

Program Name	Program Outcome
Bachelor of Management Studies (B.M.S)	<ol style="list-style-type: none">1. To demonstrate a solid understanding of key management concepts, theories, and principles across various disciplines.2. To apply critical thinking skills to analyse problems, evaluate alternatives and make informed decisions3. To develop problem solving skills through experiential learning and innovative pedagogy to ensure utilisation of knowledge in professional careers.4. To develop students' attributes and prepare them to take up job in the area of finance, marketing & human resources.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -I
----------------------------------	---

Course Name	Course Outcome
Business Economics I	<p>CO1: Gain basic knowledge of the operation of the business economics.</p> <p>CO2: Apply the different concepts of demand, cost and production.</p> <p>CO3: Employ marginal analysis for decision making</p> <p>CO4: Understand and gain analytical skills for understanding market structures.</p> <p>CO5: Understand different pricing methods & 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, behavioural patterns, different attitudes, types of intelligence, learning theories and many interesting models used to understand people and their behaviour.</p> <p>CO2: Raise the student's awareness of the centrality of organisational behaviour to understanding organisational functioning, focusing particularly on the individual and group/team level and also understand organisational processes from the perspectives of individuals and organisations.</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 workplace stress and cope up with change in an organisation.</p>
Introduction to Financial Accounts	<p>CO1: To about accounting principles, accounting concepts and conventions</p> <p>CO2: To understand technicalities of financial accounting especially how journals and financial statements are prepared.</p> <p>CO3: To understand and apply depreciation and Bank Reconciliation Statement</p> <p>CO4: To demonstrate their knowledge of the fundamental and technical concepts in preparation of financial statements.</p>
Business Law	<p>CO1: To Learn the provisions of 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: To study the method of collection data, Types of data, Presentation of data and the Measures of Central Tendency and properties related to it.</p> <p>CO2: To understand the concept of Measures of Dispersion, Co-relation and Linear Regression and properties related to it</p>



Course Name	Course Outcome
	<p>CO3: To understand the concept of Time Series and Index Numbers and properties related to it</p> <p>CO4: To understand the concept of Probability and Decision Theory and properties related to it.</p>
Foundation Course-I	<p>CO1: To have an overview of Indian society, its regional and demographic variations</p> <p>CO2: To understand the concept of disparity arising due to gender inequality and other linguistic differences.</p> <p>CO3: To know duties and values to strengthen the societal values</p> <p>CO4: To understand Indian constitution and other political processes</p> <p>CO5: To have an overview of Indian society, its regional and demographic variations</p>
Business Communication-I	<p>CO1: To understand the process of communication and its application in real life</p> <p>CO2: To be able to understand the importance of medium in the effective communication and feedback</p> <p>CO3: To understand various barriers and ways to overcome them for effective communication.</p> <p>CO4: To know various channels of communication/ Verbal nonverbal communication/ Different modes of communication /E commerce</p> <p>CO5: To know about Business Ethics and its importance in real life situation</p>



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -II
----------------------------------	--

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 to 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 the various 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.</p> <p>CO3: To understand the components of marketing mix.</p> <p>CO4: TO understand in detail STP & current trends in marketing.</p>
Industrial Law	<p>CO1: To learn the different provisions related to Industrial relations and Industrial Disputes.</p> <p>CO2: To understand the currents Industrial scenario related to Health, Safety and Welfare.</p> <p>CO3: To Implement social legislation provisions in the practical Life.</p> <p>CO4: To acquire law related to compensation Management.</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 understand the concept of Derivatives and application of Derivatives and various properties related to it.</p> <p>CO4: To understand the concept of Numerical Interpolation and properties related to it.</p>



Course Name	Course Outcome
Principles of Management	<p>O1: To understand the basic concepts and theories of Management.</p> <p>CO2: Understand the process and theories of management's functions: 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 analyse 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 and external environment and effectively conducting SWOT analysis of different business entities.</p> <p>CO2: Understanding the Political and Legal environmental framework in India for PESTLE analysis.</p> <p>CO3: To conduct an integrated analysis of the modern trends on social, cultural, technological front & understanding the competitive advantage of business.</p> <p>CO4: Challenges faced while conducting International Business and investment opportunities for Indian industry with case studies.</p>



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -III
----------------------------------	---

Course Name	Course Outcome
Accounting for Managerial Decision	CO1: To acquaint management learners with basic accounting fundamentals. CO2: To develop financial analysis skills among learners. CO3: The course aims at explaining the core concepts of business finance and its importance in managing a business.
Information Technology in Business Management	O 1 To learn basic concepts of Information Technology, its support and role in Management, for managers. CO 2 Module II comprises of practical hands-on training required for office automation. It is expected to have practical sessions of the latest MS-Office software. CO 3 To understand basic concepts of Email, Internet and websites, domains and security therein. CO 4 To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.
Environmental Management	CO1: Basic concepts related to composition of environment. CO2: Degradation of the environment through depletion of resources such as air, water and soil, which is deterioration of ecosystems. CO3: Sustainability is a broad discipline, giving students insights for ecological balance. CO4: Non-Conventional energy sources are gaining importance due to high demand of conventional energies.
Business Planning & Entrepreneurship Management	CO1: 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 full line of management function of a company with special reference to SME sector.
Strategic Management	O1: 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 viewpoint. CO3: This course deals with corporate level Policy & Strategy formulation areas. This course aims to develop conceptual skills in this area and their application in the corporate world.
Consumer Behavior	CO1: The basic objective of this course is to develop an understanding



Course Name	Course Outcome
(Marketing)	of the consumer decision-making process and its applications in the marketing function of firms. CO2: This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. CO3 Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer-oriented marketing strategies.
Advertising (Marketing)	CO1: To understand & examine the growing importance of advertising. CO2: To understand the construction of an effective advertisement. CO3: To understand the role of advertising in contemporary scenario. CO4: To understand the future and career in advertising.
Corporate Finance (Finance)	CO 1 The objectives of developing a conceptual framework 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. CO 2 The course aims to explain the core concepts of corporate finance and its importance in managing a business. CO 3 To provide understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business.
Basics Financial Services (Finance)	CO1: The course aims at explaining the core concepts of business finance and its importance in managing a business. CO2: The objectives of developing a conceptual framework of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.
Recruitment & Selection (Human Resources)	CO1: The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization. CO2: To give an in-depth insight into various aspects of Human Resource management and make them acquainted with practical aspects of the subject.
Motivation & Leadership (Human Resources)	O1: To gain knowledge of the leadership strategies for motivating people and changing organizations. CO2: To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences. CO3: To acquaint the students about practical approaches to Motivation and Leadership & its application in the Indian context.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -IV
----------------------------------	--

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 designing aspect of production systems CO3. To enable the learners, apply what they have learnt theoretically.
Business Research Methods	CO 1 To inculcate the analytical abilities and research skills among the students. CO 2 To provide hands on experience and learning in Business Research.
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 provide understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise application. CO3. To learn and understand relationship between database management and data warehouse approaches the requirement and application of data warehouse. CO4. To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing concepts.
Business Economics II	CO1. To understand basics of Macroeconomics. CO2.To understand the concept like Inflation, Money and Monetary policy. CO3. To understand the fiscal policy. CO4. to understand 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 human resource management CO3. To understand the emerging need and growing importance of good governance and CSR by organisations CO4. To study the ethical business practices, CSR and Corporate Governance practiced by various organisations.
Auditing (Finance)	CO1. To enable students get acquaint with the various concepts of auditing. CO2. To ensure students understand and practice the various



Course Name	Course Outcome
	techniques of auditing while managing their finances.
Financial Institution and Markets (Finance)	CO 1: The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India. CO 2: To inculcate understanding relating to managing of financial system.
Rural Marketing (Marketing)	CO 1 The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario. emerging challenges in the upcoming global economic scenario.
Integrated Marketing Communication (Marketing)	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 co-ordinating them for an effective marketing communication program.
Training and Development (Human Resources)	CO1. This paper is not pure academic oriented, but practice based. It has been designed, keeping in view the needs of the organizations. Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. All organizations need to pay adequate attention to equip their employees. Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.
Change Management (Human Resources)	CO1. The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -V
----------------------------------	---

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 provide an overview of various aspects related to wealth management. CO2: To study the relevance and importance of Insurance in wealth management. CO3: To acquaint the learners with issues related to taxation in wealth management. CO4: To understand various components of 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 newspaper, magazines etc for better correlation with the practical world. CO3: To understand various models and techniques of security and portfolio analysis.
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.
Direct Taxes (Finance)	O1: To understand the provisions of determining residential status of individual.



Course Name	Course Outcome
	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.
Sales & Distribution Management (Marketing)	CO1: To develop understanding of the sales & distribution processes in organizations. CO2: To get familiarized with concepts, approaches and practical aspects of the key decision-making variables in sales management and distribution channel management.
E-Commerce & Digital Marketing (Marketing)	CO1; To understand 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, along with its Challenges and Opportunities for an Organisation.
Customer Relationship Management (Marketing)	CO1: To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management. CO2: To provide insight into CRM marketing initiatives, customer service and designing CRM strategy. CO3: To understand new trends in CRM, challenges and opportunities for organizations.
Finance for Human Professional and Compensation Management (Human Resource)	CO1: To orient HR professionals with financial concepts to enable them to make prudent HR decisions. CO2: To understand the various compensation plans. CO3: To study the issues related to compensation management and understand the legal framework of compensation management.
Strategic Human Resource Management & HR Policies (Human Resource)	CO1: To understand human resource management from a strategic perspective. CO2: To link the HRM functions to corporate strategies to understand HR as a strategic resource. CO3: To understand the relationship between strategic human resource management and organizational performance. CO4: To apply the theories and concepts relevant to strategic human resource management in contemporary organizations. CO5: To understand the purpose and process of developing Human Resource Policies.



Course Name	Course Outcome
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.
Industrial Relations (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.



Program Name and Semester	Bachelor of Management Studies (B.M.S) Semester -VI
----------------------------------	--

Course Name	Course Outcome
Operations Research	CO1: To help students 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, processes, techniques and create an awareness of the role, functions and functioning of financial services.
Project Management (Finance)	CO1: This course's objective is to familiarize 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, processes, techniques and create an awareness of the role, functions and functioning of Project Management.
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: Changing 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. CO3: To acquaint learners with contemporary issues related to financial management.
Indirect Taxes (Finance)	CO1: To understand the basics of GST CO2: To study the registration and computation of GST CO3: To acquaint the students with filing of returns in GST.
Brand Management (Marketing)	CO1: To understand the meaning and significance of Brand Management. CO2: To Know how to build, sustain and grow brands.



Course Name	Course Outcome
	CO3: To know the various sources of brand equity.
Retail Management (Marketing)	CO1: To familiarize the students with retail management concepts and operations. CO2: To provide understanding of retail management and types of retailers CO3: To develop an understanding of retail management terminology including merchandize management, store management and retail strategy. CO4: To acquaint the students with legal and ethical aspects of retail management. CO5: To create awareness about emerging trends in retail management.
Media Planning and Management (Marketing)	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. CO3: To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.
International Marketing (Marketing)	CO1: To understand International Marketing, its Advantages and Challenges. CO2: To provide an insight on the dynamics of International Marketing Environment. CO3: To understand the relevance of International Marketing Mix decisions and recent developments in Global Market.
Organizational Development (Human Resource)	CO1: To understand the concept of Organizational Development and its Relevance in the organization. CO2: To Study the Issues and Challenges of OD while undergoing Changes CO3: To get an Understanding of Phases of OD Programme. CO4: To Study the OD Intervention to meet the Challenges faced in the Organization. CO5: To get an Insight into Ethical Issues in OD.
HRM In Global Perspective	CO1: To introduce the students to the study and practice of IHRM. CO2: To understand the concepts, theoretical framework and issues of HRM in Global Perspective. CO3: To get insights of the concepts of Expatriates and Repatriates. CO4: To find out the impact of cross culture on Human Resource Management. CO5: To provide information about Global Workforce Management CO6: To study International HRM Trends and Challenges.
Human Resource Management in Service Sector	CO1: To understand the concept and growing importance of HRM in service sector CO2: To understand how to manage human resources in service sector



Course Name	Course Outcome
Management (Human Resource)	CO3: To understand the significance of human element in creating customer satisfaction through service quality CO4: To understand 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 link the Traditional Management System to Modern Management System CO3: To understand the Techniques of Stress Management CO4: To understand the Evolution of Learning Systems in India.

