

S.Y.B.Com (Bachelor of Management Studies)

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.

Course Name: EQUITY & DEBT MARKET

SEM: III

Course Code: BMSS301

No	Course Outcome	PO Mapping
CO 1- Remember	The learners will be able to recognize the different types of Equity Issues made in the Financial Market.	PO 1, PO 3, PO 4
CO 2- Understanding	The learners will be able to explain the operations of the Secondary Market.	PO 1, PO 2, PO 3, PO 4
CO 3- Applying	The learners will be able to illustrate the various players in the Debt Market.	PO 1, PO 3, PO 4
CO 4- Analysing	The learners will be able to distinguish between the working of Primary & Secondary Market.	PO 1, PO 2, PO 3, PO 4
CO 5- Evaluating	The learners will be able to measure the value of Equity shares and Bonds with the help of various methods taught in the syllabus.	PO 1, PO 2, PO 3
CO 6- Creating	Learners will be able to create an IPO Advertisement.	PO 1, PO 2, PO 4, PO 5

Course Name: CORPORATE FINANCE

SEM: III

Course Code: BMSS302

No	Course Outcome	PO Mapping
CO 1 Remember	The learner will be able to describe the meaning of capitalisation, overcapitalisation and undercapitalisation and their impact on the organisation.	PO 1, PO 2
CO 2 Understand	The learner will be able to explain the various domestic and international sources of finance available to an organisation.	PO 1, PO 2, PO 4
CO 3 Apply	The learner will be able to calculate the cost of finance of various sources of capital and compute leverages for financial decision making.	PO 1, PO 2, PO 3
CO 4 Analyse	The learner will be able to analyse the impact of debt on the leverage of the company.	PO 1, PO 2, PO 3
CO 5 Evaluate	The learner will be able to evaluate various investment proposals using capital budgeting techniques.	PO 1, PO 2, PO 3
CO 6 Create	The learner will be able to prepare a suitable financing plan for an organisation.	PO 1, PO 2, PO 3, PO 5

Course Name: CONSUMER BEHAVIOUR

SEM: III

Course Code: BMSS303

No	Course Outcome	PO Mapping
CO 1 (Remember)	Learners will be able to identify the consumer psyche to select, purchase, use, and dispose of products and services.	PO 1, PO 2, PO 3, PO 4
CO 2 (Understanding)	Learners will be able to demonstrate various behavioral-based interventions to sell products/ services best suited for consumers	PO 1, PO 2, PO 5
CO 3 (Applying)	Learners will be able to discover and customize ways to aid consumers in their purchasing process.	PO 1, PO 2, PO 3
CO 4 (Analyzing)	Learners will be able to categorise different personality traits based on proven social experiments to understand each individual's requirement.	PO 1, PO 2, PO 3
CO 5 (Evaluating)	Learners will be able to predict and recommend right interventions given the situation.	PO 2, PO 3, PO 4
CO 6 (Creating)	Learners will be able to design an offering based on different adopters in the innovation stage.	PO 2, PO 3, PO 4, PO 5

Course Name: ADVERTISING (Marketing Elective)

SEM: III

Course Code: BMSS304

Sr. No.	Course Outcomes	PO mapping
CO 1.	Learners will be able to identify the importance of advertising function to the overall marketing function in an organisation.	PO1
CO2.	Learners will be able to explain the functioning of advertising agencies.	PO1, PO2, PO3
CO3.	Learners will be able to interpret advertisements using principles of ethics.	PO1, PO2, PO3
CO4.	Learners will be able to differentiate between advertising and other promotional tools.	PO1, PO2, PO3
CO5.	Learners will be able to evaluate advertisements.	PO1, PO2, PO3, PO4, PO5
CO6.	Learners will be able to create TV advertisements, print advertisements and radio jingles keeping in mind the principles of ethics.	PO1, PO2, PO3, PO5

Course Name: Information Technology in Business Management (ITBM-1)

SEM: III

Course Code: BMSS305

No	Course Outcomes	PO Mapping
CO 1- Remember	The learners will be able to identify the different IT Support systems in Management.	PO 1, PO 2, PO 3, PO 4
CO 2- Understanding	The learners will be able to explain the various Information Technology concepts used in Business Management.	PO 1, PO 2, PO 3, PO 4
CO 3- Applying	The learners will be able to illustrate the different types of Information Systems Security Tools.	PO 2, PO 3, PO 4, PO 5
CO 4- Analysing	The learners will be able to categorize the different types of threats to E-security Systems.	PO 2, PO 3, PO 4, PO 5
CO 5- Evaluating	The learners will be able to compare to the various types of E-Commerce Business Models.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 6- Creating	The learners will be able to create different types of Word Documents & PowerPoint Presentations.	PO 1, PO 2, PO 3, PO 4, PO 5

Course Name: ENVIRONMENTAL MANAGEMENT**SEM: III****Course Code: BMSS306**

No	Course Outcomes	PO Mapping
CO 1 (Remember)	Learners will be able to describe environmental concepts and problems associated with economic activities.	PO-1, PO-3, PO-5
CO 2 (Understanding)	Learners will be able to explain and value conservation of natural resources with relation to environment and allied components.	PO-1, PO-5
CO 3 (Applying)	Learners will be able to use critical thinking, problem-solving, and methodological approaches for environmental problem through geo spatial methods.	PO-2
CO 4 (Analyzing)	Learners will be able to appraise strategies for environmental protection and sustainability.	PO-4, PO-5
CO 5 (Evaluating)	Learners will be able to choose an integrative approach to environmental issues with a focus on sustainability.	PO-4, PO-5
CO 6 (Creating)	Learners will be able to plan, formulate, create and design resources for conservation of resources and combat global challenges and attain harmony with nature.	PO-1, PO-4, PO-5

Course Name: BUSINESS PLANNING AND ENTREPRENEURIAL MANAGEMENT**SEM: III****Course Code: BMSS307**

No	Course Outcomes	PO Mapping
CO 1- Knowledge	The learners will be able to identify the insights of Business Planning and Entrepreneurial Management.	PO1,PO2,PO3, PO4
CO 2- Understanding	The learners will demonstrate the operational part of setting and functioning of business.	PO2
CO 3- Applying	The learners will calculate the levels of risk and uncertainty undertaken in business operations.	PO3
CO 4- Analysing	The learners will prioritize various skills to build up during training under EDP.	PO2, PO5
CO 5- Evaluate	The learners will choose various government subsidiaries available for setting up an enterprise.	PO4
CO 6- Create	The learners will formulate the steps of setting up a business plan.	PO4

Course Name: ACCOUNTING FOR MANAGERIAL DECISIONS**SEM: III****Course Code: BMSS308**

No	Course Outcomes	PO Mapping
CO 1- Remember	Learners will be able to identify elements of financial statements.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 2- Understanding	Learners will be able to indicate financial performance with the help of common size, comparative and trend statements.	PO 1, PO 2, PO 3, PO 4
CO 3- Applying	Learners will be able to calculate operating cycle of an entity.	PO 1, PO 2, PO 3, PO 4
CO 4- Analysing	Learners will be able to compare investment proposals with the help of key financial ratios.	PO 1, PO 2, PO 3, PO 4
CO 5- Evaluating	Learners will be able to estimate working capital requirements.	PO 1, PO 2, PO 3, PO 4
CO 6- Creating	Learners will be able to prepare financial statements as per management requirements.	PO 1, PO 2, PO 3, PO 4, PO 5

Course Name: STRATEGIC MANAGEMENT**SEM: III****Course Code: BMSS309**

No	Course Outcomes	PO Mapping
CO 1 (Remember)	The learner will be able to recognize management policies and Strategies at every level.	PO 1
CO 2 (Understanding)	The learner will be able to relate to the management of entire enterprise from top management perspective.	PO 1, PO 2
CO 3 (Applying)	The learner will be able to apply strategies at different levels.	PO 1, PO 2, PO 3
CO 4 (Analyzing)	The learner will be able to analyze competition and frame strategies to overcome problems.	PO 2, PO 3, PO 4
CO 5 (Evaluating)	The learner will be able to predict the business environment.	PO 3, PO 4
CO 6 (Creating)	The learner will be able to develop strategic intent with respect to global practices to improve performance.	PO 2, PO 3, PO 4, PO 5

Course Name: FINANCIAL INSTITUTIONS & MARKETS

SEM: IV

Course Code: BMSS401

No	Course Outcome	PO Mapping
CO 1 Remember	The learner will be able to describe the operations of Indian financial system, banking facilities, insurance, money market, commodity and derivatives market, cryptocurrency market, mutual funds.	PO 3
CO 2 Understand	The learner will be able to express the importance of various regulators in the Indian financial system.	PO 2, PO 3
CO 3 Apply	The learners will be able to illustrate various financial products and services.	PO 2, PO 3
CO 4 Analyse	The learners will be able to select the appropriate financial institutions for raising finance for companies.	PO 1, PO 2, PO 3
CO 5 Evaluate	The learners will be able to evaluate different financial system designs.	PO 3, PO 4
CO 6 Create	The learners will be able to design solutions to funding and investment problems of individuals/corporates.	PO 2, PO 3, PO 5

Course Name: STRATEGIC COST MANAGEMENT

SEM: IV

Course Code: BMSS402

No	Course Outcome	PO Mapping
CO 1- Remember	Learners will be able to identify the various strategic cost management techniques applicable to achieve global best practices.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 2- Understanding	Learners will be able to distinguish the concepts and applicability of Cost Audit and Management Audit for organisations.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 3- Applying	Learners will be able to calculate the deviation between standard and actual figures.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 4- Analysing	Learners will be able to compare cost per unit using traditional and activity-based costing.	PO 1, PO 2, PO 3, PO 4
CO 5- Evaluating	Learners will be able to evaluate decisions regarding product profitability.	PO 1, PO 2, PO 3, PO 4
CO 6- Creating	Learners will be able to design a Cost Sheet.	PO 1, PO 2, PO 3, PO 4

Course Name: Integrated Marketing Communication (Marketing Elective)

SEM: IV

Course Code: BMSS403

Sr. No.	Course Outcomes	PO Mapping
1.	Learners will be able to identify the application of IMC tools in different businesses and situations.	PO1, PO2
2.	Learners will be able to compare different IMC tools.	PO2, PO3
3.	Learners will be able to apply different IMC tools to marketing situations.	PO1, PO2, PO3, PO4, PO5
4.	Learners will be able to analyze and prioritize different IMC tools.	PO1, PO2, PO3, PO4, PO5
5.	Learners will be able to choose appropriate IMC tools for an IMC plan.	PO1, PO2, PO3, PO4, PO5
6.	Learners will be able to create and implement an IMC plan using different tools in an ethical manner.	PO2, PO3, PO5

Course Name: RURAL MARKETING

SEM: IV

Course Code: BMSS404

No	Course Outcome	PO Mapping
CO 1 (Remember)	Learners will be able to describe a strong foundation of concepts, approaches and analytical skills for successful marketing of products and services to rural consumers and users.	PO 1, PO 2, PO 3
CO 2 (Understanding)	Learners will be able to identify the new difficulties that rural economy will face in the near future.	PO 1, PO 2, PO 3, PO 4
CO 3 (Applying)	Learners will be able to discover the possibilities and potential of the rural market.	PO 1, PO 4
CO 4	Learners will be able to analyze the market opportunities, consumer trends and patterns and development of better	PO 1, PO 2, PO 5

(Analyzing)	marketing strategies for the rural areas.	
CO 5 (Evaluating)	Learners will be able to summarise importance of agrarian contribution to GDP.	PO 1, PO 3, PO 5
CO 6 (Creating)	Learners will be able to design promotional campaign based on rural India needs.	PO 1, PO 3, PO 5

Course Name: Information Technology in Business Management (ITBM-II)

SEM: IV

Course Code: BMSS405

No	Course Outcomes	PO Mapping
CO 1- Remember	The learners will be able to describe the major functional systems in MIS.	PO 1, PO 2, PO 4, PO 5
CO 2- Understanding	The learners will be able to compare the different Business Models of BPO and KPO.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 3- Applying	The learners will be able to relate to the case on Data Mining.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 4- Analysing	The learners will be able to distinguish clearly between the concepts of ERP, E-CRM and E-SCM.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 5- Evaluating	The course will help the learners to summarize the concepts of Data Warehousing and Data Mining.	PO 1, PO 2, PO 3, PO 4, PO 5
CO 6- Creating	The students will be able to design innovative ways of providing CRM, while taking care of Privacy concerns of the customers.	PO 1, PO 2, PO 3, PO 4, PO 5

Course Name: BUSINESS ECONOMICS II

SEM: IV

Course Code: BMSS406

No	Course Outcome	PO Mapping
CO 1- Remember	The learners will be able to explain the basic principles of Macroeconomics and Public Economics.	PO1,PO3
CO 2- Understanding	The learners will be able to describe the role of Government in the economy.	PO3, PO5
CO 3- Applying	The learners will be able to illustrate macroeconomic concepts graphically.	PO1, PO3
CO 4- Analysing	The learners will be able to analyze the working of the economy.	PO2, PO3, PO4

CO 5- Evaluating	The learners will be able to evaluate policies implemented to tackle macroeconomic issues.	PO1, PO2, PO4
CO 6- Creating	The learners will be able to integrate concepts of microeconomics, macroeconomics and public economics to understand the functioning of the economy as a whole.	PO1, PO4

Course Name: BUSINESS RESEARCH METHODS

SEM: IV

Course Code: BMSS407

No	Course Outcomes	PO Mapping
CO 1 (Remember)	The learner will be able to describe concept of research and recognize different types of research.	PO 1, PO 2
CO 2 (Understanding)	The learner will be able to differentiate data and interpret data for effective reporting.	PO 2, PO 3
CO 3 (Applying)	The learner will be able to prepare research design and choose statistical tool for testing.	PO 1, PO 2, PO 3
CO 4 (Analyzing)	The learner will be able to explain different methodologies and techniques used in research work.	PO 1, PO 2, PO 3, PO 4
CO 5 (Evaluating)	The learner will be able to summarize concept of sampling, data collection, analysis and reporting.	PO 2, PO 3, PO 4, PO 5
CO 6 (Creating)	The learner will be able to write research proposal, research article and research report.	PO 2, PO 3, PO 4, PO 5

Course Name: FOUNDATION COURSE -IV (Ethics & Governance)

SEM: IV

Course Code: BMSS408

Sr. No.	Course Outcomes	PO Mapping
PO1	Learners will be able to identify ethical challenges faced.	PO1, PO2, PO3, PO4
PO2	Learners will be able to explain various concepts of ethics.	PO1, PO2, PO3
PO3	Learners will be able to apply ethics in personal and professional areas of life.	PO1, PO2, PO3, PO5
PO4	Learners will be able to analyse situations which require ethical consideration in daily life and will be able to make	PO1, PO2, PO5

	ethical decisions.	
PO5	Learners will be able to discriminate business decisions based on principles of business ethics.	PO1, PO 2, PO3, PO4, PO5
PO6	Learners will be able to create ethical code of conduct.	PO1, PO2, PO3, PO4, PO5

Course Name: PRODUCTION AND TOTAL QUALITY MANAGEMENT

SEM: IV

Course Code: BMSS409

No	Course Outcomes	PO Mapping
CO 1- Knowledge	The learners will be able to identify the insights of Production and Total Quality Management.	PO1, PO2, PO3, PO4
CO 2- Understanding	The learners will demonstrate the operational part of setting up a Production/Manufacturing Plant and understand its functioning.	PO2
CO 3- Applying	The learners will discover inventory management techniques along with materials management.	PO2
CO 4- Analysing	The learners will select various quality control mechanisms by applying TQM in an organization.	PO3
CO 5- Evaluate	The learners will judge various problems and error in quality defects and will apply various solutions to eliminate waste.	PO3, PO4
CO 6- Create	The learners will formulate the steps of setting up a plant.	PO4