

## **BMS PROGRAM OUTCOMES**

PO- 1: After completing three years Degree Course – Bachelor of Management Studies (BMS) program, Learners will develop a foundation and understanding of managerial principles and practices.

PO- 2: Learners will acquire practical knowledge , training in professional skills and ethics to build competencies in the area of management studies .

PO- 3: Learners will develop their personalities along with commercial , communication , research , analytical, financial , marketing and managerial skills required for workplaces and higher studies.

PO- 4: Learners will be able to relate to global challenges and be exposed to newer avenues in a variety of sectors.

PO- 5: Learners will be trained in leadership skills and demonstrate social responsibilities with sensitivity towards environment and sustainability.

**Year : Third Year**

**Semester: V**

**Course: Investment Analysis and Portfolio Management (Finance Elective)**

**Course Code: BMSS501**

### **Course Outcomes:**

After completion of the Course learners will be able to

| No                  | Course Outcome  | PO Mapping                  |
|---------------------|---|-----------------------------|
| CO 1- Remember      | define terminologies in Investment and Portfolio Management.  | PO 1, PO 2,                 |
| CO 2- Understanding | discuss various aspects of Capital Markets in India.  | PO 1, PO 2, PO 3, PO4       |
| CO 3- Applying      | calculate the various types of risks associated with Investment.  | PO 1, PO 2, PO 3, PO 4      |
| CO 4- Analysing     | analyse the Portfolio Management process.   | PO 1, PO 2, PO 3, PO 4      |
| CO 5- Evaluating    | evaluate performance of securities with the help of Fundamental Analysis and Technical Analysis.                        | PO 1, PO 2, PO 3, PO 4      |
| CO 6- Creating      | design investment plans by conducting portfolio evaluation through various Portfolio Performance Management Strategies. | PO 1, PO 2, PO 3, PO 4 PO 5 |

**Program: Bachelor of Management Studies**  
**Year : Third Year**  
**Semester V**  
**Course: Wealth Management (Finance Elective)**  
**Course Code : BMSS502**

Course Outcomes:  
 After completion of the Course learners will be able to

| No                 | No              | Course Outcome  | PO Mapping                   |
|--------------------|-----------------|---|------------------------------|
| CO 1-Remember      | CO 1 Remember   | describe the fundamentals of wealth management                            | PO 1, PO 2                   |
| CO 2-Understanding | CO 2 Understand | explain the various components and factors impacting wealth management    | PO1, PO 2, PO 3              |
| CO 3-Applying      | CO 3 Apply      | calculate returns, financial ratios, total income and tax liability, etc. | PO 1, PO 2, PO 3, PO 4       |
| CO 4-Analysing     | CO 4 Analyse    | select the appropriate investment strategy                                | PO 1, PO 2, PO 3, PO 4       |
| CO 5-Evaluating    | CO 5 Evaluate   | evaluate various wealth management products                               | PO 1, PO 2, PO 3, PO 4       |
| CO 6-Creating      | CO 6 Create     | design a suitable wealth management plan                                  | PO 1, PO 2, PO 3, PO 4, PO 5 |

**Program: Bachelor of Management Studies**  
**Year : Third Year**  
**Semester: V**  
**Course: Financial Accounting (Finance Elective)**  
**Course Code: BMSS503**

**Course Outcomes:**

After completion of the Course learners will be able to

| No                  | Course Outcome  | PO Mapping                   |
|---------------------|---|------------------------------|
| CO 1- Remember      | identify elements of financial statements of Companies.                           | PO 1, PO 2, PO 3, PO 4       |
| CO 2- Understanding | explain the ethical requirements to be followed by accountants and organisations. | PO 1, PO 2, PO 3, PO 4, PO 5 |
| CO 3- Applying      | calculate the profits and losses arising from foreign exchange.                   | PO 1, PO 2, PO 3, PO 4       |
| CO 4- Analysing     | distinguish between errors and frauds.  | PO 1, PO 2, PO 3, PO 4, PO 5 |
| CO 5- Evaluating    | evaluate returns on debentures and shares.  | PO 1, PO 2, PO 3             |
| CO 6- Creating      | prepare financial statements as per Companies Act, 2013.                          | PO 1, PO 2, PO 3, PO 5       |

**Program: Bachelor of Management Studies****Year : Third Year****Semester: V****Course: Direct Taxes (Finance Elective)****Course Code: BMSS504****Course Outcomes:**

After completion of the Course learners will be able to

| No                  | Course Outcome   | PO Mapping             |
|---------------------|--|------------------------|
| CO 1- Remember      | define income tax terminologies .                          | PO 1, PO 2             |
| CO 2- Understanding | explain the different heads of income                      | PO 1, PO 2             |
| CO 3- Applying      | calculate the deductions available under income tax.       | PO 1, PO 2, PO 3       |
| CO 4- Analysing     | analyse the different categories of individual tax payers. | PO 1, PO 2, PO 3       |
| CO 5- Evaluating    | estimate the net taxable income of an individual.          | PO 1, PO 2, PO 3       |
| CO 6- Creating      | design a tax plan for minimising the tax liabilities.      | PO 1, PO 2, PO 3, PO 4 |

**Program: Bachelor of Management Studies****Year : Third Year****Semester: V****Course : Service Marketing (Marketing Elective)****Course Code: BMSS505**

After completion of the Course learners will be able to

| No                   | Course Outcomes   | PO Mapping              |
|----------------------|---|-------------------------|
| CO 1<br>(Remember)   | describe and recognize the fundamentals of services marketing.                        | PO1, PO2, PO3           |
| CO 2<br>(Understand) | identify insightful ways to improve service quality and productivity.                 | PO1, PO2, PO3, PO4      |
| CO 3<br>(Apply)      | apply and solve gaps in service delivery.   | PO1, PO2, PO3, PO4      |
| CO 4<br>(Analyze)    | analyse trends in marketing of services.  | PO1, PO2, PO3, PO4      |
| CO 5<br>(Evaluate)   | determine and estimate service marketing ethos in the Indian context.                 | PO1, PO2, PO3, PO5      |
| CO 6<br>(Create)     | prepare and develop branding for services through various transnational strategies. . | PO1, PO2, PO3, PO4, PO5 |

**Program: Bachelor of Management Studies****Year : Third Year**

**Semester: V**

**Course : E- commerce and Digital Marketing (Marketing Elective)**

**Course Code: BMSS506**

After completion of the Course learners will be able to

| <b>Sr. No.</b>                  | <b>Course Outcomes</b>   | <b>PO mapping</b>       |
|---------------------------------|--|-------------------------|
| <b>CO 1.<br/>(Remembering)</b>  | identify the importance of e commerce and digital marketing in the context of globalization. | PO1, PO4                |
| <b>CO2.<br/>(Understanding)</b> | explain the privacy and security aspects of e-commerce.                                      | PO1, PO2                |
| <b>CO3.<br/>(Applying)</b>      | illustrate the differences between digital marketing and traditional marketing tools.        | PO1, PO2, PO3           |
| <b>CO4.<br/>(Analysing)</b>     | compare and select payment systems under e-commerce  | PO1,PO2, PO3            |
| <b>CO5.<br/>(Evaluating)</b>    | evaluate effectiveness of e-commerce websites  | PO1, PO2, PO3, PO4, PO5 |
| <b>CO6.<br/>(Creating)</b>      | create marketing campaigns using digital marketing tools                                     | PO1, PO2, PO3, PO5      |

**Program: Bachelor of Management Studies**

**Year : Third Year**

**Semester: V**

**Course Name: Strategic Marketing Management (Marketing Elective)**

**Course Code: BMSS508**

After completion of the Course learners will be able to

| <b>Sr. No</b>        | <b>Course Outcomes</b>   | <b>PO Mapping</b>             |
|----------------------|--|-------------------------------|
| CO 1<br>(Remember)   | describe concepts of strategic marketing management.   | PO1, PO2,<br>PO3,PO4          |
| CO 2<br>(Understand) | Interpret and explain principles of segmenting, targeting, and positioning for value creation. | PO1, PO2,<br>PO3,PO4          |
| CO 3<br>(Apply)      | apply and demonstrate process for managing and defending product lines.                        | PO1, PO2,<br>PO3, PO4         |
| CO 4<br>(Analyze)    | analyse branding for value creation.   | PO1, PO2,<br>PO3, PO4,<br>PO5 |
| CO 5<br>(Evaluate)   | determine and estimate marketing mix growth strategies.  | PO1, PO2,<br>PO3, PO4,<br>PO5 |
| CO 6<br>(Create)     | prepare, generate and modify various strategic marketing decisions.                            | PO1, PO2,<br>PO3, PO4,<br>PO5 |

**Program: Bachelor of Management Studies**

**Year : Third Year**

**Semester: VI**

**Course: International Finance (Finance Elective)**

**Course Code: BMSS601**

**Course Outcomes:**

After completion of the Course learners will be able to

| <b>No</b>              | <b>Course Outcome</b>   | <b>PO Mapping</b>              |
|------------------------|---|--------------------------------|
| CO 1- Remember         | define various concepts in international finance.                       | PO 1, PO 2                     |
| CO 2-<br>Understanding | describe the various fundamentals of international finance.             | PO 1, PO 2, PO 3               |
| CO 3- Applying         | calculate various exchange rate quotations.                             | PO 1, PO 2, PO<br>3, PO 4      |
| CO 4- Analysing        | analyse the global financial markets and institutions.                  | PO 1, PO 2, PO<br>3, PO 4,PO5  |
| CO 5- Evaluating       | evaluate international parity relationships and foreign exchange rates. | PO 1, PO 2, PO<br>3, PO 4, PO5 |
| CO 6- Creating         | devise various strategies for international finance.                    | PO 1, PO 2, PO<br>3, PO 4, PO5 |

**Program: Bachelor of Management Studies**  
**Year : Third Year**  
**Semester VI**  
**Course: Innovative Financial Services (Finance Elective)**  
**Course Code : BMSS602**

Course Outcomes:

After completion of the Course learners will be able to

| No                 | Course Outcome  | PO Mapping                      |
|--------------------|---|---------------------------------|
| CO 1<br>Remember   | describe the structure and functions of financial services                    | PO 1, PO 2, PO 3                |
| CO 2<br>Understand | explain the fundamentals of various financial services                        | PO1, PO 2, PO 3,<br>PO 4        |
| CO 3<br>Apply      | calculate the cost of factoring and hire purchase services                    | PO 1, PO 2, PO 3                |
| CO 4<br>Analyse    | distinguish between various financial services and their types                | PO 1, PO 2, PO 3,<br>PO4        |
| CO 5<br>Evaluate   | evaluate the suitability of various financial services                        | PO 1, PO 2, PO 3,<br>PO4        |
| CO 6<br>Create     | design solutions to funding and investment problems of individuals/corporates | PO 1, PO 2, PO 3,<br>PO 4, PO 5 |

**Program: Bachelor of Management Studies**  
**Year : Third Year**  
**Semester: VI**  
**Course: Strategic Financial Management (Finance Elective)**  
**Course Code: BMSS603**

**Course Outcomes:**

After completion of the Course learners will be able to

| No                  | Course Outcome  | PO Mapping                      |
|---------------------|---|---------------------------------|
| CO 1- Remember      | understand concepts in Strategic Financial Management.                            | PO 1, PO 2, PO 3                |
| CO 2- Understanding | distinguish between the various models considered for dividend decision.          | PO 1, PO 2, PO 3,<br>PO 4       |
| CO 3- Applying      | calculate the risks associated in Capital Budgeting through various techniques.   | PO 1, PO 2, PO 3,<br>PO 4       |
| CO 4- Analysing     | analyse financial management and working capital financing in the banking sector. | PO 1, PO 2, PO 3,<br>PO 4       |
| CO 5- Evaluating    | evaluate various corporate restructuring strategies.                              | PO 1, PO 2, PO 3,<br>PO 4, PO 5 |
| CO 6- Creating      | design various strategies for effective financial management.                     | PO 1, PO 2, PO 3,<br>PO 4, PO 5 |

**Program: Bachelor of Management Studies****Year : Third Year****Semester: VI****Course: Indirect Taxes (Finance Elective)****Course Code: BMSS604****Course Outcomes:**

After completion of the Course learners will be able to

| No                  | Course Outcome   | PO Mapping                  |
|---------------------|--|-----------------------------|
| CO 1- Remember      | define terminologies in Goods and Services Tax.  | PO 1, PO 2                  |
| CO 2- Understanding | distinguish between Direct Taxes and Indirect Taxes  | PO 1, PO 2, PO 3            |
| CO 3- Applying      | calculate the value of supply and tax liability  | PO 1, PO 2, PO 3, PO 4      |
| CO 4- Analysing     | appraise the place of supply in relation to time of supply .   | PO 1, PO 2, PO 3, PO 4      |
| CO 5- Evaluating    | evaluate the benefits of Goods and Services Tax in comparison to erstwhile indirect tax laws.                          | PO 1, PO 2, PO 3, PO 4      |
| CO 6- Creating      | design strategies to maximise benefits for suppliers under Goods and Services Tax by implementing existing provisions. | PO 1, PO 2, PO 3, PO 4, PO5 |

**Program: Bachelor of Management Studies****Year : Third Year****Semester: VI****Course : International Marketing (Marketing Elective)****Course Code: BMSS607**

After completion of the Course learners will be able to

| No                | Course Outcomes  | PO Mapping         |
|-------------------|--|--------------------|
| CO 1 (Remember)   | identify the concepts and fundamentals of international marketing.                                     | PO1, PO2           |
| CO 2 (Understand) | explain different facets of international marketing environment.                                       | PO1, PO2, PO3, PO4 |
| CO 3 (Apply)      | apply the concepts and application of International Marketing Mix and global events that affect trade. | PO1, PO2, PO3, PO4 |
| CO 4 (Analyse)    | analyse trends in international marketing of services.   | PO2, PO3, PO4      |
| CO 5 (Evaluate)   | evaluate various dynamics of marketing mix decisions required for working to trades in IM              | PO2, PO3, PO4      |
| CO 6 (Create)     | prepare and develop global strategies for marketing any international brand.                           | PO2, PO3, PO4, PO5 |