

Program Name	Program Outcome
Bachelor of Management Studies (B.M.S)	PO1: 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 managed. PO2: The degree aims to develop undergraduate students to be leaders and managers capable of taking on the challenges and rigors of the global marketplace. PO3: To prepare the students for better job opportunities.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -I
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Course Name	Course Outcome
Business Economics I	<p>CO1: To understand the operation of business economics.</p> <p>CO2: To apply the different concepts of demand, cost and production.</p> <p>CO3: To employ marginal analysis for decision making.</p> <p>CO4: To understand and gain analytical skills for understanding market structures.</p> <p>CO5: To understand different pricing methods and to Gain basic knowledge of the operation of the business economics.</p>
Foundation of Human Skills	<p>CO1: Students will understand and learn personality traits, behavioral patterns, different attitudes, types of intelligence, learning theories and many interesting models used to understand people and their behavior.</p> <p>CO2: Raise the student's awareness of the centrality of organizational behavior to understanding organizational functioning, focusing particularly on the individual and group/team level and also understand organizational processes from the perspectives of individuals and organizations.</p> <p>CO3: Study different motivational theories and evaluate motivational strategies used in a variety of organizational settings.</p> <p>CO4: Help students understand how to deal with work place stress and cope up with change in an organization.</p>
Introduction to Financial Accounts	<p>CO1: To prepare financial statements in accordance with appropriate standards.</p> <p>CO2: To understand technicalities of financial accounting especially how journals and financial statements are prepared.</p> <p>CO3: To demonstrate their knowledge of the fundamental and technical concepts of accounting.</p>
Business Law	<p>CO1: To learn the provisions of the Contract Act, Sales of Goods Act.</p> <p>CO2: To study provisions of Consumers Protection Act, Negotiable Instrument Act.</p> <p>CO3: To study the provision under Companies Act 2013.</p> <p>CO4: To understand the concept of copyrights, patents and trademarks under Intellectual property right.</p>
Business Statistics	<p>CO1: It shall enable students to learn and to have a good working practice of mathematical tools for taking appropriate decisions in managerial situations.</p> <p>CO2: To gain primary knowledge regarding some Mathematical techniques to be used in managerial decision making.</p>



Course Name	Course Outcome
	CO3: To gain knowledge about the basic mathematical tools used in business and statistical techniques that facilitate comparison and analysis of business data.
Foundation Course-I	CO1: To have an overview of Indian society, its regional and demographic variations. CO2: To understand the concept of disparity arising due to gender inequality and other linguistic differences. CO3: To know duties and values to strengthen societal values. CO4: To understand Indian constitution and other political processes. CO5: To have an overview of Indian society , its regional and demographic variations.
Business Communication-I	CO1: To understand the process of communication and its application in real life. CO2: To be able to understand the importance of mediums in effective communication and feedback. CO3: To understand various barriers and ways to overcome them for effective communication. CO4: To know various channels of communication, Verbal nonverbal communication, Different modes of communication, E commerce. CO5: To know about Business Ethics and its importance in real life situation.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -II
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Course Name	Course Outcome
Foundation Course-II	<p>CO1: Understand the concepts of liberalization, privatization and globalization and its effect on shaping Indian economy.</p> <p>CO2: Comprehend the growth of information technology and communication and its impact on everyday life.</p> <p>CO3: Develop a brief understanding about issues related to constitutional rights and an insight into the fundamental rights with respect to social, economic and political rights.</p> <p>CO4: Recognizing the importance of environment and allied problems.</p> <p>CO5: Identify the causes of stress and conflict and understand the problem of aggression and prejudice in society.</p>
Business Communication-II	<p>CO1: To familiarize the learners with various communication technologies used to overcome communication barriers.</p> <p>CO2: To train the students to be comfortable with and know about various types and the importance of group communication.</p> <p>CO3: To enhance written language proficiency in business correspondence.</p> <p>CO4: To acquaint the students with report writing and types of reports.</p>
Principles of Marketing	<p>CO1: To understand the scope, nature and characteristics of Marketing.</p> <p>CO2: Impact of micro & macro environment on market & factors affecting consumer behavior.</p> <p>CO3: To understand the components of marketing mix.</p> <p>CO4: To evaluate in detail STP & current trends in marketing.</p>
Industrial Law	<p>CO1: To learn the different provisions written in the Act.</p> <p>CO2: To understand the current Industrial scenario.</p> <p>CO3: To Implement all provisions in the practical Life.</p> <p>CO4: To Correlate with the current issues in the Industrial scenario.</p>
Business Mathematics	<p>CO1: To study Elementary Financial Concepts like Interest, Annuity, Depreciation, Function.</p> <p>CO2: To understand the concept of Matrices and Determinants and various properties related to it.</p> <p>CO3: To analyze the concept of Derivatives and application of Derivatives and various properties related to it.</p> <p>CO4: To apply the concept of Numerical Interpolation and properties related to it.</p>
Principles of Management	<p>CO1: To understand the basic concepts and theories of Management.</p> <p>CO2: To analyze the process and theories of management's functions,</p>



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	<p>planning and decision making, its process, elements and techniques in detail.</p> <p>CO3: To understand the functions of Organizing. Study various organizational structures. Understand span of control and delegation.</p> <p>CO4: Evaluate leadership styles to anticipate the consequences of each leadership style. learning and understanding the process of Directing, Coordination and control. Gather and analyses both qualitative and quantitative information to isolate issues and formulate best control methods.</p>
Business Environment	<p>CO1: To understand business environmental concepts inclined with internal & external environment.</p> <p>CO2: Detailed causes for Political & legal environmental framework in accordance with Indian Economy.</p> <p>CO3: Latest learning on social, cultural, technological & competitive role of business.</p> <p>CO4: Challenges faced by International Business and investment opportunities for Indian industry.</p>



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -III
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Course Name	Course Outcome
Accounting for Managerial Decision	CO1: Understand the basic accounting fundamentals. CO2: To develop financial analysis skills among learners. CO3: To explain the core concepts of business finance. CO4: To learn the importance of business finance in managing a business.
Information Technology in Business Management	CO1: To explain the social impact of information technology, both locally and globally, and the need for security, privacy and ethical implications in information systems usage. CO2: Demonstrate problem-solving skills by identifying and resolving issues relating to information technology systems and their components. CO3: Demonstrate the application of online collaboration and website development tools to support productivity and communication in business contexts. CO4: Describe current information and communication, how they are selected, developed and used by organizations to produce goods and services, and to cooperate and/or compete with other organizations.
Environmental Management	CO1: To understand the basic concepts related to composition of environment. CO2: To analyze degradation of the environment through depletion of resources such as air, water and soil, which is deterioration of ecosystems. CO3: To relate sustainability is a broad discipline, giving students insights for ecological balance. CO4: To understand the non-Conventional energy sources are gaining importance due to high demand for conventional energies.
Business Planning & Entrepreneurship Management	CO1: Understand the history, concepts and entrepreneurship theories. CO2: Develop entrepreneurship culture in any profession. CO3: Understand the concept of creativity and innovation, risk taking and fundamentals of business. CO4: Identify entrepreneurial opportunities in establishing new ventures and identify contemporary mechanisms to participate in the field of entrepreneurship.
Strategic Management	CO1: To learn the management policies and strategies at every level to develop conceptual skills and their application in the corporate world. CO2: Analyzing a company's strategic situation, at the business level, the corporate level, and the functional level. CO3: Formulate a strategic plan that optimizes the goals and objectives



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	of the firm. Implement a strategic plan that considers the process, structural, behavioral and functional areas of business. CO4: Evaluate and revise programs and procedures in order to achieve organizational Goals.
Consumer Behavior (Marketing)	CO1: To develop an understanding of the consumer decision-making process and its applications in the marketing function of firms. CO2: To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behavior. CO3: To develop the skill of understanding and analyzing consumer information and using it to create consumer-oriented marketing strategies.
Advertising (Marketing)	CO1: To understand and examine the growing importance of advertising. CO2: To understand the construction of an effective advertisement. CO3: The evaluate role of advertising in contemporary society. CO4: To understand the future and career in advertising.
Corporate Finance (Finance)	CO1: To develop an understanding of financial management principles and its importance in running a business. CO2: To impart knowledge of tools and techniques which assist in financial decision making. CO3: To provide understanding of capital structure, time value of money and capital budgeting concepts.
Basics Financial Services (Finance)	CO1: To understand the basis of various financial services offered by institutions. CO2: To evaluate how various Regulatory bodies of financial services perform. CO3: To analyze the various Consumers Rights and credit agency roles.
Recruitment & Selection (Human Resources)	CO1: To familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization. CO2: To devise an in-depth insight into various aspects of Human Resource management and make them acquainted with practical aspects of the subject. CO3: To relate the modern and innovative techniques and dynamics of recruitment and selection practices that prevail in the industry.
Motivation & Leadership (Human Resources)	CO1: To define term motivation and apply different theories to an individual's motivation. CO2: To appreciate different views of how people are motivated. CO3: To define Leadership and apply different leadership theories to an individual. CO4: To be able to apply theories of leadership to create an effective team environment in the workplace.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -IV
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Course Name	Course Outcome
Production & Total Quality Management	CO1: To acquaint learners with the basic management decisions with respect to production and quality management. CO2: To make the learners understand the design aspect of production systems. CO3: To enable the learners to apply what they have learnt theoretically.
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. CO3: To equip learners with basic tools and techniques of business/social science research. CO4: To introduce students to the challenges of business research in modern times.
Information Technology	CO1: To understand managerial decision-making and to develop perspective of major functional areas of MIS. CO2: To provide conceptual study of ERP, Supply Chain Management, CRM, key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise application. CO3: To learn and understand the relationship between database management and data warehouse approaches the requirement and application of data warehouse. CO4: To learn outsourcing concepts. BPO/KPO industries, their structure, cloud computing.
Business Economics II	CO1: To understand basics of Macroeconomics. CO2: To interpret the concept like Inflation, Money and Monetary policy. CO3: To analyze the fiscal policy CO4: to evaluate international trade and its importance.
Foundation Course - IV	CO1: To understand significance of ethics & ethical practices in businesses which are indispensable for progress of a country. CO2: To learn the applicability of ethics in functional areas like marketing, finance and HR. CO3: To relate the merging need and growing importance of good governance & CSR by organization. CO4: To study the ethical business practice, CSR & corporate governance practiced by various organizations.



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Auditing (Finance)	CO1: To acquaint yourself with the various concepts of auditing. CO2: To relate technical words used in auditing. CO3: To understand and practice the various techniques of auditing while managing their finances.
Financial Institution and Markets (Finance)	CO1: To study the structure and components of the Indian financial system. CO2: To provide an overview of the Indian financial regulatory framework. CO3: To study the various financial intermediaries operating in the financial system. CO4: To develop an understanding of different aspects of the Indian capital market, debt market, money market, commodity market and derivatives market.
Rural Marketing (Marketing)	CO1: To familiarize the students with the largest market of India and to equip them with the dynamics and uniqueness of the market for successful and effective targeting. CO2: To enable them to design strategies that will result in a win-win situation for both the marketer as well as the rural population. CO3: To expose to the Agriculture and Rural Marketing environment so that they can understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.
Integrated Marketing Communication (Marketing)	CO1: To understand the basics of IMC, communication process and problems associated with IMC program. CO2: To apply advertising and sales promotion, its effectiveness and evaluation strategies. CO3: To illustrate promotional activities of direct marketing, PR, Publicity, personal selling, etc. its effectiveness and effects. CO4: To learn current trends in IMC and the ethics in marketing communication program.
Training and Development (Human Resources)	CO1: To understand nature, importance and need of training and development. CO2: To analyze the need for development and human performance improvement. CO3: To understand counselling techniques with reference to development societies and development organizations. CO4: To evaluate antecedents of knowledge management and its life cycle.
Change Management (Human Resources)	CO1. To provide adequate basic understanding about Change Management among the students. CO2. Understanding of the impact of change. CO3. To deal with resistance to change. CO4. To introduce students to the concept of resistance to change and share insights on how to manage such resistance.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -V
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Course Name	Course Outcome
Logistics & Supply Chain Management	CO1: To provide students with basic understanding of concepts of logistics and supply chain management. CO2: To introduce students to the key activities performed by the logistics function. CO3: To provide an insight into the nature of supply chain, its functions and supply chain systems. CO4: To understand global trends in logistics and supply chain management.
Corporate Communication & Public Relations	CO1: To provide the students with basic understanding of the concepts of corporate communication and public relations. CO2: To introduce the various elements of corporate communication and consider their roles in managing organizations. CO3: To examine how various elements of corporate communication must be coordinated to communicate effectively. CO4: To develop critical understanding of the different practices associated with corporate communication.
Wealth Management (Finance)	CO1: To understand financial statement analysis, Wealth management individual & Companies. CO2: To devise investment & insurance management system. CO3: To analyze real estate management & reduction in tax liability. CO4: To evaluate tax saving schemes & retirement planning.
Investment Analysis & Portfolio Management (Finance)	CO1: To acquaint the learners with various concepts of finance. CO2: To understand the terms which are often confronted while reading newspapers, magazines etc. for better correlation with the practical world. CO3: To understand various models and techniques of security and portfolio analysis. CO4: To inculcate learning of theories, Capital Asset Pricing Model and Portfolio Performance Measurement.
Risk Management (Finance)	CO1: To familiarize the student with the fundamental aspects of risk management and control. CO2: To give a comprehensive overview of risk governance and assurance with special reference to insurance sector. CO3: To introduce the basic concepts, functions, process, techniques of risk management. CO4: To equip knowledge on risk involved in insurance.



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Direct Taxes (Finance)	CO1: To understand the provisions of determining residential status of individual. CO2: To study various heads of income. CO3: To study deductions from total income. CO4: To compute taxable income of Individuals.
Services Marketing (Marketing)	CO1: To understand distinctive features of services and key elements in services marketing. CO2: To provide insight into ways to improve service quality and productivity. CO3: To understand marketing of different services in Indian context. CO4: Variants of ways to learn marketing of services.
Sales & Distribution Management (Marketing)	CO1: To develop understanding of the sales & distribution processes in organizations. CO2: To get familiarized with concepts, approaches. CO3: To analyze practical aspects of the key decision-making variables in sales management. CO4: To study various implications of distribution channel management.
E-Commerce & Digital Marketing (Marketing)	CO1: To understand the increasing significance of E-Commerce and its applications in Business and Various Sectors. CO2: To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business. CO3: To understand Latest Trends and Practices in E- Commerce and Digital Marketing. CO4: To analyze challenges and opportunities for an organization.
Customer Relationship Management (Marketing)	CO1: To analyze customer interactions and provide a means to track customer information. CO2: To understand all aspects of interaction a company has with its customer, whether it is sales or service related. CO3: To analyze policies, processes, and strategies implemented by an organization. CO4: Manage liaison with call center, Internet team sales force, customer service and resellers.
Finance for Human Professional and Compensation Management (Human Resource)	CO1: To understand compensation related components. CO2: To plan work of incentives and wages. CO3: To evaluate trends in special compensation. CO4: To learn various acts related to compensation.
Strategic Human Resource Management & HR Policies	CO1: To understand human resource management from a strategic perspective. CO2: To link the HRM functions to corporate strategies in order to understand HR as a strategic resource.



Course Name	Course Outcome
(Human Resource)	CO3: To understand the relationship between strategic human resource management and organizational performance. CO4: To evaluate the purpose and process of developing Human Resource Policies.
Performance Management and Career Planning (Human Resource)	CO1: To understand the concept of performance management in organizations. CO2: To review performance appraisal systems. CO3: To understand the significance of career planning and practices. CO4: To analyze the purpose and process of developing Human Resource Policies.
Industrial Relations (Human Resource)	CO1: To understand the concept of good Industrial Relations System/Principles of a good IR. CO2: To learn industrial dispute & settling the disputes. CO3: To Evaluate the significance of role of Trade Unions & evolution of Trade Unions across Globe. CO4: Compare with Industrial Relations Related Laws in India: - Labor Court, Industrial Tribunal, National Tribunal.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -VI
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Course Name	Course Outcome
Operations Research	CO1: To understand operations research methodologies. CO2: To help students to solve various problems practically. CO3: To make students proficient in case analysis and interpretation.
Project Work	CO1: To familiarize students with the basics of research and research process. CO2: To inculcate the element of research analysis and scientific temperament challenging the potential of learners as regards his/ her eagerness to enquire and ability to interpret aspect of the studies.
Innovative Financial Services (Finance)	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. CO3: To introduce the basic concepts, functions, process, techniques of financial services. CO4: To create an awareness of the role, functions and functioning of innovative financial services.
Project Management (Finance)	CO1: The objective of this course is 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. CO3: To introduce the basic concepts, functions, process, techniques of financial services. CO4: To understand the concepts of functioning of Project Management.
Investment Analysis & Portfolio Management (Finance)	CO1: To acquaint the learners with various concepts of finance. CO2: To understand the terms which are often confronted while reading newspapers, magazines etc. for better correlation with the practical world. CO3: To understand various models and techniques of security and portfolio analysis. CO4: To inculcate learning of theories, Capital Asset Pricing Model and Portfolio Performance Measurement.
Strategic Financial Management (Finance)	CO1: To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability. CO2: To acquaint learners with contemporary issues related to financial Management.



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	<p>CO3: To know the importance of corporate governance, corporate restructuring and determination of shareholdervalue.</p> <p>CO4: To change scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.</p>
Indirect Taxes (Finance)	<p>CO1: To understand the basics of GST.</p> <p>CO2: To study the registration and computation of GST.</p> <p>CO3: To acquaint the students with filing of returns in GST.</p>
Brand Management (Marketing)	<p>CO1: To understand the meaning and significance of Brand Management.</p> <p>CO2: To build, sustain and grow brands.</p> <p>CO3: To know the various sources of brand equity.</p>
Retail Management (Marketing)	<p>CO1: To familiarize the students with retail management concepts and operations.</p> <p>CO2: To provide understanding of retail management and types of retailers.</p> <p>CO3: To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.</p> <p>CO4: To acquaint the students with legal and ethical aspects of retail management.</p>
Media Planning and Management (Marketing)	<p>CO1: To understand Media Planning, Strategy and Management with reference to current business scenarios.</p> <p>CO2: To know the basic characteristics of all media to ensure most effective use of advertising budget.</p> <p>CO3: To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.</p>
International Marketing (Marketing)	<p>CO1: To understand International Marketing, its advantages and challenges.</p> <p>CO2: To provide an insight into the dynamics of the International Marketing Environment.</p> <p>CO3: To understand the relevance of International Marketing Mix decisions and recent developments in Global Market.</p>
Organizational Development (Human Resource)	<p>CO1: To understand the concept of Organizational Development and its Relevance in the organization.</p> <p>CO2: To Study the Issues and Challenges of OD while undergoing Changes.</p> <p>CO3: To get an Understanding of Phases of OD Programme.</p> <p>CO4: To study the OD Intervention to meet the Challenges faced in the Organization.</p>



Course Name	Course Outcome
Human Resource Management in Service Sector Management (Human Resource)	CO1: To understand the concept and growing importance of HRM in the service sector. CO2: To analyze how to manage human resources in the service sector. CO3: To evaluate the significance of human elements in creating customer satisfaction through service quality. CO4: To compare the Issues and Challenges of HR in various service sectors.
Indian Ethos in Management (Human Resource)	CO1: To understand the concept of Indian Ethos in Management. CO2: To compare the Traditional Management System to Modern Management System. CO3: To discover the Techniques of Stress Management. CO4: To relate the Evolution of Learning Systems in India.


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