportunities to develop analytical and soft skills.</li> </ul>
BUSINESS COMMUNICATION II	<ul style="list-style-type: none"> <li>• Have clear understanding of effective principles of effective presentation tools</li> <li>• Get a better understanding of various aspects of business letter writing.</li> <li>• Get exposure to Group discussions and various types of mock interviews.</li> <li>• Be able to analyze and understand summarization of content.</li> </ul>
FOUNDATION COURSE - VALUE EDUCATION AND SOFT SKILL II	<ul style="list-style-type: none"> <li>• Aware about the Indian society, human rights &amp; the environment</li> <li>• Understand the meaning of stress &amp; conflict, its effects on humans &amp; how can we manage &amp; overcome them</li> </ul>
<b>SEMESTER III</b>	
<b>COURSE</b>	<b>OUTCOME</b>
BASICS OF FINANCIAL SERVICES (FINANCE ELECTIVE)	<ul style="list-style-type: none"> <li>• Understand the operations and structure of different financial institutions</li> <li>• Describe various types of insurance contracts and their uses in financial services</li> <li>• Describe clients' dispositions toward risk and identify appropriate strategies to pursue</li> <li>• Identify the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates</li> </ul>
CORPORATE FINANCE (FINANCE ELECTIVE)	<ul style="list-style-type: none"> <li>• Understand Sources of finance in corporate</li> <li>• Manage businesses with different tools and techniques.</li> </ul>

	<ul style="list-style-type: none"> <li>• Analyse data and take a part in financial decision making</li> <li>• Know about corporate markets</li> <li>• Understand Valuation of assets</li> </ul>
CONSUMER BEHAVIOUR (MARKETING ELECTIVE)	<ul style="list-style-type: none"> <li>• Develop an understanding about the consumer decision making process and its application to the marketing function of a firm</li> <li>• Have basic knowledge about the issues &amp; dimensions of consumer behaviour. Students are expected to develop the skill of understanding &amp; analysing consumer information and using it to create marketing-oriented strategies.</li> </ul>
PRODUCT INNOVATIONS MANAGEMENT (MARKETING ELECTIVE)	<ul style="list-style-type: none"> <li>• Understand the concept of innovations and relevance of innovations in the present day scenario.</li> <li>• Understand the importance of protecting innovations and legal aspects related to innovations</li> <li>• Study product innovations, process innovations and innovations diffusion</li> <li>• Well acquainted with stages in new product development</li> </ul>
RECRUITMENT & SELECTION (HUMAN RESOURCE MANAGEMENT)	<ul style="list-style-type: none"> <li>• Familiarized with concepts and principles of Recruitment and Selection in an organization.</li> <li>• Have in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.</li> </ul>
ORGANISATION BEHAVIOUR & HRM (HUMAN RESOURCE MANAGEMENT)	<ul style="list-style-type: none"> <li>• Analyze the complexities associated with management of the group behavior in the organization.</li> <li>• Gain an appreciation of the relevance of the study of organizational behaviour to the practice of human resource management</li> <li>• Competency to recruit, train, and appraise the performance of employees</li> </ul>
BUSINESS PLANNING & ENTREPRENEURSHIP	<ul style="list-style-type: none"> <li>• Understand areas of discipline of management &amp; entrepreneurship</li> <li>• Develop responsibility of full line of management function of a company with special reference to SME sector</li> </ul>
INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT I	<ul style="list-style-type: none"> <li>• Familiarise the basic concepts and its applications in managing business.</li> <li>• Reproduce a working knowledge of concepts and terminology related to information technology in open source. appraise the knowledge previously acquired of Microsoft Office</li> </ul>
ACCOUNTING FOR MANAGERIAL DECISIONS	<ul style="list-style-type: none"> <li>• To acquaint management learners with basic accounting fundamentals.</li> <li>• To develop financial analysis skills among learners.</li> <li>• To apply or analyse various techniques to various domains concerned with Accounting based applications and solutions.</li> </ul>
STRATEGIC MANAGEMENT	<ul style="list-style-type: none"> <li>• Know, understand, and apply the strategic management process to analyze and improve organizational performance</li> <li>• Understanding the impact of social, economic and political forces on the design, planning and implementation of organization's policy,</li> <li>• Critically examine the management of the entire enterprise from the top management viewpoints.</li> </ul>

FOUNDATION COURSE III- ENVIRONMENTAL MANAGEMENT	<ul style="list-style-type: none"> <li>• Identify and value the effect of the pollutants on the environment: atmosphere, water and soil.</li> <li>• Provide skills and an improved understanding of how firms and organisations work with sustainability issues such as environmental and natural resource management.</li> <li>• Develop an activity using various strategies to control, reduce and monitor all environmental problems that might arise as a result.</li> <li>• Be conversant with basic environmental legislation.</li> <li>• Demonstrate professional business communication skills through writing, presentations and class discussions.</li> </ul>
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#### SEMESTER IV

COURSE	OUTCOME
AUDITING (FINANCE ELECTIVE)	<ul style="list-style-type: none"> <li>• To examine the system of internal check.</li> <li>• To check arithmetical accuracy of books of accounts, verifying posting, casting, balancing.</li> <li>• To confirm the existence of assets &amp; liability.</li> </ul>
CORPORATE RESTRUCTURING (FINANCE ELECTIVE)	<ul style="list-style-type: none"> <li>• Show case knowledge of relating to legal, accounting, &amp; practical implication of corporate restructuring.</li> <li>• Comprehend the process of internal &amp; external restructuring of business.</li> </ul>
INTEGRATED MARKETING COMMUNICATION (MARKETING)	<ul style="list-style-type: none"> <li>• Understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers</li> <li>• Provide a managerial framework for integrated marketing communications planning</li> </ul>
RURAL MARKETING (MARKETING)	<ul style="list-style-type: none"> <li>• Know the agriculture &amp; rural marketing environment so that they understand consumer &amp; marketing characteristics</li> <li>• Understand the emerging challenges in upcoming global economic scenario</li> </ul>
HUMAN RESOURCE PLANNING & INFORMATION SYSTEM (HUMAN RESOURCE MANAGEMENT)	<ul style="list-style-type: none"> <li>• Understand the core issues involved in human resource planning (HRP) and forecasting</li> <li>• explores different factors that managers should consider while making decisions in developing their human resources plans</li> </ul>
TRAINING & DEVELOPMENT IN HRM (HUMAN RESOURCE MANAGEMENT)	<ul style="list-style-type: none"> <li>• To make the students acquainted with working of the two powerful media; i.e. radio and television.</li> <li>• The content is useful for both advertising and journalism students in order to further their careers in their respective fields</li> </ul>
INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-II	<ul style="list-style-type: none"> <li>• Analyze how information technology impacts a firm</li> <li>• Interpret how to use information technology to solve business problems</li> <li>• Describe the role of information technology and information systems in business</li> </ul>
BUSINESS ECONOMICS II	<ul style="list-style-type: none"> <li>• Understanding, through application of microeconomics, of the interaction of individuals and organizations in markets; and of the role of public policy in shaping those interactions</li> <li>• Understanding, through application of macroeconomics, of the functioning of market economies at regional, national, and global levels; and of the role of public policy in shaping those interactions</li> </ul>

BUSINESS RESEARCH METHODS	<ul style="list-style-type: none"> <li>• To apply a range of quantitative and / or qualitative research techniques to business and management problems / issues</li> <li>• To Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making</li> <li>• To empower and develop research methods and strategies in Research projects for enhanced Career Options.</li> <li>• To offer diverse learning opportunities to develop analytical and soft skills</li> </ul>
FOUNDATION COURSE IV - ETHICS & GOVERNANCE	<ul style="list-style-type: none"> <li>• To work in teams, execute task assigned and perform on time lines set</li> <li>• Understand the importance and application of ethics in modern business practices.</li> <li>• Through case studies, students will develop a moral and ethical perspective of looking at business problems.</li> <li>• Understand emerging trends and growing importance of good governance and CSR by organizations</li> </ul>
PRODUCTION & TOTAL QUALITY MANAGEMENT	<ul style="list-style-type: none"> <li>• Gain basic knowledge in total quality management relevant to both manufacturing and service industry including IT sector</li> <li>• Implement the basic principles of TQM in manufacturing and service-based organization.</li> <li>• demonstrate the tools and techniques of quality management to manufacturing and services processes</li> </ul>
<b>SEMESTER V</b>	
<b>COURSE</b>	<b>OUTCOME</b>
INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT (FINANCE)	<ul style="list-style-type: none"> <li>• Understand the term, which are often confronted while reading the newspaper, magazine such as beta &amp; capital assets pricing model for better correlation practical world.</li> <li>• Calculate &amp; Analyse concept of risk &amp; return associated with various investments avenues.</li> <li>• Understand various model &amp; techniques of security portfolio analysis.</li> <li>• Understand short term &amp; long term investments avenues</li> </ul>
WEALTH MANAGEMENT (FINANCE)	<ul style="list-style-type: none"> <li>• Effectively design, manage and evaluate the performance of alternative investment portfolios in wealth management.</li> <li>• Design and implement effective portfolio management strategies within the context of alternative investment requirements and risk criteria.</li> <li>• Critically evaluate the effectiveness of performance evaluation techniques and apply the various approaches to the portfolio</li> </ul>
RISK MANAGEMENT (FINANCE)	<ul style="list-style-type: none"> <li>• Understand fundamental aspects of risk management &amp; controls.</li> <li>• Have a comprehensive overview of risk governance &amp; assurance with respect to insurance sector.</li> <li>• understand the basic concept, function, process, techniques, of risk management</li> </ul>
DIRECT TAXES (FINANCE)	<ul style="list-style-type: none"> <li>• To Define and Examine service concepts used by service industries and by discussing the rationale for the application.</li> <li>• To provide the appropriate theories, models, and other tools to make better decisions in services.</li> <li>• To formulate effective service design for both consumer and business products/services.</li> <li>• To offer diverse learning opportunities to develop analytical and soft skills.</li> </ul>

<b>SERVICES MARKETING (MARKETING)</b>	<ul style="list-style-type: none"> <li>• To Define and Examine service concepts used by service industries and by discussing the rationale for the application.</li> <li>• To provide the appropriate theories, models, and other tools to make better decisions in services.</li> <li>• To formulate effective service design for both consumer and business products/services.</li> <li>• To offer diverse learning opportunities to develop analytical and soft skills.</li> </ul>
<b>E-COMMERCE &amp; DIGITAL MARKETING (MARKETING)</b>	<ul style="list-style-type: none"> <li>• Understand the increasing significance of e-commerce and its application in various business sectors</li> <li>• Get an insight on digital marketing activities on various social media platforms and its emerging significance in business</li> <li>• Understand latest trends and practices in e-commerce and digital marketing</li> </ul>
<b>SALES &amp; DISTRIBUTION MANAGEMENT (MARKETING)</b>	<ul style="list-style-type: none"> <li>• Understand role and scope of sales management and distribution management in a company</li> <li>• Gain knowledge on market analysis and method of sales forecasting</li> <li>• Understand distribution channel management with its effective distribution strategy and channel designing</li> <li>• Understand ethics and trends in sales and distribution management</li> </ul>
<b>STRATEGIC MARKETING MANAGEMENT (MARKETING)</b>	<ul style="list-style-type: none"> <li>• Analyse marketing opportunities and threats</li> <li>• Discuss strategic concepts and theories and their application in marketing environments.</li> <li>• Develop and critically assess marketing strategies</li> <li>• Research and analyse marketing strategies in different contexts</li> </ul>
<b>FINANCE FOR HR PROFESSIONALS &amp; COMPENSATION MANAGEMENT (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• Understand the various dimensions of Compensation Management used by the companies to attract, retain, motivate and to reward employee performance.</li> <li>• Familiarise the role of various bodies involved in Compensation Management</li> </ul>
<b>STRATEGIC HUMAN RESOURCE MANAGEMENT &amp; HR POLICIES (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• Integrated perspective on role of HRM in modern business.</li> <li>• Ability to plan human resources and implement techniques of job design</li> <li>• Ability to handle employee issues and evaluate the new trends in HRM</li> </ul>
<b>PERFORMANCE MANAGEMENT &amp; CAREER PLANNING (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• Enhance their skills in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures</li> <li>• Identify and practice some performance management strategies and techniques to enhance the performance and motivation in under-performing and high performing team members</li> </ul>
<b>INDUSTRIAL RELATIONS (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• Define labor relations, industrial relations systems, and participatory processes at work.</li> <li>• Distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation</li> </ul>
<b>LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Demonstrate a clear understanding of the key concepts applied in logistics and supply chain management.</li> <li>• Highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding</li> <li>• Understand how logistics play an important role in redefining value chain</li> <li>• excellence of firm (Porter value chain model)</li> </ul>
CORPORATE COMMUNICATIONS & PUBLIC RELATIONS	<ul style="list-style-type: none"> <li>• Comprehend various aspects of corporate communication</li> <li>• Comprehend various aspects and theories of Public Relations</li> <li>• Be able to understand various mass media laws and use of technology in CCPR</li> </ul>
<b>SEMESTER VI</b>	
<b>COURSE</b>	<b>OUTCOME</b>
OPERATION RESEARCH	<ul style="list-style-type: none"> <li>• Demonstrate mathematical concepts and models for the required industry.</li> <li>• Interpret and apply the results of an operations research model to an organisation.</li> </ul>
INTERNATIONAL FINANCE (FINANCE)	<ul style="list-style-type: none"> <li>• Gain basic knowledge of how international financial markets work</li> <li>• Equip students with the ability to Analyse and make managerial decisions</li> <li>• Explore methods used to manage risk in the global markets</li> </ul>
INNOVATIVE FINANCIAL SERVICES (FINANCE)	<ul style="list-style-type: none"> <li>• To familiarize with fundamental aspects of various issues associated with various financial services.</li> <li>• To give comprehensive overview of financial services</li> <li>• Emerging financial services in the light of globalization.</li> <li>• To understand Basic concept , functions, process, techniques of financial services</li> </ul>
PROJECT MANAGEMENT (FINANCE)	<ul style="list-style-type: none"> <li>• Students will be equipped with the fundamental aspects of various issues associated with Project Management.</li> <li>• Get a comprehensive overview of Project Management as a separate area of Management.</li> <li>• Understand relation between project management and organizational structure.</li> <li>• Evaluate the criteria for project selection</li> </ul>
STRATEGIC FINANCIAL MANAGEMENT (FINANCE)	<ul style="list-style-type: none"> <li>• Comprehend fundamental aspects of corporate finance management</li> <li>• Have a comprehensive overview of corporate governance and assurance with respect to finance sector.</li> <li>• Understand the basic concept, functions of techniques of financial management such as dividend policy, advance techniques of capital budgeting.</li> </ul>
BRAND MANAGEMENT (MARKETING)	<ul style="list-style-type: none"> <li>• To Define and Examine brand concepts used by Companies by discussing the rationale for the application.</li> <li>• To provide the appropriate theories, models, and other tools to make better branding decisions.</li> <li>• To Formulate effective branding strategies for both consumer and business products/services.</li> <li>• To offer diverse learning opportunities to develop analytical and soft skills.</li> </ul>
RETAIL MANAGEMENT (MARKETING)	<ul style="list-style-type: none"> <li>• Familiarize students with details retail managements concepts &amp; operations</li> <li>• Aware of the various legal &amp; ethical aspects of retail management</li> <li>• Know the emerging trends in retail management</li> </ul>
INTERNATIONAL MARKETING (MARKETING)	<ul style="list-style-type: none"> <li>• Understand International Marketing, its Advantages and Challenges.</li> <li>• Get an insight on the dynamics of International Marketing Environment.</li> <li>• Understand the relevance of International Marketing Mix decisions and recent developments in Global Market</li> <li>• Interpret implications of international marketing on services all over the world.</li> </ul>

<b>MEDIA PLANNING &amp; MANAGEMENT (MARKETING)</b>	<ul style="list-style-type: none"> <li>• Understand the different types of media used by modern day businesses</li> <li>• Promotion being one of the pillars of marketing, choosing which media or type of advertising to use, especially for challenging firms with limited budgets &amp; know-how</li> <li>• Determine the best combination of media to achieve the marketing campaign objectives so that the ads are not lost in clutter &amp; reach the right audience.</li> </ul>
<b>HRM IN GLOBAL PERSPECTIVE (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• Equip the students with requisite knowledge, skills &amp; right attitude necessary to provide effective leadership in a global environment.</li> <li>• Develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy &amp; Society, aligned with the national priorities.</li> <li>• A career in diverse sectors of the industry domestically and globally</li> </ul>
<b>ORGANIZATIONAL DEVELOPMENT (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• Understand the process designed to improve the effectiveness of an organisation by incorporating individual, group and system level requirements</li> <li>• Analyse and evaluate the role of HRD and OD in relation to organisational outcomes such as organisational effectiveness, productivity and quality of working life.</li> <li>• Collaborate effectively with others for sharing and extending knowledge to complete complex HRD task</li> </ul>
<b>HRM IN SERVICE SECTOR MANAGEMENT (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• To study the concept and the growing importance of HRM in service sector</li> <li>• To recognize and evaluate how human resources are managed in service sector</li> <li>• To understand the significance of human element in creating customer satisfaction through service quality</li> <li>• To explore the ways in which HR strategy, structure, delivery and practices can be used to create valuable products and services</li> <li>• To offer diverse learning opportunities to develop analytical and soft skills.</li> </ul>
<b>HUMAN RESOURCE ACCOUNTING &amp; AUDIT (HUMAN RESOURCE MANAGEMENT)</b>	<ul style="list-style-type: none"> <li>• Familiarise the process and approaches of Human Resources Accounting</li> <li>• Provide a basis for the conceptual framework of Human Resource Accounting and auditing</li> </ul>