

**ASM's Institute of Management & Computer Studies (IMCOST), Thane
(Degree College)**

Course Outcomes BMS

Course Outcomes of all courses offered by the		
Name of the course : BMS		
Sr. No.	Name of The Course	Course Outcome
FYBMS		
SEMESTER I		
1	Foundation Course	<ul style="list-style-type: none"> • At the end of this course students should be able to: Understood the demographic composition of India having regard to Language, Religion, and Gender etc. • Understood stratified reasons as to differences and women problems. • Understood the fundamental duties of Indian citizen specified in Indian Constitution. • Understood hierarchy of local self-government and amendment to the same.
2	Business Communication I	<ul style="list-style-type: none"> • At the end of this course students should be able to: • Getting helpful for knowledge about what is communication, types of communication, channel and modes of communication. Helpful for getting knowledge about how to overcome the barrier and how to improve our listings skills. • Getting knowledge about what is ethics and how and for what it should be followed. • Learn much more about parts, structure of letter, principal of letter writing and how to write d variety of personal letters. Learn about developing ideas of about letter writing and paragraph writing.
3	Business Economics I	<ul style="list-style-type: none"> • At the end of this course students should be able to: Expose students of Commerce to basic Micro Economics • Concepts and inculcate in analytical approach to the subject matter. • Stimulate the students' interest by showing the relievable

		<p>and use of various economic theories and functions.</p> <ul style="list-style-type: none"> • Apply economic reasoning to problems of business.
4	Introduction to Financial Accounts	<ul style="list-style-type: none"> • To introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations.
5	Business Law	<ul style="list-style-type: none"> • Demonstrate an understanding of the Legal Environment of Business. • Apply basic legal knowledge to business transactions. • Communicate effectively using standard business and legal terminology.
6	Foundation of Human Skills	<p>To get knowledge about:</p> <ul style="list-style-type: none"> • Human beings, their personalities, environment, organizational power, politics, change and how to deal with them. • Generating the team and team building as well as team work • Leadership qualities and motivating factors
7	Business Statistics	<p>To get knowledge about:</p> <ul style="list-style-type: none"> • The ability to interpret statistical analysis tools commonly used in the workplace; • The ability to critically evaluate a standard business report including the graphics, probability statements and resultant commentary; and, • Use of Excel for basic data manipulation and simple statistical and graphical analysis

Semester - II

1	Principles of Marketing	<p>Upon successful completion of Principles of Marketing, students will be able to:</p> <ul style="list-style-type: none"> • 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. • Identify some of the basic approaches to formulating a marketing strategy in order to participate effectively when working with marketing policy coordinators • 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.
2	Industrial Law	<p>Upon completion of the course, the student would:</p> <ul style="list-style-type: none"> • Be aware of the present state of Industrial relations in India. • Be acquainted with the concepts, principles and issues connected with trade unions, • Understand the various processes and procedures of handling Employee Relations.
3	Business Mathematics	<p>Upon successful completion, students should be able to:</p> <ul style="list-style-type: none"> • Analyze real world scenarios to recognize when simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation are appropriate, formulate problems about the scenarios, creatively model these scenarios. • 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.

4	Business Communication II	<ul style="list-style-type: none"> • To be familiar with the complete course outline/Course Objectives/Learning Outcomes/ Evaluation Pattern & Assignment • To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles. • To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
5	Business Environment	<p>Completion of this course, learners will be able to: .</p> <ul style="list-style-type: none"> • Familiarize with the nature of business environment and its components. • The students will be able to demonstrate and develop conceptual framework of business environment generate interest in international business.
6	Principles of Management	<ul style="list-style-type: none"> • On completion of this course, the students will be able: • Understand the concepts related to Business. • Demonstrate the roles, skills and functions of management.
7	Foundation Course -II	<ul style="list-style-type: none"> • To get knowledge about: • Nature of Indian Society • The gender inequality in society • Diversity As difference and disparity as inequality. • Philosophy of the constitution of India.

SYBMS**Semester - III**

1	Business Planning & Entrepreneurial Management	<ul style="list-style-type: none">• Students will be able to define, identify and/or apply the principles of entrepreneurial and family business.• Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses.• Students will be able to define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses.
2	Information Technology in Business Management-I	<ul style="list-style-type: none">• Design, document and develop robust, extensible and highly maintainable data-intensive applications using cutting edge technologies tailored to the specific needs of any business scenario.• Explain and apply the core aspects of information technology principles and tools, and manage their implementation in a business context
3	Accounting for Managerial Decisions	<ul style="list-style-type: none">• Understand the utility of Ratio Analysis, Financial Statements and Cash Flow Analysis in any organization.• Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs &
4	Strategic Management	<ul style="list-style-type: none">• Identify the forces impacting on corporate and business strategies.• Critically aware of factors involved in strategy making.• Assess the resources and constraints for strategy making in a business context.
5	Foundation Course-IV	<ul style="list-style-type: none">• Students should be able to identify, analyze, interpret and describe the critical ideas, values, and themes that appear in literary and cultural texts and understand the way these ideas, values, and themes inform and impact culture and society, both now and in the past.• Students should be able to write analytically in a variety of formats, including essays, research papers, reflective writing, and critical reviews of secondary sources.

6	Organizational Behavior & HRM	<ul style="list-style-type: none"> • Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. • Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
7	Recruitment & Selection	<ul style="list-style-type: none"> • Helps to create a talent pool of potential candidates for the benefits of the organization. • To increases the pool of job seeking candidates at minimum cost. • It helps to increase the success rate of selection process by decreasing the no of visits qualified or over qualified job applicants.
8	Corporate Finance	<ul style="list-style-type: none"> • Identify the key themes in corporate finance. • Explain the role of finance in an organization. • Analyze the relationship between strategic decision making and corporate financing decisions.
9	Introduction to Cost Accounting	<ul style="list-style-type: none"> • Be able to identify the dynamics of human behavior and the basic factors that influence the consumers' decision process. • Be able to demonstrate how concepts may be applied to marketing strategy
10	Advertising	<ul style="list-style-type: none"> • After completion of the requirements for this course, students will be able to: appreciate the ways that communication through advertising influences and persuades consumers; • Discuss the role of the advertising agency and its client relationships. • Discuss the decisions which need to be made in budgeting and planning for promotion;
11	Social Marketing	<ul style="list-style-type: none"> • Be able to identify the dynamics of human behavior and the basic factors that influence the consumers' decision process. • Be able to demonstrate how concepts may be applied to marketing strategy

SYBMS**Semester – IV**

1	Business Economics	<ul style="list-style-type: none">• Apply the concept of opportunity cost• Employ marginal analysis for decision making• Analyze operations of markets under varying competitive conditions
2	Business Research Method	<ul style="list-style-type: none">• Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues• Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making• Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
3	Foundation Course-IV	<ul style="list-style-type: none">• Students should be able to identify, analyze, interpret and describe the critical ideas, values, and themes that appear in literary and cultural texts and understand the way these ideas, values, and themes inform and impact culture and society, both now and in the past.• Students should be able to write analytically in a variety of formats, including essays, research papers, reflective writing, and critical reviews of secondary sources.
4	Production & Total Quality Management	<ul style="list-style-type: none">• To realize the importance of significance of quality• Manage quality improvement teams.• Identify requirements of quality improvement programs
5	I.T. in BM	<ul style="list-style-type: none">• Apply conceptual learning skills in today's business environment.• Analyze financial performance of an organization.• Evaluate organizational decisions with consideration of the political, legal and ethical aspects of business.

6	Strategic Cost Management	<ul style="list-style-type: none"> • After having taken this course participants will be able to: • Understand cost drivers • Apply alternative cost accounting method analyze cost and value
7	Financial Institution & Market	<ul style="list-style-type: none"> • By the end of the course and having completed the Essential reading and activities, students should be able to: explain why external audits and other types of assurance services are conducted discuss the duties of auditors and other assurance providers and how these have changed over time explain the meaning of concepts that are fundamental to auditing and assurance services, such as 'independence', 'audit evidence', 'audit
8	Conflict and Negotiation	<ul style="list-style-type: none"> • Students will recognize the nature of conflict and its impact on interpersonal relationships and organizations. • Students will demonstrate the role of communication in generating productive conflict outcomes and to use communication skills effectively in a range of specific conflict situations. • Students will effectively utilize and apply conflict intervention strategies such as coaching, negotiation, mediation, and system design in the management and resolution of conflict.
9	Change Management	<ul style="list-style-type: none"> • To have an understanding of the basic concepts, functions and processes of human resource management • To be aware of the role, functions and functioning of human resource department of the organizations. • To Design and formulate various HRM processes such as Recruitment, Selection, Training, performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.
10	Event Marketing	<ul style="list-style-type: none"> • Explain all the components and various roles involved in planning, organizing, running and evaluating an event; • Apply the theory and skills necessary to professionally plan, organize and run a business event; and • Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.

11	Integrated Marketing Communication	<ul style="list-style-type: none"> • Apply relevant technology for the production and management of tourism experiences. • Demonstrate commitment to ethical practices of tourism. • Acknowledge one or more philosophical perspectives to
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TYBMS

Semester - V

1	Logistics and Supply Chain Management	<ul style="list-style-type: none"> • Students are able to describe major logistics functions and activities. Differentiate logistics and supply chain management. • Describe alternative ways to organize for supply chain management. • Describe methods of inventory planning. • Technological changes and its impact on logistics and supply chain management. • Compare modes of transportation and related policies. Outline computer and supply chain security measures.
2	Corporate Communication & PR	<ul style="list-style-type: none"> • Understand of the concepts of corporate communication and public relations. • Introduce the various elements of corporate communication and consider their roles in managing organizations. • Examine how various elements of corporate communication must be coordinated to communicate effectively. • Develop critical understanding of the different practices associated with corporate communication.
3	Investment Analysis and Portfolio Management	<ul style="list-style-type: none"> • The learners are well acquainted with various concepts of finance. • Students understood the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world. • Learners understood various models and techniques of security and portfolio analysis.
4	Risk Management	<ul style="list-style-type: none"> • Familiarize the student with the fundamental aspects of risk management and control. • Give a comprehensive overview of risk governance and assurance with special reference to insurance sector.

		<ul style="list-style-type: none"> • Introduce the basic concepts, functions, process, techniques of risk management
5	Wealth Management	<ul style="list-style-type: none"> • Identify and describe different types of inter-entity relationships based on relevant Australian Accounting Standards. • Discuss and solve accounting issues that arise from inter-entity relationships. • Explain the consolidation process and prepare consolidated financial statements based on relevant accounting Standards.
6	Commodity & Derivatives	<ul style="list-style-type: none"> • Students gained the knowledge of Income Tax act 1961. • Students understood the definitions under income tax act 1961. • Students able to calculate income from Salary, House property, Capital Gain, Business and Profession, Other Sources. • Students know the various exemptions available under section 10. • Students learn and apply deductions under section 80 while calculating net taxable income. • Students able to compute total income of assess.
7	Service Marketing	<ul style="list-style-type: none"> • Understand distinctive features of services and key elements in services marketing. • Provide insight into ways to improve service quality and productivity. • Understand marketing of different services in Indian context.
8	Customer Relationship Management	<ul style="list-style-type: none"> • Learner understood concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management. • Students get insight into CRM marketing initiatives, customer service and designing CRM strategy. • Learner understood new trends in CRM, challenges and opportunities for organizations.
9	Sales and Distribution Management	<ul style="list-style-type: none"> • Develop understanding of the sales & distribution processes in organizations. • Get familiarized with concepts, approaches and the practical aspects of the key decision. • Making variables in sales management and distribution channel management.

10	E – Commerce and Digital Marketing	<ul style="list-style-type: none"> • Demonstrate an understanding of the foundations and importance of E- commerce analyze the impact of E-commerce on business models and strategy • Describe the infrastructure for E- commerce • Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
11	Industrial Relation	<ul style="list-style-type: none"> • Demonstrate descriptive knowledge of the field of industrial relations. • Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels. • Recognize and consider the social, historical and equity issues within industrial relations. • Investigate solutions to industrial relations problems based on research and assessment of current practices.
12	Performance Management	<ul style="list-style-type: none"> • The rating distribution – this will help the management to reward good performers and recognize their efforts, whereas it serves as a warning to poor performers to improve their performance. • Identification of high potential employees. This can help in succession planning of an organization. High potential employees can be nurtured and can turn out future leaders.
13	Strategic HRM	<ul style="list-style-type: none"> • Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.. • Develop, implement, and evaluate employee orientation, training, and development programs. • Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.
14	Finance for HR Professional & Compensation Management	<ul style="list-style-type: none"> • Contribute to the development, implementation, and evaluation of employee Compensation Management • Develop, implement, and evaluate organizational development strategies aimed at promoting Compensation Management and helps HR employees in studying finance related issues in the organization.

Semester - VI

1	Operation Research	<ul style="list-style-type: none"> • Knowledge and understanding - Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type. • Cognitive skills (thinking and analysis) Be able to build and solve Transportation Models and Assignment Models. • Communication skills (personal and academic). - Be able to design new simple models, like: CPM, MSPT to improve decision –making and develop critical Thinking and objective analysis of decision problems.
2	Innovative Financial Services	<ul style="list-style-type: none"> • Examine Financial Services management as an important and contemporary area of financial management. • Understand the various financial services and their future determine the most suitable financial service Fact
3	Project Management	<ul style="list-style-type: none"> • Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders. • Align the project to the organization's strategic plans and business justification throughout its lifecycle. • Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders
4	Strategic Financial Management	<ul style="list-style-type: none"> • Identify a range of business resources to meet organizational objectives • Apply tools and techniques to the planning and allocating of resources. • Identify the risks to strategy from inadequate resources,
5	International Finance	<ul style="list-style-type: none"> • To record the basic journal entries. • Memorize how to calculate depreciation by applying various methods. • Maintain the financial statements of a business entity.
6	HRM in Global Perspective	<ul style="list-style-type: none"> • Competent managers with requisite knowledge, skills and right attitude Sustenance in globally competitive environment. • Management professionals with pro- active thinking and Innovative approach Sensitive professionals with ethical values..

7	Organizational Development	<ul style="list-style-type: none"> • Think critically to integrate theory into practice in complex organizational settings with diverse workplace groups. Analyze organizational contexts and cultures in order to develop problem- solving approaches that are responsive to current dynamics and reflect new possibilities for the future.
8	HRM in Service Sector Management	<ul style="list-style-type: none"> • Develop Reading & Listening Skills • Demonstrate Problem Solving Skills • Use Application of Technology Tools in business. • Demonstrate Mastery on Analytics (Quantitative Aspects)
9	Indian Ethos in Management	<ul style="list-style-type: none"> • Developing understanding of managerial practices and their perspectives. • Knowledge Remembering: Applying planning and managerial decision making skills. • Applying: Develop analytical and problem solving skills, based on understanding of management concepts and theories.
10	Brand Management	<ul style="list-style-type: none"> • Understand what a product is, the various levels which make it up, and different types of products • Understand how products can be classified, and the nature of the product line and product mix.
11	Retail Management	<ul style="list-style-type: none"> • Explain the design, implementation, and assessment of retailing strategies based on consumer needs and market changes. • Explain how factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of organizations in a global environment. • Demonstrate the skills needed to develop ideas and make decisions based on ethics, proper research, analysis, and critical thinking.
12	International Marketing	<ul style="list-style-type: none"> • The marketing principles that together constitute the field of study • The steps and processes involved in planning market entry strategy of a firm into a foreign market;
13	Media Planning Management	<ul style="list-style-type: none"> • Understand how products can be classified, and the nature of the product line and product mix. • Demonstrate the skills needed to develop ideas and make decisions based on ethics, proper research, analysis, and critical thinking. • Adapting to new situations and resolving conflict in globalized contexts.

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