



ORIENTAL EDUCATION SOCIETY'S

**SANPADA COLLEGE OF COMMERCE & TECHNOLOGY**

Affiliated to The University of Mumbai

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**PROGRAMME OUTCOME AND COURSE OUTCOMES  
OF  
Bachelor of Management Studies  
(BMS)**

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**ORIENTAL EDUCATION SOCIETY'S  
SANPADA COLLEGE OF COMMERCE AND  
TECHNOLOGY**

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**Programme Outcomes and Course Outcomes**  
**Bachelor of Management Studies (BMS)**  
**Program Outcomes**

PO1: To provide comprehensive management training to students by way of interactions, projects, presentations, industrial visits, practical training, job orientations and placements.

PO2: To create additional avenues of self-employment and to benefit industry by providing them with suitably trained people in the field of management and finance.

PO3: To provide adequate basic understanding about management and finance education to the students.

PO4: To provide adequate exposure to the operational environment and to inculcate training and practical approach by using modern technology in the field of management and finance.



SEMESTER I

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**COURSE TITLE: Foundation of Human Skills**

CO 1 To enable students Understanding of Human Nature.

CO 2 To enable learner to understand Organizational Culture and Motivation at workplace. To create awareness regarding Organizational Change, Creativity and Development and Work Stress.

**COURSE TITLE: Business Law**

CO 1 To Understand the relevant laws pertaining to corporate, relevant laws for managing corporate and social responsibilities.

CO 2 :To understand the corporate governance system, including laws related to agency.

**COURSE TITLE: Business Statistics**

CO1:-To help managers to know “How Much” profit they would earn, whether it is cumulative or no.

CO2:-To help managers to understand the co-relation of different variables of his business.

**COURSE TITLE: Business Communication - I**

CO 1: Helps in communicating within the business. Improves the written communication of the students and moreover helps the students to have a right approach before beginning any conversation

CO 2 : To balance the delivery of oral and written components of communication skills.



**COURSE TITLE: Introduction to Financial Accounts**

CO1: -To understand and apply the theoretical aspects of accounting methods used for collecting, recording and reporting financial information.

CO2:-To analyze and interpret the financial environment in which accounting information is used managing a business.

**COURSE TITLE: Business Economics-I**

CO 1: To make students learn micro-economics and its application to business.

CO 2: A sound knowledge of business economics and its application through the study of case studies will help the students to understand the decision making process of business.

**COURSE TITLE: Foundation Course - I**

CO1 : Understand the multi-cultural diversity of Indian society through its demographic composition. Understand the concept of disparity as arising out of stratification and inequality.

CO 2 : Examine inequalities manifested due to the caste system and inter-group conflicts arising there of Philosophy of the Constitution as set out in the Preamble; Significant Aspects of Political Processes:

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## SEMESTER II

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### **COURSE TITLE: Industrial Law**

CO1:-To understand the concepts keeping in mind that students will be the part of industry therefore the emphasis should be on the practical aspect and uses of Industrial Law by the organization.

CO2:-To sensitize the students to the tasks of industrial relations

### **COURSE TITLE: Foundation Course II**

CO1:-To understand the concept of liberalization, globalization and privatization; their onset in India and their day to day manifestation.

CO2:-To understand human rights and its constituents with special reference to Fundamental Rights stated in the Constitution.

### **COURSE TITLE: Business Communication-Ii**

CO1:-To explain effective ways of presentations.

CO2:-To enlighten various concepts of communications such as interview, meeting, conference and public relations.

### **COURSE TITLE: Principles Of Marketing**

CO1:-To understand basic marketing concept and clear the difference between marketing and selling.

CO2:-To understand various elements of business environment that have an impact on company's marketing efforts.



**COURSE TITLE: Principles Of Management**

CO1:-To provide the basics of understanding to the students with reference to working of Business Organizations through the process of Management.

CO2:- To inculcate the management skills of planning, organizing and controlling and to teach how it can be executed in a variety of circumstances and apply concepts of strategic and tactical organizational planning.

**COURSE TITLE: Business Mathematics**

CO1:-To explain and have a good working practice of mathematical tools for taking appropriate decisions in managerial situations.

CO2:-To provide primary knowledge regarding some mathematical techniques to be used in managerial decision making.

**COURSE TITLE: Business Environment**

CO1:-The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.

CO2:-To promote basic understanding on the concepts of Business Environment.

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## SEMESTER III

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**COURSE TITLE: Business Planning & Entrepreneurial Management**

CO 1 Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.

CO2:-To develop entrepreneurs & to prepare students to take the responsibility of the full line of management function of a company with special reference to the SME sector.

**COURSE TITLE: Strategic Management**

CO1: -The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world.

CO2: - The focus is to critically examine the management of the entire enterprise from the Top Management viewpoints

**COURSE TITLE: Foundation Course (Environmental Management) - III**

CO 1 Learners will diagnose the Concept of water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow. To explain the constituents of ecological systems and adverse effects on environment by organizations.

CO 2: Learners will discuss Innovative Business Models: Eco-tourism, green marketing, Organic farming, Eco-friendly packaging, Learners will comprehend the basic constituents of environment and natural resources.

**COURSE TITLE: Accounting for Managerial Decisions**

CO1:-To acquaint management learners with basic accounting fundamentals.

CO2:-To develop financial analysis skills among learners.



**COURSE TITLE: Information Technology in Business Management - I**

CO 1 To learn basic concepts of Information Technology, its support and role in Management, for managers.

CO2:- Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software.

**COURSE TITLE: Basics of Financial Services**

CO 1 : Students will gain an insight into the basic concepts of finance

CO 2 : Students will learn about the types of financial services, mutual funds insurance and banks.

**COURSE TITLE: Introduction to Cost Accounting**

CO 1 : Helps the students in learning different techniques of Cost accounting. The students will be able to solve problems related to various Cost accounting topics.

CO 2 : Helps students to get a firm grip in solving problems related to Process costing, Material costing, Labor costing, Reconciliation of Cost and Financial accounting & Cost Sheet

**COURSE TITLE: Recruitment & Selection**

CO 1: The objective is to familiarize the students with concepts and principles. procedure of recruitment and selection in an organization.

CO 2: To give an in-depth insight into various aspects of human resource management and make them acquainted with practical aspects of the subject.



**COURSE TITLE: Motivation and Leadership**

CO 1 : To help students gain knowledge of the leadership strategies for motivating people and changing organizations.

CO 2 To study how leaders facilitate group development and problem – solving and work through problems and issues as well as transcend differences.

**COURSE TITLE: Consumer Behavior**

CO 1 To develop an understanding about the consumer decision making process and its applications in marketing function of firms

CO 2 Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.

**COURSE TITLE: Product Innovations Management**

CO 1: Study of product Innovation management helps in generating new business models and creates new products, services and technologies designed for the changing market.

CO 2 : Proper innovation management also boosts customer satisfaction and employee engagement.

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SEMESTER IV

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**COURSE TITLE: FIN-I Financial Institutions & Market**

CO1: -The Course aims at providing the students basic knowledge about the structure, functioning of financial institutions and markets in the financial system in India.

CO2: -To inculcate understanding relating to managing of financial system.

**COURSE TITLE: FIN-II AUDITING**

CO 1: The learners will have basic understanding on various types, duties and responsibility of an auditor.

CO 2: The learner will gain in depth knowledge on planning, procedures and documentation involved in auditing process.

**COURSE TITLE: MKT-I Integrated Marketing Communication**

CO1: -To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.

CO2:-To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.

**COURSE TITLE: MKT-II Rural Marketing**

CO1: -To explore the students to the Agriculture and Rural Marketing environment.

CO2: -To understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.



**COURSE TITLE:HR-I Human Resource Planning & Info Sys.**

CO 1: Helps to understand the data to support business strategies for human resources

CO 2: Helps to understand the implementation process of the system and find out scope of improvements.

**COURSE TITLE:HR-II Training & Development In Hrm**

CO 1: This paper will orient the students to understand the importance through implementing of an Effective training program suitable according to requirement.

CO 2: The subject aims to discuss various training and development models that the students can apply in real life scenario.

**COURSE TITLE: Information Technology**

CO1: -To understand managerial decision-making and to develop perceptive of major functional area of MIS

CO2: -To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.

**COURSE TITLE:FC-IV Ethics & Governance**

CO1: -To understand the significance of ethics and ethical practices in businesses which are indispensable for the progress of a country.

CO 2 -To learn the applicability of ethics in functional areas like marketing, finance and human resource management.

**COURSE TITLE: Business Economics - II**

CO1:-To understand Macro Economics factors.

CO2:-To understand money supply, inflation and monetary policy.



**COURSE TITLE: Business Research Methods**

CO1:-To inculcate the analytical abilities and research skills among the students.

CO2:-To give hands on experience and learning in Business Research.

**COURSE TITLE: Production & TQM**

CO1:-To acquaint learners with the basic management decisions with respect to production and quality management.

CO2:-To make the learners understand the designing aspect of production systems.

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SEMESTER V

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**COURSE TITLE: Corporate Communications And Public Relations**

CO 1 To provide the students with basic understanding of the concepts of corporate communication and public relations

CO 2 :To introduce the various elements of corporate communication and consider their roles in managing organizations

**COURSE TITLE: Logistics and Supply Chain Management**

CO 1 To provide students with basic understanding of concepts of logistics and supply chain management.

CO 2 To introduce students to the key activities performed by the logistics function

**COURSE TITLE: Commodity and Derivatives Market**

CO 1 To understand the concepts related to Commodities and Derivatives market

CO 2 To study the various aspects related to options and futures

**COURSE TITLE: Investment Analysis and Portfolio Management**

CO 1 To acquaint the learners with various concepts of finance

CO 2 To understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world

**COURSE TITLE: Wealth Management**

CO 1 To provide an overview of various aspects related to wealth management

CO 2 To study the relevance and importance of Insurance in wealth management



**COURSE TITLE: Direct Tax**

- CO 1 To understand the provisions of determining residential status of individual.  
CO 2 To study various heads of income . To study deductions from total income.

**COURSE TITLE: Strategic Human Resource Management and HR Policies**

- CO 1 To understand human resource management from a strategic perspective  
CO 2 To link the HRM functions to corporate strategies in order to understand HR as a strategic resource.

**COURSE TITLE: Stress management**

- CO 1 : To understand the nature and causes of stress in organizations  
CO 2:To familiarize the learners with the stress prevention mechanism To understand the strategies that help cope with stress

**COURSE TITLE: Performance Management and Career Planning**

- CO 1 : To understand the concept of performance management in organizations. To review performance appraisal systems  
CO 2 :To understand the significance of career planning and practices

**COURSE TITLE: Finance for HR Professionals and Compensation Management**

- CO 1 To orient HR professionals with financial concepts to enable them to make prudent HR decisions  
CO 2 To understand the various compensation plans



**COURSE TITLE: Service Marketing**

CO 1: To understand distinctive features of services and key elements in services marketing

CO 2: To provide insight into ways to improve service quality and productivity

**COURSE TITLE: Sales & Distribution Management**

CO 1: To develop understanding of the sales & distribution processes in organizations

CO 2 : To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

**COURSE TITLE: Ecommerce & Digital Marketing**

CO 1: To understand increasing significance of E-Commerce and its applications in Business and Various Sectors

CO 2: To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business

**COURSE TITLE: Customer Relationship Mgt**

CO 1: To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management

CO 2: To provide insight into CRM marketing initiatives, customer service and designing CRM strategy

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SEMESTER VI

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**COURSE TITLE: Operation Research**

CO1:-To help students to understand operations research methodologies.

CO2:-To help students to solve various problems practically.

**COURSE TITLE: International Finance (FIN 1)**

CO1:-To familiarize student with the fundamental aspects of various issues associated with International Finance.

CO2:-To give a comprehensive overview of International Finance as a separate area in International Business.

**COURSE TITLE: Innovative Financial Services (FIN 2)**

CO1: -To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services.

CO2: -To give a comprehensive overview of emerging financial services in the light of globalization.

**COURSE TITLE: Project Management (FIN 3)**

CO1: -To familiarize the learners with the fundamental aspects of various issues associated with Project Management.

CO2: -To give a comprehensive overview of Project Management as a separate area of Management.

**COURSE TITLE: Indirect Tax (FIN 4)**

CO1:-To understand the basics of GST.

CO2: -To study the registration and computation of GST.



**COURSE TITLE: Brand Management (MKT 1)**

CO1: -To understand the meaning and significance of Brand Management.

CO2: -To know how to build, sustain and grow brands.

**COURSE TITLE: Retail Management (MKT -2)**

CO1: -To familiarize the students with retail management concepts and operations.

CO2: -To provide understanding of retail management and types of retailers.

**COURSE TITLE: International Marketing (MKT -3)**

CO1: -To understand International Marketing, its Advantages and Challenges.

CO2: -To provide an insight on the dynamics of International Marketing Environment. To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

**COURSE TITLE: Media Planning and Management (MKT - 4)**

CO1: -To understand Media Planning, Strategy and Management with reference to current business scenario.

CO2: -To know the basic characteristics of all media to ensure most effective use of advertising budget.

**COURSE TITLE: HRM In Global Perspective (HR 1)**

CO1: Explain the insights of the concept of Expatriates and Repatriates.

CO2: Identifying the impact of cross culture on Human Resource Management Globally.



**COURSE TITLE: Organizational Development (HR 2)**

CO1: Understand the concept of Organizational Development and its Relevance in an organization.

CO2: Identify the Issues and Challenges of Organizational Development while undergoing Changes of businesses.

**COURSE TITLE: HRM In Service Sector Management (HR 3)**

CO1: Examine the concept and growing importance of HRM in the service sector.

CO2: Evaluate how to manage effectively human resources in service sector business.

Understand the significance of the human element in creating customer satisfaction through service quality.

**COURSE TITLE: Indian Ethos In Management (HR 4)**

CO1: Understand the concept of Indian Ethos in Management by the lessons learned through various scriptures of Ramayana, Mahabharata, Bible, Quran etc.

CO2: Equip the Traditional Management System to Modern Management System like

Chanakya Niti with present modern management principles.

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**PRINCIPAL**

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