

**Program Name: Bachelor of Management Studies (BMS)**

**Program Outcomes**

PO1	Disciplinary Knowledge	<u>Built conceptual foundation and application skills in the area of accountancy, finance, management, research Marketing, Human Resource Management, Business and Corporate Law, economics, Finance, Accounting, Management, Tax, Investment, Insurance, and Banking seeking youth fit for Employment.</u>
PO2	Communication Skills	<u>Communicate Long Standing Unsolved problems in commerce; and to show the importance of commerce in Socio- Economic Development.</u>
PO3	Critical Thinking	<u>Apply the analytical and decision-making skills to various problems appearing in different branches of Commerce and Business</u>
PO4	Analytical Reasoning and Problem Solving	<u>Detect the problem originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation; examine the problem, analyses and synthesize data and derive inferences to comprehend solutions to the problems</u>
PO5	Sense of Inquiry	<u>Identify, formulate and analyses socio-economic and environmental problems to arrive at substantiated conclusions for sustainable development using the fundamental principles of various branches of Commerce and Business.</u>
PO6	Use of Modern Tools	<u>Use various technical ICT tools for exploring, analysing and using the information for business purposes for global competency.</u>
PO7	Research Skills	<u>Develop disciplinary knowledge and tactical depth-ness, with a broader skill set and encourage them to seek out resolute, innovative solutions for dynamic business.</u>
PO8	Application of Knowledge	<u>Ascertain Unethical Behavior, falsification, and manipulation of information in business and managing self and various social systems.</u>
PO9	Ethical Awareness	<u>Demonstrate knowledge and understanding of management principles and apply these to one's own profession / career. Capability to work independently in diverse projects and ensure detailed study of various facets Commerce and Business.</u>
PO10	Teamwork	<u>Work effectively with groups and individuals and take lead in implementation of plans in various fields of commerce and its allied sectors.</u>
PO11	Environment and Sustainability	<u>Understand the impact of the professional accounting solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.</u>

PO12	Lifelong Learning	Ability of self-driven to explore, learn and gain knowledge and new skills to improve the quality of life and sense of self-worth by paying attention to the ideas and goals throughout the life.	
<b>Program Specific Outcomes (PSO)</b>			
PSO1	Apply their knowledge and skills of management and technology in the planning, and supervision of works in related organizations.		
PSO2	Solve problems critically, logically, creatively and analytically based on sound facts and ideas		
PSO3	Communicate effectively across a range of contexts and audiences.		
Sr. No	Course Code	Name of the Course	Course outcomes
1	UGBMSDSE501F	Investment Analysis & Portfolio Management	CO 1.Remember the factors of Investment. CO 2.Understand the concept of Dow Theory. CO 3.Apply Strategies of Portfolio Management. CO 4.Calculate yield to maturity. CO 5.Distinguish between Fundamental Analysis V/s Technical Analysis. CO 6.Facilitate Price Chart, Line Chart, Bar Chart, Japanese Candle stick Chart.
2	UGBMSDSE502F	Commodity and Derivatives Market	CO 1.Remember the history and origin of Commodities Market and Derivatives Market. CO 2.Understand the terminologies related to Commodities and Derivatives market. CO 3. Apply the Elements of a Derivative Contract. CO 4. Analyses the Trading in Derivatives Market. CO 5.Evaluate the Current Volumes of Derivative Trade in India. CO 6.Prepare the Structure of Commodities Market in India.
3	UGBMSDSE503F	Wealth Management	CO 1.Define on code of ethics of wealth manager. CO 2.Understand the relevance and importance of Insurance in wealth management. CO 3.Solve practical problems on Tax and Estate Planning. CO 4.Illustrate calculation on Human Life Value by using Belt Method. CO 5.Evaluate on Pension schemes and Annuities. CO 6.Prepare pre and post retirement strategies.
4	UGBMSDSE504F	Risk Management	CO 1.Describe the concept of Risk Avoidance. CO 2.Understand the range of Stakeholders CO 3.Apply Nature of risk assurance, reports and challenges of risks. CO 4. Analyze difference between Risk Management v/s ERM.

			CO 5.Evaluate comprehensively risk governance and assurance with special reference to the insurance sector. CO 6.Design Risk Management & Risk Measures.
5	UGBMSDSE5 01M	Services Marketing	CO.1.Define services. CO.2.Understand distinctive features of services and key elements in services marketing. CO.3.Collect facts and information on recent trends in marketing of services. CO.4.Analyse the GAP model of service quality for managing service gaps to add value to the customer's perception of a service. CO.5.Evaluate the role of services in modern economy. CO.6. Plan service marketing mix.
6	UGBMSDSE5 02M	E-Commerce and Digital Marketing	CO.1.Define Meaning, Nature of E-commerce and Categories of E-commerce. CO.2.Understand the concepts like E-Business, Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning. CO.3.Determine factors responsible for growth of E-Commerce. CO.4.Analyse the Different phases of launching an E-Business CO.5.Evaluate different electronic payment systems. CO.6.Create websites, web designing
7	UGBMSDSE5 03M	Sales & Distribution Management	CO 1.Define Sales & Sales Management. CO 2.Describe role of Distribution Management CO 3.Apply concept of theories of selling to enhance skills. CO 4.Analyse market and methods of sales forecasting. CO 5.Evaluate factors of Sales Quotas. CO 6.Design Questionnaire on Distribution Satisfaction Survey.
8	UGBMSDSE5 04M	Customer Relationship Management	CO 1.Define the concepts like Cross-Selling and Up-Selling. CO 2.Understand Customers: Customer Value, Customer Care CO 3. Illustrate Service Level Agreements CO 4. Analyze Online Analytical Processing (OLAP) CO 5. Evaluate trends in CRM. CO 6..Create websites, web designing
9	UGBMSDSE5 01H	Finance for HR professional and Compensation Management	CO 1.Define the Legal Framework of Compensation in India CO 2.Understand the Technology and Incentives. Prerequisites. CO 3.Apply Compensation Tools of Job based and Skill

			<p>based</p> <p>CO 4.Analyse the Factors contributing to Wage Differentials</p> <p>CO 5.Evaluate the Employee Compensation Act</p> <p>CO 6.Creating Elements of a Good Wage Plan.</p>
10	UGBMSDSE5 02H	Strategic Human Resource Management and HR Policies	<p>CO 1.Identify relevant metrics in strategic human resource management.</p> <p>CO 2.Describe contemporary approaches to HR evaluation- balance score card, HR score card approach, steps in creating an HR scorecard, HR audit, benchmarking, and process of benchmarking, business excellence model.</p> <p>CO 3.Illustrate evolution, objectives, and barriers, to SHRM. .</p> <p>CO 4.Differentiate between different types of HR Policies.</p> <p>CO 5.Distinguish between SHRM &amp; Traditional HRM.</p> <p>CO 6.Designing incentives and reward systems.</p>
11	UGBMSDSE5 03H	Performance Management & Career Planning	<p>CO 1.Define components of Performance Management</p> <p>CO 2. Describe Performance Managing &amp; Monitoring</p> <p>CO 3.Relate concept of High Performance Teams.</p> <p>CO 4. Analyze implications of Ethics in Performance Management</p> <p>CO 5. Evaluate under performers &amp; approaches to manage it.</p> <p>CO 6. Create a method for Performance Appraisal.</p>
12	UGBMSDSE5 04H	Industrial Relations	<p>CO 1.Define the concept of Industrial Relation</p> <p>CO 2.Understand the characteristics of IR.</p> <p>CO 3.Apply principles of good industrial relations.</p> <p>CO 4.Analyse the causes of industrial disputes.</p> <p>CO 5.Justify the perquisites of collective bargaining.</p> <p>CO 6.Design the concept of collective</p>
13	UGBMSCC50 6	Logistics and supply chain management	<p>CO 1.Recall the Logistical Performance Cycle</p> <p>CO 2.Compare between Logistics and Supply Chain Management</p> <p>CO 3.Explain Techniques of Inventory Management</p> <p>CO 4.Determine Objectives of Logistical Network Analysis</p> <p>CO 5.Determine the Factors affecting Materials Handling Equipment's</p> <p>CO 6.Develop the Packaging Design</p>
14	UGBMSCC50 7	CCPR	<p>CO 1.Identify need and relevance of Corporate Communication.</p> <p>CO 2.Understand meaning and scope of Corporate Communication.</p> <p>CO 3. Examine advantages of Good corporate reputation.</p> <p>CO 4.Analyze essentials of Public relation.</p>

			CO 5.Evaluate reasons of emerging International PR. CO 6.Develop content for corporate blog and plan for E-Internal Communication.
15	UGBMSDSE6 01F	International Finance	CO 1. State the Goals of International Finance CO 2.Illustrate the Balance of Payment CO 3.Solve Forward Quotation CO 4.Compare FERA and FEMA CO 5.Evaluate Interest Rate Arbitrage CO 6.Discover the factors affecting Exchange Rate
16	UGBMSDSE6 02F	Innovative Financial Services	CO 1. Describe term Factoring its types, cost advantages and disadvantages.[ CO 2.Discuss theoretical base of Financial Services Functions, Constituents, Growth and problems. CO 3.Explain Housing Finance Industry. CO 4.Compare Factoring and Forfeiting. CO 5.Distinguish between Factoring and Bill Discounting in receivable Management. CO 6.Create diagrammed elaborate Credit rating agencies in India.
17	UGBMSDSE6 03F	Project Management	CO 1.State market analysis, demand forecasting and project mix analysis. CO 2.Compare and contrast between market analysis and technical analysis CO 3.Apply various information tools E-commerce in project management. CO 4.Analyses Capacity planning, developing effective procedural documentation. CO 5.Estimate projects in response to issues that arise internally and externally. CO 6.Design new ideas of project to use their specific skill and knowledge.
18	UGBMSDSE6 04F	Strategic Financial Management	CO 1.Define the concept of Auditing. CO 2.Understand the concept of XBRL CO 3.Calculate Adjusted cut off rate by Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, CO 4.Compare the dividend according to Modigliani and Miller's Approach, Walter Model, Gordon Model CO 5.Evaluate the Practices of Corporate Governance in India CO 6.Construct the decision tree
19	UGBMSDSE6 01M	Brand Management	CO 1.Define Brand & Brand Management. CO 2.Describe Brand Positioning.

			<p>CO 3.Apply concept of strategies in Branding.</p> <p>CO 4.Analyse Personalising, Experiential, One-to-one &amp; Permission marketing.</p> <p>CO 5.Evaluate various Brand Elements. .</p> <p>CO 6.Build Brand through brand building blocks.</p>
20	UGBMSDSE6 02M	Retail Management	<p>CO 1. List the factors influencing retail management</p> <p>CO 2.Discuss the Types, E-tailing</p> <p>CO 3.Examine the Need for FDI in Indian Retail Scenario</p> <p>CO 4.Differnciate the Green Retailing and Airport Retailing</p> <p>CO 5.Determine the Functions of HRM in Retail</p> <p>CO 6.Develop Retail Strategy.</p>
21	UGBMSDSE6 03M	International Marketing	<p>CO 1.Define meaning, definition and need of International Marketing.</p> <p>CO 2.Understand the concept of International Trade and Barriers to Trade.</p> <p>CO 3.Apply the ways of entering into the International CO Marketing like Franchising, Contract Manufacturing, etc.,.</p> <p>CO 4.differentiation between Domestic and international Marketing.</p> <p>CO 5.Evaluate International economic institution, economic integration, political instability, political intervention, etc.,.</p> <p>CO 6.Design the distinction between various environmental factors like economic, political, technological and cultural environment.</p>
22	UGBMSDSE6 04M	Media Planning and Management	<p>CO 1. Identify the Objectives of Media Planning</p> <p>CO 2..Describe the challenges of media planning</p> <p>CO 3. Apply Criteria in Media Buying</p> <p>CO 4.Classify the Buying Process</p> <p>CO 5.Decide the Scheduling Patterns</p> <p>CO 6.Develop the Art of Media Buying</p>
23	UGBMSDSE6 01H	HRM in Global Perspective	<p>CO 1. Define the concepts International Recruitment and Selection, International Compensation.</p> <p>CO 2.Understand the concepts like PCNs and TCNs</p> <p>CO 3.Determine Emerging Trends in IHRM.</p> <p>CO 4.Analyse Challenges faced by Repatriates.</p> <p>CO 5.Evaluate Factors in Selection of Expatriate.</p> <p>CO 6.Design Criterion used for Performance Appraisal of International Employees</p>
24	UGBMSDSE6 02H	Organizational Development	<p>CO 1. Define meaning, objective, importance and features of OD.</p> <p>CO.2.Describe relevance of OD for managers and participation of top management in OD.</p>

			<p>CO.3.Develop approaches of organizational effectiveness.</p> <p>CO 4.Analyze steps in OD intervention.</p> <p>CO 5.Compare traditional and modern techniques of OD interventions.</p> <p>CO 6.Design a plan for organizational change</p>
25	UGBMSDSE6 03H	HRM in Service Sector	<p>CO 1.Define the concept of Human Element in Service Sector.</p> <p>CO 2.Understand the concept and growing importance of HRM in service sector.</p> <p>CO 3.Apply Interviewing Techniques in organization</p> <p>CO 4.Analyse Issues Faced by Front Line Employees</p> <p>CO 5.Evaluate Advantages of Delivering Services through Agents and Brokers.</p> <p>CO 6.Design new ideas of project to use their specific skill and knowledge.</p>
26	UGBMSDSE6 04H	Human Resource Accounting & Audit	<p>CO 1.Recall capitalized earning concept.</p> <p>CO 2.Understand HR Audit as intervention.</p> <p>CO 3.Apply principles of effective HR Auditing.</p> <p>CO 4.Analyse areas covered under HR Audit.</p> <p>CO 5.Evaluate HR Accounting Practices in India.</p> <p>CO 6.Design the process of HR Audit.</p>
27	UGBMSDSE6 07	Operation Research	<p>CO 1.Define Operation Research. Characteristics, Areas of Applications, Limitations of Operation Research.</p> <p>CO 2.Understand formulation of Linear Programming Problems.</p> <p>CO 3.Solve Linear Programming Problems graphically</p> <p>CO 4.Explain difference between CPM and PERT.</p> <p>CO 5.Find optimum solution by using Simplex method.</p> <p>CO 6.Construct a Network Diagram</p>