



Programme Outcomes and Course Outcomes Bachelor of Management Studies (B.M.S.)

UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH COLLEGE OF
ARTS, COMMERCE AND SCIENCE

(Affiliated to University of Mumbai) (COLLEGE CODE - 729)

PROGRAMME NAME: BMS

BMS - PROGRAMME OUTCOMES

PO- 1: After completing three years Degree Course – Bachelor of Management Studies (BMS) program, Learners will develop a foundation and understanding of managerial principles and practices.

PO- 2: Students will gain practical knowledge, training in professional skills and ethics to build competencies in the area of management studies.

PO- 3: Students will develop their personalities along with commercial, communication, research, analytical, financial, marketing and managerial skills required for workplaces and higher studies.

PO- 4: Students will be able to relate to global challenges and be exposed to newer avenues in a variety of sectors.

PO- 5: Students will be trained in leadership skills and demonstrate social responsibilities with sensitivity towards environment and sustainability.

BMS – PROGRAMME SPECIFIC OUTCOMES

PSO1: Gain knowledge about management practices which facilitate them to become effective professionals.

PSO2: Be capable to pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance.

PSO3: Be adequately trained to be entrepreneurs and communicate effectively.

PSO4: Develop a positive attitude towards lifelong learning and research.

PSO5: Gain the required skills to develop business models and be responsible global citizens with cross culturally competent behaviour and ethical values.

F.Y.B.M.S. - SEMESTER -I
After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
Introduction to Financial Accounting	UBMSFSI.1	CO1: Understand the Accounting principles, Indian accounting standards, Concepts and Conventions. CO2: Examine the preparation of Financial Statements. CO3: Develop ability to prepare Bank Reconciliation Statements. CO4: Understand the charges of depreciation on various assets.
Business Law	UBMSFSI.2	CO1: Understand the legal framework with regards to the Law of Contract 1872 & Sale of Goods Act 1930. CO2: Examine the fundamental legal principles behind contractual agreements. CO3: Explain the Negotiable Instrument Act 1981 & Consumer Protection Act 1986 CO4: Apply basic legal knowledge to business transactions
Business Statistics - I	UBMSFSI.3	CO1: Understand the basic concepts, functions and methods of statistical tools. CO2: Learn Time series and Index Number. CO3: Analyze and contrast techniques and bases of Quantitative Methods within the context they are to be applied. CO4: Discuss some issues surrounding sampling and significance.
Business Communication-I	UBMSFSI.4	CO1: Understand the theory of communication. CO2: Know about the various barriers to communication. CO3: Learn formats of business correspondence. CO4: Develop Language & Writing Skills.

Foundation Course – I	UBMSFSI.5	<p>CO1: Understand an overview of Indian Society.</p> <p>CO2: Understand the concepts of disparity with regards to gender.</p> <p>CO3: Gain knowledge about the Indian Constitution & Fundamental Duties</p> <p>CO4: Discuss the political party system of India.</p>
Foundation of Human Skills	UBMSFSI.6	<p>CO1: Understand the Human nature and their behaviour in organization.</p> <p>CO2: Discuss Organizational culture and Motivation at work place.</p> <p>CO3: Contribute as a team member and exercise leadership skills.</p> <p>CO4: Identify ways of coping with stress effectively.</p>
Business Economics – I	UBMSFSI.7	<p>CO1: Develop the ability to explain the core economic terms, concepts and theories.</p> <p>CO2: Critically analyze thinking skills within the discipline of economics about economic matters.</p> <p>CO3: Explain the concepts of Micro Economics.</p> <p>CO4: Examine the different pricing methods.</p> <p>CO5: Demonstrate knowledge and proficiency in the overall foundations of an economy.</p>

F.Y.B.M.S. - SEMESTER -II
After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
Principles of Marketing	UBMSFSII.1	CO1: Understand the basic concepts of marketing. CO2: Study how companies use marketing mix to market to their target customers. CO3: Discuss the techniques about how to identify, understand and satisfy the needs of customers and markets. CO4: Develop basic marketing skills among students in order to cater to the marketing industries.
Industrial Law	UBMSFSII.2	CO1: Learn the Judicial setup of Labour Laws. CO2: Discuss the salient features of welfare and wage Legislations. CO3: Gain information about the laws relating to Industrial Relations, Social Security and Working conditions .CO4: Study laws related to compensation management.
Business Mathematics	UBMSFSII.3	CO1: Study the basic mathematics concepts. CO2: Discuss and calculate ratio, proportion & percentage. CO3: Provide primary knowledge regarding mathematical techniques to be used in managerial decision making CO4: Solve simple problems on shares and mutual fund.
Business Communication -II	UBMSFSII.4	CO1: Study how to make effective presentation during business meetings, conference, etc. CO2: Drafts trade letters like inquiry letter, complaint letter, RTI letter, grievance letter, sales letters, etc. CO3: Focus on group discussion. CO4: Prepare reports & develop writing skills.
Foundation Course – II	UBMSFSII.5	CO1: Gain knowledge about Liberalization, Privatization and Globalization. CO2: Provide information about the Indian society, human rights & the environment. CO3: Discuss how to Manage Stress and Conflict in Contemporary society.

		CO4: Discuss the political party system of India.
Business Environment	UBMSFSII.6	CO1: Understand the concept of business environment. CO2: Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives. CO3: Explain the CSR, Carbon Credit and Social Audit, CO4: Provide information about Foreign Trade, International Organisations, Global Strategies – MNCs & TNCs.
Principles of Management	UBMSFSII.7	CO1: Study basic concepts of management. CO2: Understand basic Managerial Functions of Planning, Organizing, Staffing, Directing and Controlling resources to accomplish organizational goals. CO3: Discuss various tools and techniques to remain in competitive. CO4: Explain the importance of managerial role in the organization.

S.Y.B.M.S. - SEMESTER -III
After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
IT in Business Management – I	UBMSFSIII.1	<p>CO1: Learn the basic concepts of IT, its support and role in Business Management.</p> <p>CO2: Develop practical hands-on training in office automation through practical sessions.</p> <p>CO3: Study the basic concepts of Email, Internet and websites, domains and security therein.</p> <p>CO4: Identify different types of threats to computer systems and control measures.</p>
Foundation Course-III (Environment Management)	UBMSFSIII.2	<p>CO1: Understand the basic concepts of environmental management.</p> <p>CO2: Know various strategies to control, reduce and monitor all environmental that might arise as a result.</p> <p>CO3: Explain the concept of sustainability and role of business for achieving the same.</p> <p>CO4: Spread awareness of different technological improvements leading to improvement in environmental conditions.</p> <p>CO5: Demonstrate professional business communication skills through writing, presentations and class Discussions.</p>
Business Planning & Entrepreneurship Management	UBMSFSIII.3	<p>CO1: Introduce students to entrepreneurship activities and recent trends in entrepreneurship.</p> <p>CO2: Develop responsibility of full line of management function of a company with special reference to SME sector.</p> <p>CO3: Identify areas of Discipline of Management & Entrepreneurship.</p> <p>CO4: Demonstrate the systematic process and to select and screen a business idea.</p> <p>CO3: Explain the responsibility of full line of management function of a company with special reference to SME sector.</p> <p>CO4: Gain knowledge about different sources of finance, marketing methods and new trends in entrepreneurship.</p>

Accounting for Managerial Decision	UBMSFSIII.4	CO1: Acquired knowledge of basic Accounting Fundamentals. CO2: Develop financial analysis skills among learners. CO3: Focus on how to prepare cash flow statement. CO4: Understand the importance of working capital management.
Strategic Management	UBMSFSIII.5	CO1: Study the strategic management process. CO2: Develop and apply conceptual skills in strategy formulation areas. CO3: Explain the nature and importance of strategic evaluation and control. CO4: Critically examine the management of the entire enterprise from the top management view-point.
Basics of Financial Service (Finance Elective)	UBMSFSIII.6	CO1: Study various concepts of financial services. CO2: Discuss various types of insurance contracts and their uses in financial services. CO3: Develop a conceptual frame work of finance function. CO4: Illustrate the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates.
Corporate Finance (Finance Elective)	UBMSFSIII.7	CO1: Explain the sources of finance incorporate. CO2: Apply various tools, techniques and processes of financial management in the area of financial decision making. CO3: Understand nature, importance and structure of corporate finance. CO4: Identify and analyses different sources of funds
Consumer Behaviour (Marketing Elective)	UBMSFSIII.8	CO1: Understand the consumer decision making process and its application to the marketing function of a firm. CO2: Develop the skill of understanding & analyzing consumer information and using it to create marketing-oriented strategies. CO3: Gain basic information about issues and dimensions of consumer behaviour.

<p>Advertising (Marketing Elective)</p>	<p>UBMSFSIII.9</p>	<p>CO1: Understand the importance of advertising.</p> <p>CO2: Learn how to construct an effective advertisement campaign.</p> <p>CO3: Explain the role of advertising in contemporary scenario.</p> <p>CO4: The subject helped learners explore the future career in advertising.</p>
<p>(HR Elective) Recruitment & Selection</p>	<p>UBMSFSIII..2</p>	<p>CO1: Acquire knowledge of the leadership strategies for motivating people and changing organizations.</p> <p>CO2: Analyze how leaders, facilitate group development and problem solving.</p> <p>CO3: Develop the students about practical approaches to Motivation and Leadership & its application in the Organization.</p> <p>CO4: Understand work through problems and issues as well as transcend the differences.</p>
<p>(HR Elective) Motivation & Leadership</p>	<p>UBMSFSIII.1</p>	<p>CO1: Learn the concepts and principles, procedure of Recruitment and Selection in an organization.</p> <p>CO2: Demonstrate an in-depth insight into various aspects of Human Resource management in an organization. CO3: Discuss the various process and procedure about Recruitment and Selection.</p> <p>CO4: Understand and make learner acquainted with practical aspects of the subject.</p> <p>CO5: Explain the job analysis, job design and induction as well.</p>

S.Y.B.M.S. - SEMESTER -IV
After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
IT in Business Management -II	UBMSFSIV. 2	<p>CO1: understand the managerial decision making and to develop perceptive of major functional area of MIS.</p> <p>CO2: Provide practical knowledge of ERP, SCM, CRM, key issues in implementation.</p> <p>CO3: Distinguish between database management and data warehouse approaches etc.</p> <p>CO4: Discuss the role of information technology and information systems in business.</p>
Foundation Course-IV - Ethics and Governance	UBMSFSIV. 3.01	<p>CO1: Understand importance of ethics and ethical practices in business which are indispensable for the progress of a country.</p> <p>CO2: Understand and apply theoretical and practical approaches to business ethics, CSR and CG relevant to contemporary environment.</p> <p>CO3: Demonstrate a critical appreciation of importance of corporate responsibility and how it relates to corporate strategy.</p> <p>CO4: Know emerging trends and growing importance of good Governance and CSR by organizations.</p>
Business Economics - II	UBMSFSIV. 5	<p>CO1: familiarize the learners to understand macroeconomic data and theory.</p> <p>CO2: Discuss the monetary policy and differentiate it from fiscal policy; identify the tools of monetary policy and fiscal policy.</p> <p>CO3: Examine the role of public policy in shaping those global level.</p> <p>CO4: Explain the concept open economy, theory and issues of international trade.</p>
Business Research Methods	UBMSFSIV. 4	<p>CO1: Understand features and importance of research in business, objectives and types of research.</p> <p>CO2: Discuss data collection method and factors affecting the choice of method of data collection.</p> <p>CO3: Inculcate analytical abilities and research skills</p>

		amongst learners. CO4: Explain how to write research paper.
Production & Total Quality Management	UBMSFSIV. 6	CO1: Explain the concept of basic management decisions with respect to production and quality management. CO2: Discuss evolution of TQM. CO3: Implement the basic principles of TQM in manufacturing and service-based organization. CO4: Apply various quality improvement techniques
Auditing (Finance Elective)	UBMSFSIV. 1.02	CO1: Understand various concepts of auditing. CO2: Distinguish between statutory audit and non-statutory audit. CO3: Study and practice various techniques of auditing while managing their finances. CO4: Discuss audit techniques: vouching and verification.
Strategic Cost Management (Finance Elective)	UBMSFSIV. 1.03	CO1: Develop skills of analysis, evaluation and synthesis in cost and management accounting. CO2: Focus on new strategies for cost management. CO3: Explain the various decision-making and controlling operations techniques by managing cost. CO4: Describe new ways and methods for cost control and cost management.
Rural Marketing (Marketing Elective)	UBMSFSIV. 1.06	CO1: Discuss the agriculture & rural marketing environment CO2: Understand consumer & marketing characteristics. CO3: An overview on emerging challenges in upcoming global economic scenario.
Integrated Marketing (Marketing Elective)	UBMSFSIV. 1.05	CO1: Explain the principles and practices of marketing communications. CO2: Learns various tools used by marketers to inform consumers. CO3: Learners gain knowledge about the managerial framework for integrated marketing communications planning.

<p>Change Management (HR Elective)</p>		<p>CO1: Understanding the organizational change facilitators using the knowledge and techniques of behavioural science.</p> <p>CO2: Examine the changing norms, laws and implement them as per the need of an ever-changing policies and strategies of Corporates.</p> <p>CO3: Learners gain knowledge about effective implementation of change, change agents and effective change programs.</p> <p>CO4: Discuss different techniques about how to overcome resistance to change.</p>
<p>Training & Development in HRM (HR Elective)</p>		<p>CO1: Understand concepts of Training and Development provided by an organization for its employees.</p> <p>CO2: Apply advanced training strategies in an organization.</p> <p>CO3: Describe the importance of performance management and knowledge management.</p> <p>CO4: Analyze training needs of an organization.</p>

T.Y.B.M.S. - SEMESTER -V
After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
Logistics & Supply Chain Management	46001	<p>CO1: Understand the concepts of logistics and supply chain management.</p> <p>CO2: Discuss the concepts like inbound and outbound Logistics, offshore and inshore logistics.</p> <p>CO3: Describe the nature and functions of supply chain management.</p> <p>CO4: Explain the global trends in logistics and supply chain management.</p>
Corporate Communication & Public Relation	46002	<p>CO1: Understand the concepts of Corporate Communication and Public Relations.</p> <p>CO2: Demonstrate effective communication skills in the corporate world.</p> <p>CO3: Discuss the various elements of corporate communication and consider their roles in managing organisations.</p> <p>CO4: Understand the various mass media laws and use of technology in CCPR.</p>
Investment Analysis & Portfolio Management (Finance Elective)	46003	<p>CO1: Identify the essence of different investment avenues and processes within the framework of different modern portfolio theories.</p> <p>CO2: Calculate the risk and return of different assets and their combinations and compose different portfolios in each situation of risk return framework for different investors.</p> <p>CO3: Explain the technical analysis and fundamental analysis with examples.</p> <p>CO4: Understand the various models and techniques of security and portfolio analysis.</p>

Wealth Management (Finance Elective)	46009	CO1: Understand the concept of wealth management. CO2: Learn the importance of insurance in wealth management. CO3: Calculate the various types of ratios. CO4: Elaborate tax planning and estate planning and understand various components of retirement planning.
Financial Accounting (Finance Elective)	46012	CO1: Learn how to prepare final accounts of companies. CO2: Explain the provisions relating to underwriting of shares and debentures. CO3: Understand the accounting of foreign currency and investment. CO4: Explain the need of ethical behaviour in accountancy.
Direct Tax (Finance Elective)	46018	CO1: Understand the provisions of determining residential status of individual. CO2: Study the various heads of income. CO3: Learn the exemptions and deductions from total income. CO4: Demonstrate how taxable income and tax payable are calculated.
Service Marketing (Marketing Elective)	46004	CO1: Learn the distinctive features of services and key elements in services. CO2: Gain knowledge about how to improve service quality and productivity. CO3: Explain the marketing of services in Indian context.
E-Commerce & Digital Marketing (Marketing Elective)	46007	CO1: Understand the concept, significance of E-Commerce and its applications in business and various sectors. CO2: Focus on significance of digital marketing activities on various social media platforms. CO3: Overview on latest trends and practices in E-Commerce and digital marketing.
Sales & Distribution Management (Marketing Elective)	46010	CO1: Understand the sales and distribution processes in organizations. CO2: Focus on concepts, approaches and practical aspects of the key decision-making variables in sales management

		and distribution channel management.
Customer Relationship Management (Marketing Electives)	46013	CO1: Understand the concept of Customer Relationship Management. CO2: Implementation of Customer Relationship Management. CO3: Provide information about CRM marketing initiatives, customer service and CRM Strategies. CO: Learn the new trends in CRM, challenges and opportunities for organizations.
Finance for HR Professionals & Compensation Management (HR Elective)	46005	CO1: Understanding the HR professionals within financial concepts to enable them to make prudent HR decisions. CO2: Discuss the incentive plans, wage differentials and theories of wages. CO3: Provide information about various compensation plans. CO4: Study issues related to compensation management and understand the legal framework of compensation management.
Strategic Human Resources Management & HR Policies (HR Elective)	46008	CO1: Understand the HRM from strategic perspective. CO2: Identify the linkage between HRM functions and operations and organizational strategies. CO3: Understand the relationship between strategic human resource management and organizational performance. CO4: Discuss the policies available for Human Resources and its application in an organization.
Performance Management & Career Planning (HR Elective)	46011	CO1: Understand concept of performance management in organizations. CO2: Evaluate performance appraisal systems. CO3: Identify career paths and opportunities available to support individual development. CO4: Explain the significance of career planning and practices.

Industrial Relations (HR Elective)	46014	CO1: Learn meaning and significance of Industrial Relations. CO2: Explain the significance of Trade Unions and Collective Bargaining. CO3: Evaluate various procedure concerning worker participation and participatory institutions and instruments of trade union representation. CO4: Discuss the various processes and procedures of handling Employee Relations in Corporate environment.
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T.Y.B.M.S. - SEMESTER - VI

After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
Operation Research	86001	CO1: Understand operations research methodologies used in an organization. CO2: Explain the concepts to solve various problems practically CO3: Students become proficient in case study analysis and interpretations. CO4: Identify how to Interpret and apply the results of an operations research model to an organization.
Project Work	UBMSFSVI.5	CO1: Understand the topic selected fully and to use it for practical purpose. CO2: Learners understand the practicalities in study area selected by the students. CO3: Analyze and interpretation of data received and collected through primary and secondary methods of data collection.
International Finance (Finance Elective)	86002	CO1: Understand the fundamental aspects of international finance. CO2: Demonstrate basic knowledge of how international finance is calculated. CO3: Students have an overview of international finance as a separate area in international business. CO4: Discuss different currencies with Indian rupee calculations of various countries of the world.
Innovative Financial Services (Finance Elective)	86005	CO1: Understand meaning and concept of financial services. CO2: Students have an overview of emerging financial services in the light of globalization. CO3: Create awareness of the role, functions and functioning of financial services.

Project Management (Finance Elective)	86008	<p>CO1: Understand basic concepts and functioning of project management.</p> <p>CO2: Explain the fundamental aspects of various issues associated with project management.</p> <p>CO3: Familiarize the relation between project management and organizational structure.</p> <p>CO4: Discuss criteria for project selection on the basis of feasibility report.</p>
Indirect Tax (Finance Elective)	86017	<p>CO1: Understand meaning and concept of GST.</p> <p>CO2: Discuss registration process and computation of GST.</p> <p>CO3: Understand the difference between forward charge and reverse charge mechanism.</p> <p>CO4: Acquaint the students with filing of returns in GST</p>
Brand Management (Marketing Elective)	86003	<p>CO1: Understand significance of Brand Management.</p> <p>CO2: Know how to build, sustain and grow brands.</p> <p>CO3: Gain information about various sources of brand equity.</p>
Retail Management (Marketing Elective)	86003	<p>CO1: Understand basic concepts and operations of Retail Management.</p> <p>CO2: Explain the types of retailers.</p> <p>CO3: Learners are made aware about emerging trends in retail management.</p> <p>CO4: Provide information about legal and ethical aspects in retail management.</p>
International Marketing (Marketing Elective)	86009	<p>CO1: Understand meaning, advantages and challenges of International Marketing.</p> <p>CO2: An overview on the dynamics of International Marketing Environment.</p> <p>CO3: Explain the relevance of International Marketing mix decisions and recent development in global market.</p>

Media Planning & Management (Marketing Elective)	86012	<p>CO1: Explain the concept of Media planning, strategy and management with reference to current business scenario.</p> <p>CO2: Understand basic characteristics of all media.</p> <p>CO3: Provide information about media planning, budgeting, scheduling and evaluating the different media buys.</p>
HRM & Global Perspective (HR Elective)		<p>CO1: Explain the concepts, theoretical framework and issues of HRM in Global Perspective.</p> <p>CO2: Discuss various functions of IHRM.</p> <p>CO3: Introduce the aspects of expatriation and repatriation.</p> <p>CO4: Identify issues that impact HR practices at a global level.</p>
Organizational Development (HR Elective)		<p>CO1: Understand the concept of Organizational Development and its Relevance in an organization.</p> <p>CO2: Discuss phases of OD program.</p> <p>CO3: Demonstrate conceptualized knowledge of the characteristics and processes of organizational development.</p> <p>CO4: Explain the difference between OD efficiency and OD effectiveness.</p>
HRM in Service Sector Management (HR Elective)		<p>CO1: Understand the concepts and growing importance of HRM in service sector.</p> <p>CO2: Evaluate how to manage human resource in service sector.</p> <p>CO3: Deal with issues and challenges of HR in service sector.</p> <p>CO4: Identify reasons for attrition in service sector.</p>
Indian Ethos in Management (HR Elective)		<p>CO1: Understand the concept of Indian ethos in management.</p> <p>CO2: Learn to link the traditional management system to modern management system.</p> <p>CO3: Develop a balanced lifestyle in order to control stress in the long term.</p> <p>CO4: Discuss evolution of learning systems in India.</p>

