

PROGRAM OUTCOMES

PSO1: The student will be able to develop understanding for broad business concepts and principles in general.

PSO2: The student will be specialized and will have conceptual knowledge on one of the managerial functions out of finance and marketing.

PSO3: The finance specialization group of students will develop an ability and confidence to

- make common practical financial decisions in a business
- evaluate the economic condition and relating them to financial decision in the organization

PSO4: The marketing specialization group of students will develop an ability and confidence to

- have conceptual understanding of dynamics of marketing in business
- apply the theoretical marketing concepts to the practical situations
- analytical ability for communication in marketing using media mixes

Specific Programme Outcome MARKETING

PO 1: The learner gets introduced to the technical concepts of marketing in second year.

PO 2: The learner is exposed to the application of marketing in specific industries and situations.

PO 3: During the third year of the program the learner is provided with in-depth information related to various functions of marketing.

PO 4: The learner is being made acquainted with the contemporary scenario of different marketing functions and use of latest technology in them so as to gain competitive edge.

Specific Programme Outcome FINANCE

PO 1: The learner is exposed to fundamental concepts related to financial and financial management in the beginning of second year

PO 2: The learner is exposed to the application of marketing in specific industries and situations.

PO 3: The learner is further exposed to certain selected, but relevant, areas of finance.

PO 4: The learner is provided with advanced knowledge of financial functions and tools for better financial decision making

F.Y.B.M.S.

Semester I

Course Name: Introduction to Financial Accounts

Course outcome	Description
CO 1	To introduce the basic theory, concepts and practice of financial accounting and to enable learners to understand information contained in the published financial statements of companies and other organisations.
CO 2	To understand the preparation of accounting statements, their uses and limitations

Course Name: Business Law

Course outcome	Description
CO 1	To understand the law and social responsibility 7 relevant to managing an organization domestically and internationally.
CO 2	To explain the corporate governance system, including the law related to agency.
CO 3	To explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making.

Course Name: Business Statistics

Course outcome	Description
CO 1	To learn Basics of data science and data analysis like Averages and forecasting techniques.
CO 2	To help the learners to understand data-based results and to develop logical and analytical skills
CO 3	To enable learners become expert in applied statistical methods.

Course Name: Business Communication – I

Course outcome	Description
CO 1	To learn the basics of development of communication skills in the business world.
CO 2	To grasp the essentials of using modern technology effortlessly to enhance verbal communication.
CO 3	To introduce technically sound methods of written correspondence.

Course Name: Foundation Course – I

Course outcome	Description
CO 1	To Understand the multi -cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation
CO 2	To Understand regional variations according to rural, urban and tribal characteristics
CO 3	To Understand the concept of diversity as difference

Course Name: Foundation of Human Skills

Course outcome	Description
CO 1	To help the learners learn practical knowledge of soft skills and Behavioral skills
CO 2	To understand the Development of Human skills and conceptual skills as per industry requirements
CO 3	To understand their own personality and also educate them about understanding others personality attributes

Course Name: Business Economics – I

Course outcome	Description
CO 1	To get the knowledge about Economics at Micro level
CO 2	To learn the Relationship between various policies of business
CO 3	To know the aspects of economics in day-to-day life

Semester II**Course Name: Principal of Marketing**

Course outcome	Description
CO 1	To Use an understanding of marketing and the market driven enterprise to differentiate market driven enterprises from non-market driven enterprises in a market economy as a foundation for future course work and employer selection.
CO 2	To Identify some of the basic approaches to formulating a marketing strategy in order to participate effectively when working with marketing policy coordinators.
CO 3	To Identify key stages of the market planning process in order to create marketing plans through development of key sections common to most plans, as well as execution of rudimentary primary and secondary research.

Course Name: Industrial Law

Course outcome	Description
CO 1	To develop an understanding of the law and social responsibility relevant to managing an organization domestically and internationally.
CO 2	To explain the corporate governance system, including the law related to agency.
CO 3	To explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making.

Course Name: Business Mathematics

Course outcome	Description
CO 1	To Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.
CO 2	To Work with simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation problems in various situations and use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics that requires the use of and an understanding of the concepts of business mathematics.

Course Name: Business Communication – II

Course outcome	Description
CO 1	To learn the theoretical aspects of day-to-day workings of a business organization.
CO 2	To aware of job market expectations and accordingly vital tips for personality development are given.
CO 3	To enhance their knowledge of written business correspondence through the art of letter writing.
CO 4	

Course Name: Foundation Course – II

Course outcome	Description
CO 1	To Understand the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life.
CO 2	To Understand the Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.

Course Name: Business Environment

Course outcome	Description
CO 1	To understand the sum or collection of all internal and external factors such as employees, customers' needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market trends, economic changes, etc.

Course Name: Principal of Management

Course outcome	Description
CO 1	To learn practical knowledge planning, Organising, Implementing, staffing, coordinating, Controlling, Motivating and other area of Management
CO 2	To understand the Development of Human skills and conceptual skills as per industry requirements as understanding of various functions of Management.
CO 3	To understand basic management skills useful in industries as well as how business organizations work.

S.Y.B.M.S.

Semester III

Course Name: IT in Business Management - I

Course outcome	Description
CO 1	To learn basic concepts of Information Technology, its support and role in Management, for managers
CO 2	To have practical sessions of 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

Course Name: FC III Environmental Management

Course outcome	Description
CO 1	To understand the Concept and water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid
CO 2	To understand what is Environmental clearance for establishing and operating Industries in India
CO 3	To study Innovative Business Models: Eco -tourism, Green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits, other business projects for greener future

Course Name: Business Planning and Entrepreneurial Management

Course outcome	Description
CO 1	To introduce Entrepreneurship to budding managers.
CO 2	To develop entrepreneurs & to prepare learners to take the responsibility of full line of management function of a company with special reference to SME sector.

Course Name: Accounting for managerial Decisions

Course outcome	Description
CO 1	To acquaint management learners with basic accounting fundamentals.
CO 2	To develop financial analysis skills among learners.
CO 3	To explain the core concepts of business finance and its importance in managing a business

Course Name: Strategic Management

Course outcome	Description
CO 1	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.
CO 2	To critically examine the management of the entire enterprise from the Top Management viewpoints.
CO 3	To develop conceptual skills in this area as well as their application in the corporate world.

Course Name: Basics of Financial Services

Course outcome	Description
CO 1	The course aims at explaining the core concepts of business finance and its importance in managing a business
CO 2	The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.

Course Name: Introduction to Cost Accounting

Course outcome	Description
CO 1	To exposes the learners to the basic concepts and the tools used in Cost Accounting
CO 2	To enable the learners to understand the principles and procedure of cost accounting and to apply them to different practical situations

Course Name: Consumer Behaviour

Course outcome	Description
CO 1	To develop an understanding about the consumer decision making process and its applications in marketing function of firms
CO 2	To equip undergraduate learners with basic knowledge about issues and dimensions of Consumer Behaviour and learners are expected to develop the skill of understanding and analysing consumer information and using it to create consumer - oriented marketing strategies.

Course Name: Social Marketing

Course outcome	Description
CO 1	Understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a non-profit social environment.
CO 2	Analyse the impact of environment on social marketing & study the various behaviour models/frameworks/theories for social change.
CO 3	To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing.
CO 4	To provide an overview of the Not-for-Profit Sector (NPO) and comment on the CSR provision in the companies act.
CO 5	To study overview of social marketing in various key sectors and Identify basic ethical issues in Social Marketing and appreciate the careers in Social Marketing.

Semester IV**Course Name: Information Technology in Business Management-II**

Course outcome	Description
CO 1	To understand managerial decision-making and to develop perceptive of major functional area of MIS
CO 2	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.
CO 3	To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse

Course Name: Ethics & Governance

Course outcome	Description
CO 1	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
CO 2	To learn the applicability of ethics in functional areas like marketing, finance and human resource management
CO 3	To understand the emerging need and growing importance of good governance and CSR by organisations
CO 4	To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

Course Name: Business Economics-II

Course outcome	Description
CO 1	To study Macro Economics, data and theory.
CO 2	To make learners understand money inflation, monetary policy, fiscal policy.
CO 3	To study issues of international trade.

Course Name: Business Research Methods

Course outcome	Description
CO 1	To inculcate the analytical abilities and research skills among the learners.
CO 2	To give hands on experience and learning in Business Research

Course Name: Production & Total Quality Management

Course outcome	Description
CO 1	To acquaint learners with the basic management decisions with respect to production and quality management
CO 2	To make the learners understand the designing aspect of production systems

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Course Name: Financial Institution and Markets

Course outcome	Description
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

Course Name: Auditing

Course outcome	Description
CO 1	To enable students get acquainted with the various concepts of auditing.
CO 2	To ensure students understand and practice the various techniques of auditing while managing their finances.

Course Name: Integrated Marketing Communication

Course outcome	Description
CO 1	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.
CO 2	To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

Course Name: Tourism Marketing

Course outcome	Description
CO 1	To understand basic concepts and strategies of Tourism Marketing.
CO 2	To impart knowledge to learners about types of tourism.
CO 3	To understand segmentation and Marketing mix in the context of Tourism Marketing.
CO 4	To familiarize learners with trends and challenges in Tourism Marketing.

T.Y.B.M.S.

Semester V

Course Name: Logistics & Supply Chain Management

Course outcome	Description
CO 1	To provide learners with basic understanding of concepts of logistics and supply chain management.
CO 2	To introduce learners to the key activities performed by the logistics function.
CO 3	To provide an insight into the nature of supply chain, its functions and supply chain system.
CO 4	To understand global trends in logistics and supply chain management.

Course Name: Corporate Communication & Public Relations

Course outcome	Description
CO 1	To provide the learners with basic understanding of the concepts of corporate communication and PR.
CO 2	To introduce various elements of Corporate communication and consider their roles in managing organisations.
CO 3	To examine how various elements of corporate communication must be coordinated to communicate effectively.
CO 4	To develop critical understanding of the different practices associated with corporate communication

Course Name: Investment Analysis & Portfolio Management

Course outcome	Description
CO 1	To acquaint the learners with various concepts of finance.
CO 2	To understand its correlation with practical world.
CO 3	To understand various models and techniques of security and portfolio analysis.

Course Name: Commodity & Derivative Management

Course outcome	Description
CO 1	To understand the concepts related to Commodities and Derivatives market.
CO 2	To study the various aspects related to options and futures
CO 3	To acquaint learners with the trading, clearing and settlement mechanism in derivate market.

Course Name: Financial Accounting

Course outcome	Description
CO 1	To acquaint the learners in preparation of final accounts of companies
CO 2	To study provisions relating to underwriting of shares and debentures
CO 3	To study accounting of foreign currency and investment
CO 4	To understand the need of ethical behaviour in accountancy

Course Name: Direct Taxes

Course outcome	Description
CO 1	To understand the provisions of determining residential status of individual
CO 2	To study various heads of income
CO 3	To study deductions from total income
CO 4	To compute taxable income of Individuals

Course Name: Service Marketing

Course outcome	Description
CO 1	To understand distinctive features of services and key elements in services marketing
CO 2	To provide insight into ways to improve service 17 quality and Productivity
CO 3	To understand marketing of different services in Indian context

Course Name: E- Commerce and Digital Marketing

Course outcome	Description
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.
CO 3	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.

Course Name: Customer Relationship Management

Course outcome	Description
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
CO 3	To understand new trends in CRM, challenges and opportunities for Organizations

Course Name: Strategic Marketing Management

Course outcome	Description
CO 1	To understand marketing strategies and their impact on business models.
CO 2	To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
CO 3	To learn the various marketing strategies adopted by Companies to create a competitive advantage.

Semester VI**Course Name: Operation Research**

Course outcome	Description
CO 1	To help learners to understand operations research methodologies
CO 2	To Help learners to solve various problems practically.
CO 3	To make learners proficient in case analysis and interpretation.

Course Name: Project Work

Course outcome	Description
CO 1	The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management.
CO 2	To give a comprehensive overview of Project Management as a separate area of Management.
CO 3	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management.

Course Name: International Finance

Course outcome	Description
CO 1	To familiarize the learners with the fundamental aspects of various issues associated with International Finance.
CO 2	To give a comprehensive overview of International Finance as a separate area in International Business.
CO 3	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market.

Course Name: Innovative Financial Services

Course outcome	Description
CO 1	To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services
CO 2	To give a comprehensive overview of emerging financial services in the light of globalization
CO 3	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services

Course Name: Strategic Financial Management

Course outcome	Description
CO 1	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.
CO 2	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.
CO 3	To acquaint learners with contemporary issues related to financial Management.

Course Name: Indirect Taxes

Course outcome	Description
CO 1	To understand the basics of GST
CO 2	To study the registration and computation of GST
CO 3	To acquaint the students with filing of returns in GST

Course Name: Brand Management

Course outcome	Description
CO 1	To understand the meaning and significance of Brand Management.
CO 2	To know how to build, sustain and grow brands.
CO 3	To know various sources of brand equity.

Course Name: Retail Management

Course outcome	Description
CO 1	To provide understanding of retail management and types of retailers.
CO 2	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
CO 3	To acquaint the learners with legal and ethical aspects of retail management.

Course Name: International Marketing

Course outcome	Description
CO 1	To understand International Marketing, its Advantages and Challenges.
CO 2	To provide an insight on the dynamics of International Marketing Environment.
CO 3	To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

Course Name: Sports Marketing

Course outcome	Description
CO 1	To equip the learner with an understanding of the business of sports Marketing.
CO 2	To help the learner understand environmental factors influencing sports Marketing.
CO 3	To help the learner understand components of marketing mix in the context of sports marketing.
CO 4	To understand legal aspects in sports marketing & franchising agreements.