



SICES Degree College of Arts, Science and Commerce

Chikloli, JambhulPhata, Ambarnath (W)

Department of Commerce

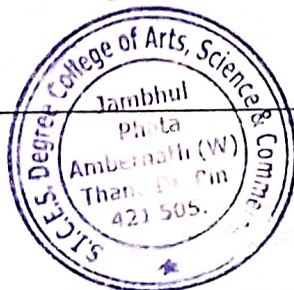
Program outcomes and Course outcomes

**Program : BMS**

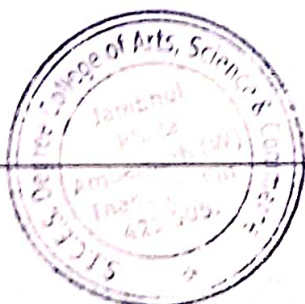
**Program Outcomes:**

1. The course will help the students to obtain the knowledge and skills needed to assume management positions in different organizations and helps students to understand how organizations work and are managed.
2. It provides comprehensive management training to students by way of interaction, projects, presentations, industrial visits, practical training, job orientation and placements.
3. It is a perfectly designed course for aspiring managers and budding CEOs of tomorrow.
4. Students will develop awareness of local, national and global management principles and practices.
5. Students will enhance their employability and entrepreneurial skills through which they can become successful entrepreneur.
6. This programme helps the students in becoming more focused & determined about their career.
7. The student acquire good communication skill to that will help them capable of making plans and taking appropriate decision in short term and long term aspects of business .

Class	Semester	Course Name	Course Outcomes
TYBMS	VI	Operations Research	1 To help students to understand operations research methodologies. 2. To help students to solve various problems practically. 3. To make students proficient in case analysis and interpretation.
		Human Resource Accounting	1. To make students understand the importance of human resource accounting and auditing concepts. 2. To inculcate the knowledge of Accounting and auditing tools with respect to Human resources.



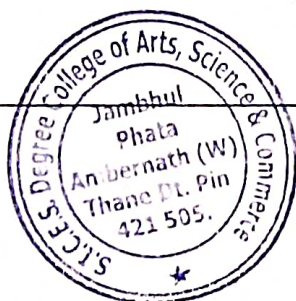
		<p>3. To well verse with process, approaches and valuation of Human at work with respect to national and international level.</p> <p>4. To find value of human at work and study the auditing procedure applied to Human resource department of organization.</p> <p>5. To study the challenges' faced for implication of human resource accounting and auditing.</p>
	Project Management	<p>1.The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management.</p> <p>2. To give a comprehensive overview of Project Management as a separate area of Management.</p> <p>3. To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management.</p>
	Indirect Tax	<p>1.Enables learners to acquire the knowledge of Goods and Services.</p> <p>2. Explores the process of Registration, place and value of supply and computation of tax liability.</p> <p>3. This covers the system of GST, its documentation, how to calculate GST, collection process of GST, registration of GST.</p>
	Brand Management	<p>1.To Define and Examine brand concepts used by Companies .</p> <p>2. To provide the appropriate theories, models, and other tools to make better branding decisions.</p> <p>3. To Formulate effective branding strategies for both consumer and business products/services.</p> <p>4. To offer diverse learning opportunities to develop analytical skills.</p>
	Retail Management	<p>1.Students will Familiarize with details retail managements concepts &amp; operations.</p> <p>2.Learner will understand various legal &amp; ethical aspects of retail management</p> <p>3.Learner will understand emerging trends in retail management</p>



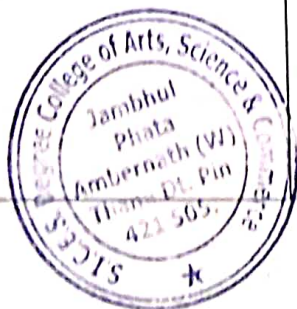
		International Marketing	<ol style="list-style-type: none"> <li>1. Understand the framework of International Marketing.</li> <li>2. Study the International Marketing and there entries in International market.</li> <li>3. Understand International Marketing and there barrier.</li> </ol>
		Media Planning Management	<ol style="list-style-type: none"> <li>1. The learner understands the role of a Media Planner.</li> <li>2. The learner gets knowledge about Client brief: decoding expectations of the client, Setting campaign.</li> <li>3. The learner learns the online opportunities and challenges in this regard.</li> </ol>
		HRM in Global Perspective	<ol style="list-style-type: none"> <li>1. Learner will get understand global prospective of IIRM.</li> <li>2. Learner will understand the concepts of cross culture and their implications.</li> <li>3. Learner will get to know about the emerging trends in IIRM.</li> </ol>
		Organization Development	<ol style="list-style-type: none"> <li>1. To understand the concept of Organisational Development and its Relevance in the organization.</li> <li>2. To Study the Issues and Challenges of OD while undergoing Changes.</li> <li>3. To get an Understanding of Phases of OD.</li> <li>4. To Study the OD Intervention to meet the Challenges faced in the Organization.</li> <li>5. To get an Insight into Ethical Issues in OD.</li> </ol>
		Strategic Financial Management	<ol style="list-style-type: none"> <li>1. Comprehend fundamental aspects of corporate finance management .</li> <li>2. Have a comprehensive overview of corporate governance and assurance with respect to finance sector.</li> <li>3. Understand the basic concept, functions of techniques of financial management such as dividend policy, advance techniques of capital budgeting</li> </ol>



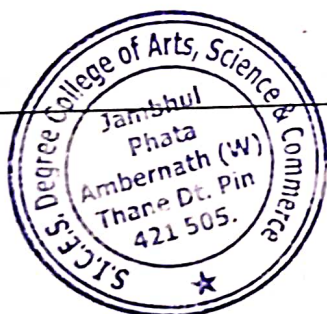
		HRM in service Sector management	<p>1.To make the learner understand the service sector, its importance in the concern of today's business.</p> <p>2.The learner gets a deep knowledge about the management of services/service sector.</p> <p>3. The learner can organize a start up in this sector.</p> <p>4.The learner understands the role of HR Manager in this regard.</p> <p>5.The learner can become a good HR by learning the subject.</p>
V		Logistics & Supply Chain Management	<p>1.Understand fundamentals of Logistic.</p> <p>2.Understanding need of Supply Chain Management.</p> <p>3.Understanding the role Logistic and Supply Chain Management.</p> <p>4.Role of Material Handling and packaging.</p>
		Corporate Communication & Public Relations	<p>1.Learner will understand the basics concepts of corporate communication and public relation.</p> <p>2.Learner will get used to various theories of public relations.</p> <p>3. Learner will get known about the emerging trends and technologies in public relations.</p>
		Investment Analysis & Portfolio Management	<p>1.Provides knowledge of Investment Avenues.</p> <p>2. Provides Knowledge of capital Market.</p> <p>3. Enables a financial expert determine the value of assets in a portfolio.</p> <p>4. Creates understanding of evaluation of securities with the help of certain fundamental business factors</p>
		Direct Tax	<p>1.Creates an understanding of the basic concept of Direct Tax and basic definition related to Direct Tax and assessee.</p> <p>2.Provides learners an idea of the process and techniques of calculation of taxability and tax</p>



			<p>liability.</p> <p>3. Familiarizes students to understand the tax structure in our country.</p> <p>4. Provides practical knowledge which will be beneficial to the students in their life time.</p>
		Wealth Management	<p>1.To provide an overview of various aspects related to wealth management.</p> <p>2. To study the relevance and importance of Insurance in wealth management.</p> <p>3. To acquaint the learners with issues related to taxation in wealth management.</p> <p>4. To understand various components of retirement planning.</p>
		Financial Accounting	<p>1.Prepare statement of underwriter's liability.</p> <p>2.Liquidate joint to stock company as per procedure.</p> <p>3.Apply all legal provisions regarding calculation of buyback.</p>
		Service Marketing	<p>1.To Define and Examine service concepts used by service industries.</p> <p>2.To provide the appropriate theories, models, and other tools to make better decisions in Services.</p> <p>3.To offer diverse learning opportunities to develop analytical skills.</p> <p>4.To understand Demand and capacity management and productivity issues in Services.</p>
		Strategic Marketing Management	<p>1.Develop and critically assess marketing strategies</p> <p>2.Analyse marketing opportunities and threats</p> <p>3.Discuss strategic concepts and theories and their application in marketing environments.</p>



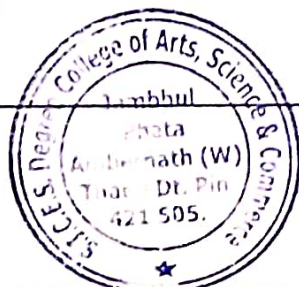
Sales & Distribution Management	<p>1.To develop understanding of the sales and distribution processes in organization.</p> <p>2. To impart the knowledge of Sales Forecasting and sales departmental activities.</p> <p>3. To study the related activities of organization towards sales department.</p> <p>4.To get familiarized with concept, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management</p>
Customer Relationship Management	<p>1.Understand Concept of Customer Relationship management.</p> <p>2.Study the goal setting technique Customer Relationship management.</p> <p>3.Study the significant and role of Customer.</p>
Finance for HR Professionals & Compensation Management	<p>1.Understand the various dimensions of Compensation Management used by the companies to attract, retain, motivate and to reward employee performance.</p> <p>2. Familiarize the role of various bodies involved in Compensation Management.</p>
Strategic Human Resource Management & HR policies	<p>1.Integrated perspective on role of HRM in modern business.</p> <p>2. Ability to plan human resources and implement techniques of job design.</p> <p>3. Ability to handle employee issues and evaluate the new trends in HRM.</p>
Performance Management & Career Planning	<p>1.Enhance their skills in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures.</p> <p>2. Identify and practice some performance management strategies and techniques to enhance the performance and motivation in under-performing and high performing team members.</p>



		Industrial Relations	<p>1. Define labor relations, industrial relations systems, and participatory processes at work.</p> <p>2. Distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation.</p>
SYBMS	IV	Financial Institution & Market	<p>1. Learner will understand the financial system of India.</p> <p>2. Outline the participants in the financial markets.</p> <p>3. Learner will understand the instruments of the money and bond markets.</p> <p>4. Learner will understand the various derivative instruments.</p> <p>5. The course will help the students in taking investment decisions and in future if they pursue higher studies in this field they can become Financial Advisors as well.</p>
		Training & Development in HRM	<p>1. Understand fundamentals of Training and Development.</p> <p>2. Understanding need of Training and Development</p> <p>3. Impart the knowledge of Human Resource Management</p> <p>4. Understanding the role of Training and Development.</p> <p>5. Understand the framework of Human resource management</p>
		Event Marketing	<p>1. To understand basic concepts and meaning of Event Marketing</p> <p>2. To impart knowledge about categories of events.</p> <p>3. To make student understand concept of targeting, segmenting and positioning in concern of Event Marketing</p> <p>4. To familiarize students about trends and challenges in Event Marketing.</p>
		Business Research Methods	<p>1. Learner will depicts the basic framework of research process.</p> <p>2. Learner will be able to understand of various research design, hypothesis and techniques.</p>



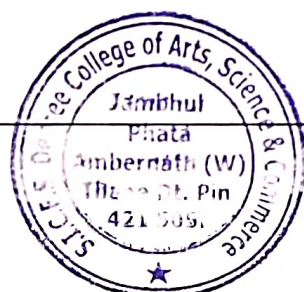
		<p>3.Learner will be helped to understand about getting knowledge about the types of data; classification of data collection, how to process the data, analysis of the data and interpretation of the data.</p> <p>4.Learner will be able to create a sense of way how to write report, interpretation and submission of data/ project.</p>
	IT in Business Management-II	<p>1.Analyse how information technology impacts a firm.</p> <p>2.Interpret how to use information technology to solve business problems</p> <p>3.Describe the role of information technology and information systems in business</p> <p>4.Learner will understand the working of ERP software.</p> <p>5.Learner will get knowledge of cloud compounding</p>
	Production & Total Quality Management	<p>1.Study of various business models and Production.</p> <p>2.Understand Concept of Production and Total Quality Management.</p> <p>3.Study the goal setting technique of Production.</p> <p>4.Study the significant and role of Production and Total Quality Management</p>
	Business Economic	<p>1.Learner will get acquainted with the fundamental and modern theories of macroeconomies.</p> <p>2..Learner will understand the concept of inflation and monetary policies.</p> <p>3.Learner will understand the various constituents of fiscal policy.</p>
	Human Resource Planning & Information System	<p>1.Understand the core issues involved in human resource planning (HRP) and forecasting.</p> <p>2.Explores different factors that managers should consider while making decisions in developing their human resources plans.</p>



		<p>3.To develop necessary skill set for application of various HR issues.</p> <p>4.To analyse the strategic issues and strategies required to select and develop manpower resources.</p>
	Audit	<p>1.To enable students get acquaint with the various concepts of auditing.</p> <p>2. To ensure students understand and practice the various techniques of auditing while managing their finances.</p> <p>3. To understand the concept of Vouching and Verification.</p>
	Rural Marketing	<p>1.Know the agriculture &amp; rural marketing environment so that they understand consumer &amp; marketing characteristics.</p> <p>2. Understand the emerging challenges in upcoming global economic scenarios.</p> <p>3.Ability to frame marketing strategies with 4Ps model for Rural Markets.</p> <p>4.To understand behaviour of rural consumers.</p>
	Ethics & Governance	<p>1.Understand the importance and application of ethics in modern business practices.</p> <p>2. Through case studies, students will develop a moral and ethical perspective of looking at business problems.</p> <p>3. Understand emerging trends and growing importance of good governance and CSR by organizations.</p> <p>4.Understand the significance of ethics &amp; ethical practices in businesses which are indispensable for progress of a country.</p>
III	Environmental Management	<p>1.To make students aware of Environment, Biogeochemical cycles and Resources available in Environment, it's types and exploitation.</p> <p>2) To make students to know about Environment degradation such as pollution, global warming and also about disaster and waste management.</p> <p>3) To make students to gain knowledge regarding</p>



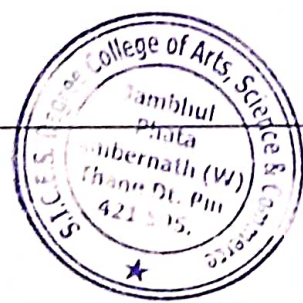
		<p>sustainability and role of business and also various Act's such as water, air wildlife.</p> <p>4) To make students to explore their knowledge towards innovations in business and also to make meaningful use of non- conventional energy sources and to go through innovative business models.</p>
	Business Planning & Entrepreneurial Management	<p>1.Understand Concept of Business planning</p> <p>2.Study the goal setting technique Business planning and Entrepreneur Management .</p> <p>3.Study the significant and role of Entrepreneur Study the Types of Entrepreneurs.</p>
	Accounting for Managerial Decisions	<p>1.To acquaint management learners with basic accounting fundamentals.</p> <p>2.To develop financial analysis skills among learners.</p> <p>3. The course aims at explaining the core concepts of business finance and its importance in managing a business</p>
	Strategic Management	<p>1.Learner will get exposure of various perspectives and concepts in the field of strategic management.</p> <p>2.Learner would be enable to understand the principles of strategic formulation, implementation and control undertaken in organizations.</p> <p>3.Learner will develop skills for various model of strategic implementation.</p>
	IT in Business Management	<p>1.The learner will understand the importance of Information technology In business</p> <p>2.The learners will become computer literate and will be able to access, create, save and manage documents, spread sheets, make effective presentations, emails and use the internet effectively.</p> <p>3.The learner will gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models and the technology and infrastructure underpinnings of the business.</p> <p>4.The learner will be able to develop an understanding on how internet can help in growth of the business.</p>



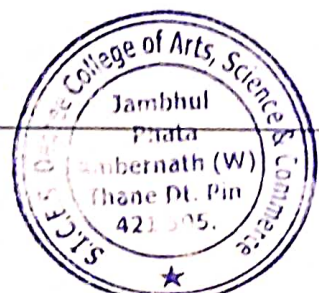
			<p>5.The learner will gain an understanding on the importance of security, privacy and ethical issues as they relate to E-Commerce.</p>
		Corporate Finance	<p>1.The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tool's techniques and process of financial management in the realm of financial decision making.</p> <p>2. The course aims at explaining the core concepts of corporate finance and its importance in managing a business.</p> <p>3. To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business.</p>
		Basis Of Financial services	<p>1.Learner will understand the instruments of the money and bond markets.</p> <p>2.Outline the participants in the financial markets.</p> <p>3.The course will help the students in taking investment decisions and in future if they pursue higher studies in this field they can become Financial Advisors as well.</p> <p>4.How mutual funds operate.</p> <p>5.Various types of Mutual fund.</p> <p>6.Various types of Insurance.</p>
		Consumer Behaviour	<p>1.Develop an understanding about the consumer decision making process and its application in the marketing function of a firm.</p> <p>2.Have a basic knowledge about the issues &amp; dimensions of consumer behaviour.</p> <p>3.To develop the skills of understanding &amp; analyzing consumer information &amp; using it to create marketing oriented strategies.</p> <p>4. To identify different consumer decision making models.</p>



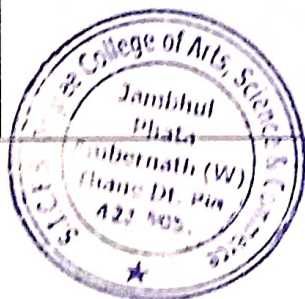
		Motivation & Leadership	<p>1.To gain knowledge of the leadership strategies for motivating people and changing organizations.</p> <p>2. To study how leaders, facilitate group development &amp; problem solving.</p> <p>3.To acquaint the students about the practical approaches to Motivation &amp; leadership &amp; its application in the Indian Context.</p> <p>4. To study how to motivate the workforce working in the firm.</p>
		Advertising	<p>1.Learner will be able to understanding the overall role advertising plays in the business culture.</p> <p>2.Learner will understand and identify the different mode of advertising and their planning strategies.</p> <p>3.Learner will identify and discuss a range of creative strategies in advertising.</p> <p>4.Learner will be able illustrate the budget require to full fill the campaign for the client.</p>
		Recruitment & Selection	<p>1.It helps to understand the process of selection the right candidate for the right job.</p> <p>2. It also helps to understand the requirements of job interview process and policy is higher the best possible candidates for organisation.</p> <p>3. It also gives an opportunity to develop a range of skills and explore to achieve its goal.</p>
FYBMS	II	Business Environment	<p>1.Learner will understand the concepts of business environment and their practicality in the day to day business atmosphere.</p> <p>2.Learner will study and examine how different factors and trends related and their implication on business venture.</p> <p>3.Learner will be able to conduct a business analysis of the micro and macro level environment.</p>
		Industrial Law	<p>1.To develop industrial skills among students.</p> <p>2. Students should be able to understand how to tackle with unfair labour practices and provides for the rights privileges obligations and responsibilities.</p>



		3. It helps to regulate individual and collective employment relations
	Foundation course-II	<p>1. Students will understand the Indian society and the disparity that prevails.</p> <p>2. Students will be sensitized and have a basic understanding of issues on human rights, the constitution and political processes.</p> <p>3. Students will be inculcated with knowledge about stress and conflict, and learn to deal with them.</p>
	Business Communication-II	<p>1. Deep understanding of Communication Skill and Business Letters</p> <p>2. Study the significant and role of Management Studies.</p> <p>3. Help to understanding Prudential norms related to Business letters.</p> <p>4. Enrich the management skills and knowledge among students with the help of traditional and modern theory of management.</p> <p>5. Understanding of Business communication function and process.</p>
	Principles Of Management	<p>1. Learner will be able to understand the basic concepts of management and their managerial effectiveness.</p> <p>2. Learner will identify the different roles which are fulfilled for managerial activities.</p> <p>3. Learner will know the various theories of management and philosophies and determine the most effective action to take in specific situations.</p> <p>4. Learner will evaluate the global context for taking managerial actions of planning, organizing, directing, co-ordination and controlling.</p>
	Principles of Marketing	<p>1. Enrich the management skills and knowledge among students with the help of traditional and modern theory of management.</p> <p>2. Understanding of marketing function and process.</p>



			3. Study the organizational structures and importance in each level of management and marketing idea.
		Business Mathematics	<p>1. To understand the various concepts of financial mathematics such as simple interest, compound interest, and annuity, permutation and combination.</p> <p>2. To understand the concept of calculus such as there are waiters and application of derivatives.</p> <p>3. To understand the concept of numerical analysis such as interpolation.</p>
I		Introduction to Financial Accounts	<p>1. Record transactions in the appropriate ledger accounts using the double-entry bookkeeping system</p> <p>2. Understand and apply the essential numerical skills required for bookkeeping and accounting</p> <p>3. Understand and explain the relationship between the accounting equation and double-entry bookkeeping</p> <p>4. Prepare a trial balance, balance sheet and a profit and loss account.</p> <p>5. Deal with Bank reconciliation statements.</p>
		Business Law	<p>1. Provides a brief idea about the framework of Indian business laws.</p> <p>2. Enables the students to understand the corporate governance system, including the law related to agency.</p> <p>3. Imparts knowledge about strong legal system of any society's well-being, rules &amp; regulations.</p> <p>4. Develop an understanding of law which has day to day application in any kind of business.</p>
		Business Statistics	<p>1. To understand the basics of statistics and organizing of data in presentation format.</p> <p>2. To understand the various tools used in statistics.</p> <p>3. To understand the knowledge of probability and the standard statistical distribution.</p> <p>4. To understand the concept of decision theory by using various methods.</p>



		Business Communication-I	<p>1.Deep understanding of Communication Skill and Business .</p> <p>2.Study the significant and role of Management Studies and Business skills and management system.</p> <p>3.Help to understanding Prudential norms related to Business communication.</p> <p>4.Enrich the management skills and knowledge among students with the help of traditional and modern theory of management.</p> <p>5.Understanding of management function and process.</p>
		Foundation Of Human Skills	<p>1.Understand the basic behaviour pattern of Human, which is the important resource of business.</p> <p>2.Deal &amp; negotiate with different kinds of human nature with greater awareness of the human behaviour.</p> <p>3.To overcome the stress and conflicts in life and to balance the work life.</p> <p>4. To face the organization politics in today's world.</p> <p>5. To develop team building and group behaviour in the organization and in the society.</p>
		Business Economics-I	<p>1.Learner will analyse the basic concepts of business economics like opportunity cost principle, incremental and marginal concepts.</p> <p>2.Learner will be able to understand the concepts of demand and supply and their analysis in business operations.</p> <p>3.Learner will analyse and interpret the operations of markets under varying competitive conditions.</p> <p>4.Learner will develop a pricing practices that prevails under different competitive market conditions.</p>
		Foundation Course-I	<p>1. Creates understanding of multi-lingual, multi-religious, multi-cultural nature &amp; political nature of Indian society.</p> <p>2.Creates understanding of the Indian Constitution &amp; the disparity in Indian society</p>

