



Sonopant Dandekar Shikshan Mandali's

**Sonopant Dandekar Arts, V.S. Apte Commerce
and M.H. Mehta Science College, Palghar**
Kharekuran Road, Palghar (W), Tal. & Dist – Palghar, Maharashtra

FACULTY OF COMMERCE

Bachelor of Management Studies (CBCS Rev. 16)

Course Outcome

MDeshmukh

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IQAC Convener

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Vice Principal & IQAC Convenor

Sonopant Dandekar Arts VS Apte Commerce and
M H Mehta Science College Palghar

Subjects Offered by the Institute			
First Year – Bachelor of Management Studies			
Sr. No.	Semester – I	Sr. No.	Semester – II
1	Introduction to Financial Accounts	1	Principles of Marketing
2	Business Law	2	Industrial Law
3	Business Statistics	3	Business Mathematics
4	Business Communication - I	4	Business Communication -II
5	Foundation Course - I	5	Foundation Course - Value Education and Soft Skill - II
6	Foundation of Human Skills	6	Business Environment
7	Business Economics-I	7	Principles of Management

Subjects Offered by the Institute			
Second Year –Bachelor of Management Studies			
Sr. No.	Semester – III	Sr. No.	Semester – IV
1	Basics of Financial Services	1	Financial Institutions & Markets
2	Corporate Finance	2	Corporate Restructuring
3	Consumer Behavior	3	Integrated Marketing Communication
4	Advertising	4	Tourism Marketing
5	Recruitment & Selection	5	Human Resource Planning & Information System
6	Motivation and Leadership	6	Training & Development in HRM
7	Information Technology in Business Management - I	7	Information Technology in Business Management-II
8	Foundation Course (Environmental Management) - III	8	Foundation Course (Ethics & Governance)- IV
9	Business Planning & Entrepreneurial Management	9	Business Economics-II
10	Accounting for Managerial Decisions	10	Business Research Methods
11	Strategic Management	11	Production & Total Quality Management

Subjects Offered by the Institute			
Third Year – Bachelor of Management Studies (BMS)			
Sr. No.	Semester – V	Sr. No.	Semester – VI
1	Elective Courses (EC)	1	Elective Courses (EC)
2	Logistics & Supply Chain Management	2	Operation Research
3	Corporate Communication & Public Relation	3	Project Work

List of groups of Elective Courses (EC) for Semester V (Any Four)		List of groups of Elective Courses (EC) for Semester VI (Any Four)	
Group A: Finance Electives			
1	Investment Analysis & Portfolio Management	1	International Finance
2	Wealth Management	2	Project Management
3	Financial Accounting	3	Strategic Financial Management
4	Direct Taxes	4	Indirect Taxes
Group B: Marketing Electives			
1	Services Marketing	1	Brand Management
2	E-Commerce & Digital Marketing	2	Retail Management
3	Sales & Distribution Management	3	International Marketing
4	Customer Relationship Management	4	Sports Marketing
Group C: Human Resource Electives			
1	Finance for HR Professionals & Compensation Management	1	HRM in Global Perspective
2	Strategic Human Resource Management & HR Policies	2	Organizational Development
3	Performance Management & Career Planning	3	HRM in Service Sector Management
4	Industrial Relations	4	Indian Ethos in Management

FACULTY OF COMMERCE – UNDERGRADUATE

Program Name:	Bachelor of Management Studies		
Assessment:	College	Pattern:	100 Marks
Objectives & Outcome Framed by:	Institute		
Syllabus Copy Link:	http://old.mu.ac.in/wp-content/uploads/2016/06/4.80-BMS-Semester-I-and-II-Syllabus-with-Course-Structure.pdf		
Department	BMS		

Course Code:	UBMSFSI.1	Class:	FYBMS	Semester:	I
Course Name:	Introduction to Financial Accounts				

Course Objectives:

1.	To first take up the students to the principles of financial accounting practices
2.	To enumerate the students to combine practical and theoretical knowledge of financial accounting
3.	To exercise the practical application of accounting principles and maintaining its records
4.	To explain the primary financial statements

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will acquire the basic accounting concepts and also about Accounting Principles, Conventions and Accounting Standards	Remember & understand
CO2:	Student will efficient enough apply to record financial transaction in books of accounts like Journal, Ledger and Subsidiary books and also to draft financial statements of companies	Apply
CO3:	Students would cognize about the necessity of maintaining accounting records in every profit and non-profit organizations	Create

CO4:	Students will be able to analyze financial statements income statement, balance sheet and cash flow	Analyze
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Department	BMS		

Course Code:		UBMSFSI.2	Class:	FYBMS	Semester:	I
Course Name:		Business Law				
Course Objectives:						
1.	To Introduce the basic law of Contract Act, 1872, and the Sale of Goods Act, 1930.					
2.	To analyze and interpret the provisions of the Negotiable Instrument Act, 1981, and the Consumer Protection Act, 1986					
3.	To understand Company Law fundamentals including company incorporation, MOA, AOA and share transfer.					
4.	To examine the objectives and principles of Intellectual Property Rights (IPR), including types of patents, trademarks, copyrights, and geographical indications.					
Course Outcome:					Level of Blooms Taxonomy	
CO1:	The learners will be able to learn the basics of Laws governing commercial contracts of competency to contract, rules regarding Sales Contracts and rights of unpaid seller with case laws and illustrations.				Understand	

CO2:	The learners will be able to learn various provisions related to The Negotiable Instrument Act, 1881 with Amendment Act, 2015. Concepts, Consumer Dispute, Complaint, Defect, Deficiency, Unfair Trade Practices, Redressal Agencies.	Analyze
CO3:	Learners will be able to utilize Company Law fundamentals in real-world scenarios.	Apply
CO4:	Learners will develop the goals of intellectual property rights (IPR)	Evaluate

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Department	BMS		

Course Code:	UBMSFSI.3	Class:	FYBMS	Semester:	I
Course Name:	Business Statistics				
Course Objectives:					
1.	To understand the functions, scope, and limitations of statistics, data types, and presentation methods, and analyze measures of central tendency.				
2.	To apply measures of dispersion and coefficients, understand skewness, explore correlation, and implement linear regression.				
3.	To apply time series analysis, determine seasons, and estimate index number techniques.				
4.	To understand probability concepts, explore decision theory elements, and understand probabilistic decision-making.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will analyze data, interpret central tendency measures, and understand the significance and limitations of statistics in diverse situations.			Understand, Apply, and Analyze	

CO2:	Learners will apply and estimate measures of dispersion, analyze correlation, and implement linear regression.	Apply and evaluate
CO3:	Learners will apply time series analysis methods, determine seasons, and analyze and estimate various index number techniques.	Apply and evaluate
CO4:	Learners will understand probability, decision theory, and decision-making, applying methods like EMV and constructing decision trees.	Understand and apply

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Department	BMS		

Course Code:	UBMSFSI.4	Class:	FYBMS	Semester:	I
Course Name:	Business Communication - I				
Course Objectives:					
1.	To define and explain essential business communication terms and concepts.				
2.	To understand the barriers to communication and learn the ways to overcome them				
3.	To learn the way of writing and improve the listening skills.				
4.	To understand and apply the standards of effective business writing for better communication.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	The learners will be able to define and recall key business communication terms and concepts. They will also be able to identify the elements of effective written and verbal communication			Remember	
CO2:	The learners will be able to understand the barriers to communication and overcome them.			understand	

CO3:	The learners will be able to analyze the structure and content in business letters and documents to assess effectiveness in communication.	Analyze
CO4:	The learners will be able to develop comprehensive business letters that will be useful in communicating and dealing with all stakeholders.	create

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Department	BMS		

Course Code:	UBMSFSI.5.1	Class:	FYBMS	Semester:	I
Course Name:	Foundation Course - I				
Course Objectives:					
1.	To understand the multi-cultural diversity of Indian society.				
2.	To understand the gender-based disparities, including violence against women.				
3.	To know the inequalities arising from the caste system & communalism.				
4.	To know the philosophy and structure of the Indian Constitution.				
5.	To analyze the party system in Indian politics.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learner will be able to understand the diversity in Indian society based on religion, caste, gender, and linguistic variations			Understand	
CO2:	Learner will be able to understand gender-based disparities, including violence against women and female feticide			Understand	

CO3:	Learner will be able to know the inequalities arising from the caste system, communalism, and regionalism	Analyze
CO4:	Learner will be able to understand philosophy and structure of the Indian Constitution, including its fundamental duties and values	Understand
CO5:	Learner will be able to analyze the party system in Indian politics, significance of local self-government, and the role of women in politics	Analyze

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Department	BMS		

Course Code:	UBMSFSI.6	Class:	FYBMS	Semester:	I
Course Name:	Foundation of Human Skills				
Course Objectives:					
1.	To learn about the basics of human nature and get a deeper view about human behavior and personality.				
2.	To be aware of group dynamics and organizational systems and society.				
3.	To understand the need for motivation at the workplace and how organizational culture can be nurtured and sustained.				
4.	To gain a general understanding of organizational change and development concepts and stress management				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to understand the Human nature and their behaviour in an organization. Different human Personalities, Thinking & Perceptions			Understand	
CO2:	Learners will be able to focus on team building and group behaviour in the organization and in the society.			Create	

CO3:	Learners will be able to analyze the basic behaviour patterns of humans, which are important for business and understand the need for motivation in an individual's life.	Analyze
CO4:	Learners will be able to discuss the different kinds of human nature with greater awareness of human behavior and organizational conflict and methods to deal with stress.	Understand

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Department	BMS		

Course Code:	UBMSFSI.7	Class:	FYBMS	Semester:	I
Course Name:	Business Economics-I				
Course Objectives:					
1.	To introduce the scope and importance of Business Economics, emphasizing the fundamental concepts and principles underlying economic analysis.				
2.	To understand the concepts of demand analysis and Demand estimation and forecasting.				
3.	To evaluate supply and production decisions and cost of production.				
4.	To equip knowledge and skills necessary to apply economic theories and principles to analyze market structures, including perfect competition and monopoly.				
5.	To critically analyze various pricing strategies and transfer pricing				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to understand the scope and importance of Business Economics, recognizing principles underlying economic analysis.			Understand	

CO2:	Learners will be able to explain the concepts of demand analysis and Demand estimation and forecasting.	Understand, Analyze
CO3:	Learners will be able to explain the concepts of supply and production decisions, and cost of production, illustrating their business operations.	Apply
CO4:	Learners will be able to apply economic theories and concepts to analyze market structures, such as perfect competition and monopoly.	Apply
CO5:	Learners will be able to analyze the impact of market structures and pricing strategies on market efficiency	Analy

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Department	BMS		

Course Code:	UBMSFSII.1	Class:	FYBMS	Semester:	II
Course Name:	Principles of Marketing				
Course Objectives:					
1.	To introduce students with the core ideas, theories, and methods of marketing.				
2.	To introduce students with the fundamentals of consumer behavior, research methodologies, and the marketing environment.				
3.	To introduce students with the elements of the marketing mix and its strategic application in business.				
4.	To introduce students with segmentation, targeting, and positioning (STP) and the latest developments in marketing industry.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will understand core marketing concepts along with holistic marketing approaches.			Understand	
CO2:	Learners will be able to understand management structure, PEST analysis, MIS and the dynamics of customer behaviour.			Understand	

CO3:	Learners will be able to understand the ideas of product management, branding, pricing strategies, physical distribution, and promotional methods.	Understand
CO4:	Learners will be able to understand the concepts of segmentation, targeting, and positioning and assess the importance of emerging marketing trends.	Understand

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Department	BMS		

Course Code:	UBMSFSII.2	Class:	FYBMS	Semester:	II
Course Name:	Industrial Law				
Course Objectives:					
1.	To elaborate Industrial Dispute settlement procedures.				
2.	To illustrate the role of trade union in the industrial setup.				
3.	To summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965				
4.	To summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.				
Course Outcome:			Level of Blooms Taxonomy		
CO1:	The learner will be aware of the present state of Industrial relations in India.		Understand		
CO2:	The learner will be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance		Analyze		

	redressal, and employee discipline and dispute resolution.	
CO3:	The learner will Understand the various processes and procedures of handling Employee Relations.	Apply
CO4:	The learner will be able to explain the relevant laws governing organizational operations	Apply

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Department	BMS		

Course Code:	UBMSFSII.3	Class:	FYBMS	Semester:	II
Course Name:	Business Mathematics				
Course Objectives:					
1.	To make students familiar with the concept’s Elementary financial mathematics like interest, annuity, sinking fund, depreciation, functions, permutation and combination.				
2.	To enable students to understand the concept and application of matrices.				
3.	To enable students to understand the concept, rule and application of derivatives.				
4.	To understand the concept and calculation of numerical analysis (Interpolation).				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	The learners will be able to compile and understand various problems which are necessary in day-to-day life and cope with the business concept of mathematics.			Understand	
CO2:	The learners will be able to demonstrate descriptive problems into mathematical formulae.			Understand	

CO3:	The learners will be able to make application of derivatives in business problems	Analyze
CO4:	The learners will be able to apply correct terminologies and process for future coursework in business and mathematics	Apply

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Department	BMS		

Course Code:	UBMSFSII.4	Class:	FYBMS	Semester:	II
Course Name:	Business Communication -II				
Course Objectives:					
1.	To instill excellent communication skills in children using both verbal and nonverbal approaches.				
2.	To familiarize students with various approaches of effective communication strategies and their effects on the corporate world.				
3.	To understand theoretical aspects of the day-to-day operations of business organizations.				
4.	To develop learner’s communication abilities for formal encounters.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will acquire knowledge about the effective use of OHP and powerpoint presentation			Remember	
CO2:	Learners will excel in interpreting and illustrating group discussions, preparing for interviews, conducting meetings and group dynamics,			Understand	

	understanding the relevance of conferences, and modern methods like video and teleconferencing.	
CO3:	Learners will be able to excel in business correspondence through the art of writing letters.	Create
CO4:	Learners will be able to express their professional views and communicate effectively	Analyze

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Department	BMS		

Course Code:		UBMSFSII.5.1	Class:	FYBMS	Semester:	II
Course Name:		Foundation Course - Value Education and Soft Skill - II				
Course Objectives:						
1.	To gain knowledge about LPG Model.					
2.	To know about Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.					
3.	To understand concepts of environment, ecology and their interconnectedness.					
4.	To learn about the causes of stress and conflicts and how to manage the same.					
5.	To Understanding the coping mechanisms for managing individual stress.					
Course Outcome:					Level of Blooms Taxonomy	
CO1:	Learners will be able to understand concepts of Liberalization, Privatization and Globalization and its impact on employment & society.				Understand	
CO2:	Learners will be able to understand the Human Rights of the Indian constitution.				Remember	

CO3:	Learners will be able to discuss environmental concerns, causes of degradation, and promote sustainable development.	Understand
CO4:	Learners will be able to Identify causes of stress and conflicts in the society and manage stress and promote socialization.	Analyze
CO5:	Learners will be able to apply techniques to deal with individual stress.	Apply

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Department	BMS		

Course Code:	UBMSFSII.6	Class:	FYBMS	Semester:	II
Course Name:	Business Environment				
Course Objectives:					
1.	To introduce components of the business environment, including its various dimensions such as political, legal, social, cultural, technological, and competitive aspects.				
2.	To facilitate different elements of the business environment and their impact on organizational decision-making and strategic planning.				
3.	To identify key trends, opportunities, threats, and challenges, and evaluate their implications for businesses and industries				
4.	To analyze real-world case studies, scenarios, and business situations, thereby enhancing their problem-solving skills.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to describe the key components of the business environment, including political, legal, social, cultural, technological, and competitive factors.			Remember	

CO2:	Learners will be able to explain the business environment and recognize their interdependencies on organizational behavior and strategy formulation.	Understand
CO3:	Learners will be able to analyze the impact of changes on organizational performance, competitiveness, and sustainability, and evaluate the strategic responses and adaptation measures.	Analyze
CO4:	Learners will be able to analyze case studies, simulate business scenarios and propose strategic recommendations to address environmental challenges.	Analyze

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Course Code:	UBMSFSII.7	Class:	FYBMS	Semester:	II
Course Name:	Principles of Management				
Course Objectives:					
1.	To understand the various management concepts.				
2.	To know the various management functions				
3.	To gain the knowledge of innovative techniques adopted by progressive organizations				
4.	To understand the modern corporate techniques				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to understand the various management concepts, thoughts and practices.			Understand	
CO2:	Learners will be able to understand the managerial skill pertaining to various management functions and equip them with the application of the principles to real life management situations.			Understand	

CO3:	Learner will be able to understand the current trends and innovative techniques adopted by progressive organizations	Apply
CO4:	Learners will be able to understand the modern corporate techniques for efficient management practices.	Analyze

FACULTY OF COMMERCE – UNDERGRADUATE

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Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	Institute		
Syllabus Copy Link:	http://old.mu.ac.in/wp-content/uploads/2016/06/4.182-Bachelor-of-Management-Studies-BMS-Semester-III-and-IV.pdf		
Department	B.Com		

Course Code:	UBMSFSIII.1.01	Class:	SYBMS (FIN)	Semester:	III
Course Name:	Basics of Financial Services				
Course Objectives:					
1.	The course aims at explaining the core concepts of business finance and its importance in managing a business				
2.	The objectives of developing a conceptual framework of finance function and to acquaint the participants with the tools, types, instruments of the financial system in the realm of Indian Financial Market.				
Course Outcome:			Level of Blooms Taxonomy		
CO1:	Learners will be able to know the deep concepts of finance and the importance in managing the business.		Understand		
CO2:	Learners will be able to gain a solid conceptual framework of finance function and familiarity with the tools, types, and instruments of the Indian Financial Market.		Remember		

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Department	B.Com		

Course Code:	UBMSFSIII.1.04	Class:	SYBMS (FIN)	Semester:	III
Course Name:	Corporate Finance				

Course Objectives:

1.	To explain core concepts of corporate finance and its importance in managing a business.
2.	To provide understanding of nature, importance, structure of corporate finance related areas.
3.	To understand the time value of money.
4.	To study about different sources of funds

Course Outcome:		Level of Blooms Taxonomy
CO1:	Explain and be able to communicate the nature of corporate finance in an academic or a business forum.	Understand
CO2:	Learners will be able to select a company's optimal mix of debt and equity financing.	Analyze
CO3:	Learners will be able to apply time-value-of-money techniques to the valuation of securities	Apply
CO4:	Learners will be able to comprehend about the various sources of funds.	Understand

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Department	B.Com		

Course Code:	UBMSFSIII.1.05	Class:	SYBMS (MRKT.)	Semester:	III
Course Name:	Consumer Behaviour				

Course Objectives:

1.	The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in the marketing function of firms.
2.	This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to gain knowledge of how consumers make decisions and how businesses can use that understanding in their marketing campaigns.	Understand
CO2:	Learners will be able to gain basic knowledge about the issues and dimensions of consumer behavior. They will analyze consumer data, which will help students to effectively construct consumer-focused marketing strategies.	Analyze

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Department	B.Com		

Course Code:	UBMSFSIII.1.07	Class:	SYBMS (MRKT.)	Semester:	III
Course Name:	Advertising				
Course Objectives:					
1.	To understand and examine the growing importance of advertising.				
2.	To understand the construction of an effective advertisement.				
3.	To understand the role of advertising in contemporary scenarios and creativity.				
4.	To understand the future and career in advertising.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	The learners will be able to understand the meaning of advertising evolution, types, theories of advertising.			Remember	
CO2:	The learners will be able to understand advertising planning process, marketing mix in advertising, and terms of advertising agencies			Understand	
CO3:	The learners will understand Creativity in advertising, Role of different elements of ads, how to create TV commercials.			Understand	

CO4:	The learners will be able to understand the advertising budget in detail, current trends in advertising, and employment opportunities in advertising.	Understand
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Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	Institute		
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Course Code:	UBMSFSIII.1.09	Class:	SYBMS (HR)	Semester:	III
Course Name:	Recruitment & Selection				

Course Objectives:

1.	To acquaint learners with the concepts of recruitment , sources and procedure of recruitment
2.	To inform about selection and selection process
3.	To make aware of induction, socialization and current trends in recruitment and selection
4.	To give knowledge about different soft skills

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to plan recruitment and selection in a fair manner	Apply
CO2:	Learners will be able to describe the true cost of recruitment to an organization and how employing the best candidates ensures a successful business.	Remember
CO3:	Learners will be able to demonstrate the ability to prepare a selection strategy for a specific job.	Understand
CO4:	Learners will be able to analyze and make learners acquainted with practical aspects of the subject.	Analyze

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Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIII.1.10	Class:	SYBMS (HR)	Semester:	III
Course Name:	Motivation & Leadership				
Course Objectives:					
1.	To share knowledge of various theories of motivation and its implementation				
2.	To share knowledge of the leadership strategies for managing people and changing organizations				
3.	To study how leaders facilitate group development and problem solving at work				
4.	To acquaint learners with practical approaches to motivation and leadership & its application in the Indian context				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to familiarize knowledge of the leadership strategies for motivating people and changing organizations.			Understand	
CO2:	Learners will be able to Analyze how leaders, facilitate group development and problem solving			Analyze	

CO3:	Learners will be able to equip the students with practical approaches to Motivation and Leadership & its application in the Organization.	Remember
CO4:	Learners will be able to understand work through problems and issues as well as transcend the differences.	Understand

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Program Name:	Bachelor of Commerce (Management Studies)		
Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIII.2	Class:	SYBMS	Semester:	III
Course Name:	Information Technology in Business Management I				

Course Objectives:

1.	To learn the basic concepts of Information Technology, success and failure of IT and its development trends.
2.	To understand the process of office automation using MS office which includes word, spreadsheet and presentations.
3.	To learn the applications of internet and emergence of E-commerce and M-Commerce
4.	To learn E-Security systems, IT risks and E-payments

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to get basic knowledge about IT Support system and its technology resources	Understand
CO2:	Learners will be able to illustrate various types of office automations through Ms office	Understand
CO3:	Learners will utilize their understanding by using emails through the network.	Understand

CO4:	Students will develop awareness regarding threats and controls of e-security systems.	Understand
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Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMS SIII.3.01	Class:	SYBMS	Semester:	III
Course Name:	Foundation course (Environmental Management) -III				

Course Objectives:

1.	To be aware of environmental concepts.
2.	To make learners understand reasons behind environmental degradation.
3.	To understand sustainability and its role in business.
4.	To be aware of different technological improvement leading to improvement in environmental conditions.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to understand various concepts related to the environment.	Understand
CO2:	Learners will be able to understand the reason behind environmental degradation and various causes of pollution and harms created to the environment.	Understand
CO3:	Learners will be able to understand sustainability and its role in business.	Understand
CO4:	Learners will become aware of different technological improvements leading to improvement in environmental conditions.	Understand

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Course Code:	UBMSFSIII.4	Class:	SYBMS	Semester:	III
Course Name:	Business Planning & Entrepreneurial Management				
Course Objectives:					
1.	Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers				
2.	To develop entrepreneurs and to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will understand the value of entrepreneurship in management and gain the knowledge in preparation for managing positions in the future.			Understand	
CO2:	Learners will understand the abilities required to launch profitable businesses, especially in the situation of small and medium-sized businesses (SMEs).			Understand	

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Course Code:	UBMSFSIII.5	Class:	SYBMS	Semester:	III
Course Name:	ACCOUNTING FOR MANAGERIAL DECISIONS				

Course Objectives:

1.	To enumerate the fundamental concepts of managerial accounting appropriate for all organizations
2.	To discuss appropriate financial information to make operational decisions.
3.	To demonstrate usage of accounting data in critical management situations.
4.	To provide students with an understanding of management decision making concepts related to the management functions of planning, control, and decision making.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will absorb basic accounting fundamentals and to prepare Vertical Financial Statements as per Indian Companies Act 2013.	Understand
CO2:	Learners will mature in financial analysis skills and learn to prepare Cash Flow Statement, Estimated Working Capital and Receivables management.	Analyze

CO3:	Learners will analyze ratios and core concepts of business finance and its importance in managing a business.	Evaluate
CO4:	Learners will be able to Analyze various techniques to various domains concerned with Accounting based applications and solutions.	Understand

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Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIII.6	Class:	SYBMS	Semester:	III
Course Name:	Strategic Management				
Course Objectives:					
1.	To understand the concept of management policies				
2.	To know the applications of strategies				
3.	To understand the corporate level strategies				
4.	To understand the conceptual skills				
5.	To understand the strategic capabilities among the students				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able 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.			Remember	
CO2:	Learner will be able to apply strategies at different levels			Apply	

CO3:	Learners will be able to understand the corporate level policy and strategy formulation areas.	Analyze
CO4:	Learner will be able to developing conceptual skills in this area as well as their application in the corporate world.	Apply
CO5:	Learner will be able to know the strategic capabilities among the students	Create

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Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIV.1.01	Class:	SYBMS (FIN)	Semester:	IV
Course Name:	Financial Institutions & Markets				
Course Objectives:					
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.				
2.	To inculcate understanding relating to managing the financial system.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to know the basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India.			Understand	
CO2:	Learners will be able to acquire a comprehensive understanding of the financial system .			Understand	

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Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIV.1.04	Class:	SYBMS (FIN)	Semester:	IV
Course Name:	CORPORATE RESTRUCTURING				

Course Objectives:

1.	To impart knowledge regarding legal, accounting and practical implementation of corporate restructuring.
2.	To explain various facets of the corporate restructuring process.
3.	To empower students to use methods of costing and accounting relevant to production systems.
4.	To discuss the impact of reorganization on companies.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be capable to relate legal, accounting and practical implementation of corporate restructuring, need for reconstruction, Company Law provisions and illustrate various methods of internal reconstruction with relevant legal provisions and accounting treatment	Remember

CO2:	Learners will illustrate the accounting treatment in the nature of merger and purchase and computation of purchase consideration	Apply
CO3:	Learners will solve various methods of Standard Costing and Responsibility Accounting and learners will also learn about the designing aspect of production systems	Analyze
CO4:	Learners will identify the changes in internal and external aspects of reorganization	Evaluate

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Department	B.Com		

Course Code:	UBMSFSIV.1.05	Class:	SYBMS (MRKT.)	Semester:	IV
Course Name:	Integrated Marketing Communication				

Course Objectives:

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.
2.	To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will understand integrated marketing communication (IMC), its objectives, and the efficient planning and implementation of IMC initiatives.	Understand
CO2:	Learners will analyze the various Integrated Marketing Communication (IMC) tools and understand how important it is to coordinate these tools in order to execute marketing communication projects successfully.	Analyze

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Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIV.1.08	Class:	SYBMS (MRKT.)	Semester:	IV
Course Name:	Tourism Marketing				
Course Objectives:					
1.	To understand basic concepts and strategies of Tourism Marketing				
2.	To understand types and segmentation in tourism Marketing.				
3.	To understand market mix mainly price and place in details				
4.	To understand Global Tourism, Challenges for Indian Tourism Industry				
Course Outcome:			Level of Blooms Taxonomy		
CO1:	The learners will be able to understand the meaning of tourism, its features, tourism marketing and planning process.		Remember		
CO2:	The learners will be able to understand segmentation, 4 A' s of tourism marketing and marketing strategies of tourism marketing		Understand		
CO3:	The learners will understand how to use marketing in tourism marketing		Analyze		

CO4:	The learners will be able understand Global Tourism Market, Status of tourism in developing countries, India as a Tourist Destination, Tourism Organizations:	Understand
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Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIV.1.09	Class:	SYBMS (HR)	Semester:	IV
Course Name:	Human Resource Planning & Information System				

Course Objectives:

1.	To explain the process and benefits of Human Resource Planning.
2.	To discuss the methods and policies of matching Job requirements associated with a Vacancy.
3.	To study the impact of technology in HRM functions
4.	To be able to interlink between HRP and HRIS Functions.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to perceive the Concept and Process of HRP.	Evaluate
CO2:	Learners will be able to compare the ways of matching Job Requirements and Human Resource Availability.	Understand
CO3:	Learners will be able to identify the concept of Strategic Human Resource Planning and Human Resource Information System.	Apply
CO4:	Learners will be able to analyze the linkage between Human resource planning and information system.	Analyze

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Program Name:	Bachelor of Commerce (Management Studies)		
Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIV.1.10	Class:	SYBMS (HR)	Semester:	IV
Course Name:	Training & Development In Hrm				

Course Objectives:

1.	To understand the importance of training, the process and the criteria for training.
2.	To make students aware about the importance of Training, Career development and Counseling.
3.	To discuss the process of management development program which includes methods and various techniques.
4.	To acquaint them with the recent trends, innovations and methodology that has changed due to the advent of technology and dynamics of the business regards to performance management and knowledge management.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to Familiarize the concepts of Training and Development provided by an organization for its employees	Understand
CO2:	Learners will be able to understand the managerial performance and ability to observe, interpret the	Analyze

	issues and modify employee's approach and behavior.	
CO3:	Learners will be able to Equip the learners to tailor themselves to meet the specific needs of the organizations in Training and Development activities.	Create
CO4:	Learners will be able to Learn on the various Training and Development programs to be conducted by an organization for the development of its Human Resource	Apply

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Objectives & Outcome Framed by:	Institute		
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Course Code:	UBMSFSIV.2	Class:	SYBMS	Semester:	IV
Course Name:	Information Technology in Management II				

Course Objectives:

1.	To understand the fundamental principles and key elements of Management Information System
2.	To get brief knowledge about ERP, E-SCM and E-CRM.
3.	To understand structural architecture about database and data warehouse.
4.	To learn the objectives and principles of outsourcing, including its all types.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to understand the fundamental principles and key elements of Management Information System.	Understand
CO2:	Learners will be able to get brief knowledge about ERP, E-SCM and E-CRM.	Understand
CO3:	Learners will utilize the study of structural architecture about database and data warehouse	Apply

CO4:	Learners will understand the objectives and principles of outsourcing, including its all types	Understand
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Course Code:	UBMSFSIV.3.01	Class:	SYBMS	Semester:	IV
Course Name:	FOUNDATION COURSE (ETHICS AND GOVERNANCE)-IV				

Course Objectives:

1.	To recognize the significance of ethics and ethical practices in business which are crucial for the progress of a developing nation
2.	To absorb the application of ethics in functional areas like marketing, finance and human resource management
3.	To discuss ethical business practices and Corporate Governance practiced by various organizations
4.	To explain the concepts, principles, strategies and need for CSR.

Course Outcome:		Level of Blooms Taxonomy
CO1:	The learners will perceive about the significance of ethics in business, which are indispensable for progress of an individual and society	understand
CO2:	Learners will acquaint the applicability of ethics in functional areas like marketing, finance and human resource management	apply

CO3:	Learners will evaluate the emerging need and growing importance of good governance	evaluate
CO4:	Learners will identify ethical business practices, CSR and Corporate Governance practiced by various organizations and try to apply it when necessary	remember

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Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIV.5	Class:	SYBMS	Semester:	IV
Course Name:	Business Economics - II				
Course Objectives:					
1.	To familiarize with the fundamental concepts of macroeconomics, including the Circular flow of aggregate income and expenditure and The Measurement of National Product.				
2.	To equip learners with the knowledge of money supply, demand for money, theories of money and prices, and the nature and effects of inflation.				
3.	To introduce the concepts of public finance, including the fiscal functions, principles, and the role of government in the economy.				
4.	To familiarize with the sources of public revenue, objectives and effects of taxation, principles of public expenditure and concepts related to public debt.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learner will be able to understand the concepts of macroeconomics, including the Circular flow of aggregate income and expenditure and The Measurement of National Product			Understand	

CO2:	Learners will be able to analyze the classical and Keynesian approaches to the demand for money, theories of money and prices and the nature and effects of inflation.	Analyze
CO3:	Learners will be able to Define concepts of public finance, including the fiscal functions, principles, and the role of government in the economy.	Remember
CO4:	Learners will be able to analyze the sources of public revenue, objectives and effects of taxation, principles of public expenditure and concepts related to public debt.	Analyze

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Objectives & Outcome Framed by:	Institute		
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Department	B.Com		

Course Code:	UBMSFSIV.4	Class:	SYBMS	Semester:	IV
Course Name:	Business Research Methods				

Course Objectives:

1.	The course is designed to inculcate the analytical abilities and research skills among the students.
2.	The course intends to give hands on experience and learning in Business Research.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to analyze abilities and research skills.	Analyze
CO2:	Learners will be able to get an experience through learning techniques of Business Research.	Evaluate

Course Code:		Class:	SYBMS	Semester:	III
Course Name:	Strategic Management				

Course Objectives:

1.	To understand the concept of management policies
2.	To know the applications of strategies

3.	To understand the corporate level strategies	
4.	To understand the conceptual skills	
5.	To understand the strategic capabilities among the students	
Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able 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.	Remember
CO2:	Learner will be able to apply strategies at different levels	Apply
CO3:	Learners will be able to understand the corporate level policy and strategy formulation areas.	Analyze
CO4:	Learner will be able to developing conceptual skills in this area as well as their application in the corporate world.	Apply
CO5:	Learner will be able to know the strategic capabilities among the students	Create

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Department	B.Com		

Course Code:	UBMSFSIV.6	Class:	SYBMS	Semester:	IV
Course Name:	PRODUCTION AND TOTAL QUALITY MANAGEMENT				

Course Objectives:

1.	To Explain the concepts of Total Quality Management and Total Quality Education.
2.	To Diagnose problems in the quality improvement process.
3.	To Identify ethical and unethical behavior in Quality Management.
4.	To Apply various quality improvement techniques.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be able to Discuss basic knowledge in Total Quality Management relevant to both Manufacturing and Service Industry including IT sector.	Understand
CO2:	Learners will be able to Implement the basic principles of TQM in manufacturing and service-based organization.	Apply
CO3:	Learner will be able to Apply the basic knowledge of quality in production	Remember

CO4:	Learners will be able to Demonstrate the tools and techniques of quality management to manufacturing and services processes.	Analyze
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Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	University		
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Department	BMS		

Course Code:	46001	Class:	TYBMS	Semester:	V
Course Name:	Logistics and Supply Chain Management				
Course Objectives:					
1.	To provide students with basic understanding of concepts of logistics and supply chain management.				
2.	To introduce students to the key activities performed by the logistics function.				
3.	To provide an insight in to the nature of supply chain, its functions and supply chain systems.				
4.	To understand global trends in logistics and supply chain management.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will gain a fundamental understanding of supply chain management and logistics fundamentals.			Understand	
CO2:	Learners will learn about the main tasks carried out by the logistics department.			Remember	
CO3:	Learners will acquire knowledge about the different supply chain systems, and the nature of supply chains.			Understand	

CO4:	Learners will have an awareness of supply chain management and logistics trends around the world.	Understand
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Objectives & Outcome Framed by:	University		
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Department	BMS		

Course Code:	46002	Class:	TYBMS	Semester:	V
Course Name:	Corporate Communication & Public Relations				
Course Objectives:					
1.	To provide the students with basic understanding of the concepts of corporate communication and public relation.				
2.	To introduce the various elements of corporate communication and consider their roles in managing organizations.				
3.	To examine how various elements of corporate communication must be coordinated to communicate effectively.				
4.	To develop critical understanding of the different practices associated with corporate communication.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to understand the key concepts of Corporate Communication and Public Relation.			Understand	

CO2:	Learners will be able to familiarize various aspects of corporate communication and its correspondence with Public Relations in today's world.	Understand
CO3:	Learners will be able to demonstrate effective communication which includes communication regards to financial advertising, employee communication, crisis communication.	Analyze
CO4:	Learners will be able to apply strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development.	Remember

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Objectives & Outcome Framed by:	University		
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Department	BMS		

Course Code:	46003	Class:	TYBMS (Finance)	Semester:	V
Course Name:	Investment Analysis & Portfolio Management				
Course Objectives:					
1.	To acquaint the learners with various concepts of finance.				
2.	To understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world.				
3.	To understand various models and techniques of security and portfolio analysis.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to explain various concepts of finance, demonstrating comprehension of key terms and principles.			Understand	
CO2:	Learners will develop the ability to identify and comprehend terms encountered in newspapers, magazines, and other media, enhancing their capacity to relate theoretical knowledge to real-world applications.			Analyze	

CO3:	Learners will demonstrate proficiency in analyzing and applying various models and techniques of security and portfolio analysis, enabling them to make informed investment decisions.	Analyze
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Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	University		
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Department	BMS		

Course Code:	46009	Class:	TYBMS (Finance)	Semester:	V
Course Name:	Wealth Management				
Course Objectives:					
1.	To provide an overview of the nature of wealth management, its importance and challenges associated with wealth management.				
2.	To study components of wealth management like investment planning, estate planning, insurance planning.				
3.	To impart knowledge of taxation with an emphasis on tax saving and deductions.				
4.	To introduce various retirement planning avenues.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to Understand the performance of alternative investment portfolios in Wealth Management.			Understand	
CO2:	Learners will be able to Focus on effective implementation of portfolio management strategies within the context of alternative investment requirements and risk criteria.			Analyze	

CO3:	Learners will be able to Identify effectiveness of performance evaluation techniques of Wealth Management. Tax saving and deductions, Chapter VI	Evaluate
CO4:	Learners will be able to Develop the various approaches of managing Personal Finance by planning their finance such as retirement planning.	Understand

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Department	BMS		

Course Code:	46012	Class:	TYBMS (Finance)	Semester:	V
Course Name:	Financial Accounting				
Course Objectives:					
1.	To acquaint the learners in preparation of final accounts of companies.				
2.	To study provisions relating to underwriting of shares and debentures.				
3.	To study accounting of foreign currency and investment.				
4.	To understand the need of ethical behavior in accountancy.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to prepare final accounts of companies, demonstrating proficiency in understanding the various accounting principles and standards applicable to corporate financial reporting.			Apply	
CO2:	Learners will analyze the provisions related to underwriting of shares and debentures, identifying their impact on company financial statements and overall financial performance.			Analyze	

CO3:	Learners will demonstrate competence in accounting for foreign currency transactions and investments, including the application of relevant accounting standards and techniques for foreign exchange gain/loss recognition.	Apply
CO4:	Learners will recognize the importance of ethical behavior in accountancy, understanding the ethical principles, standards, and codes of conduct applicable to accounting professionals, and demonstrating ethical decision-making skills in accounting practice.	Remember

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Department	BMS		

Course Code:	46018	Class:	TYBMS (Finance)	Semester:	V
Course Name:	Direct Taxes				
Course Objectives:					
1.	To understand the provisions of determining residential status of individuals.				
2.	To study various heads of income.				
3.	To study deductions from total income.				
4.	To compute taxable income of Individuals.				
Course Outcome:			Level of Blooms Taxonomy		
CO1:	Learners will demonstrate proficiency in determining the residential status of individuals according to relevant provisions, enhancing their understanding of taxation laws.		Understand		
CO2:	Participants will analyze various heads of income, including salary, house property, business and profession, capital gains, and other sources, enabling them to assess income tax liabilities effectively.		Analyze		

CO3:	Students will identify and evaluate deductions available from total income under different sections of the Income Tax Act, fostering a comprehensive understanding of tax-saving options.	Evaluate
CO4:	Learners will be able to compute the taxable income of individuals by applying appropriate tax rates and deductions, facilitating accurate tax compliance and financial planning.	Apply

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Department	BMS		

Course Code:	46004	Class:	TYBMS (Marketing)	Semester:	V
Course Name:	Services Marketing				
Course Objectives:					
1.	To understand the meaning with distinctive features of the service market and key elements of service marketing and to provide ways to improve service quality and productivity.				
2.	To Understand marketing of different services in India.				
3.	To understand how to manage service marketing activity.				
4.	To understand new trends in CRM, New challenges and also new opportunities in CRM.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	The learners will be able to understand the importance of the service sector and its share in the country's economy.			Understand	
CO2:	The learners will be able to understand different service sectors growing in India. And also analyze the reasons for growth of the service sector in India.			Remember	

CO3:	The learners will be able to learn concepts such as service Gap Model, measures to improve productivity quality measurement variables in service.	Analyze
CO4:	The learners will be able to learn concepts of new trends in service marketing code of ethics in service marketing.	Understand

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Department	BMS		

Course Code:	46007	Class:	TYBMS (Marketing)	Semester:	V
Course Name:	E- Commerce & Digital Marketing				

Course Objectives:

1.	To understand the increasing significance of E-Commerce and its applications in Business and Various Sectors.
2.	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.
3.	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will understand the expanding significance of e-commerce and its various uses in various industries.	Understand
CO2:	Learners will have a better understanding of digital marketing efforts on various social media platforms.	Understand
CO3:	Learners will have an understanding of current e-commerce and digital marketing trends and techniques.	Understand

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Department	BMS		

Course Code:	46010	Class:	TYBMS (Marketing)	Semester:	V
Course Name:	Sales & Distribution Management				
Course Objectives:					
1.	To develop understanding of the sales & distribution processes in organizations.				
2.	To get students familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will gain knowledge of how businesses handle distribution and sales.			Remember	
CO2:	Learners will learn about key decision-making variables in sales management and distribution channel management.			Understand	

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Department	BMS		

Course Code:	46013	Class:	TYBMS (Marketing)	Semester:	V
Course Name:	Customer Relationship Management				
Course Objectives:					
1.	To understand the concept of customer relationship Management and application of customer relationship Management.				
2.	To provide insight into CRM marketing initiatives and also understand the various CRM strategies.				
3.	To understand new strategies, planning process implementation of CRM and the various measures of evaluation.				
4.	To understand new trends in CRM, New challenges and also new opportunities in CRM.				
Course Outcome:				Level of Bloom's Taxonomy	
CO1:	The learners will be able to understand various phases of customer relationship benefits of CRM to the organization			Understand	

	and also how CRM helps to manage customer emotions and brand building.	
CO2:	The learners will be able to understand how to apply CRM marketing strategies and also help to take CRM Initiative.	Apply
CO3:	The learners will be able to understand the process of CRM Marketing strategy. And evaluation of CRM Strategy.	Analyze
CO4:	The learners will be able to understand new trends in CRM. It will also help to face challenges of the current era of CRM.	Understand

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Department	BMS		

Course Code:	46005	Class:	TYBMS (Human Resource)	Semester:	V
Course Name:	Finance for HR Professionals & Compensation Management				
Course Objectives:					
1.	To orient students with financial concepts.				
2.	To make students about incentive plans, wage differential s and theories of wages.				
3.	To make aware of compensation made to special groups and recent trends.				
4.	To study issues related to compensation management and understand the legal framework of compensation management.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Develop compensation schemes that are cost effective, that improve productivity of the workforce, and comply with the legal framework.			Apply	
CO2:	Identify the factors considered in deciding compensation			Apply	

CO3:	Effectively solve issues and challenges related to compensation management.	Apply
CO4:	inspect the various dimensions of Compensation Management used by the companies to attract, retain, motivate and to reward employee performance.	Analyze

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Department	BMS		

Course Code:	46008	Class:	TYBMS (Human Resource)	Semester:	V
Course Name:	Strategic Human Resource Management & HR Policies				
Course Objectives:					
1.	To discuss human resource management from a strategic perspective.				
2.	To describe the relationship between strategic human resource management and organizational performance.				
3.	To apply the theories and concepts relevant to strategic human resource management in contemporary organizations.				
4.	To explain the process and develop the human resource policies.				
Course Outcome:				Level of Bloom's Taxonomy	
CO1:	Learners will be able to understand human resource management from a strategic perspective of policies.			Understand	

CO2:	Learners will be able to evaluate HRM functions and working of corporate strategies and policies.	Evaluate
CO3:	Learners will be able to demonstrate the relationship between strategic human resource Management and organizational performance.	Remember
CO4:	Learners will be able to analyze the policies available for Human Resources and its application in an organization.	Analyze

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Objectives & Outcome Framed by:	University		
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Department	BMS		

Course Code:	46011	Class:	TYBMS(Human Resource)	Semester:	V
Course Name:	Performance Management & Career Planning				
Course Objectives:					
1.	To understand the concept of performance management in organizations.				
2.	To review performance appraisal systems.				
3.	To learn key issues in performance management.				
4.	To understand the significance of career planning and practices.				
Course Outcome:				Level of Bloom's Taxonomy	
CO1:	Learners will be able to understand the concept of performance management in organizations and the importance of training. The interrelatedness of both.			Understand	
CO2:	Learners will be able to evaluate performance appraisal Techniques and methods for employees.			Evaluate	

CO3:	Learners will be able to identify the various methods of motivation for under-performing and high performing team members of an organization.	Create
CO4:	Learners will be able to enhance their skills in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures.	Remember

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Department	BMS		

Course Code:	46014	Class:	TYBMS (Human Resource)	Semester:	V
Course Name:	Industrial Relations				
Course Objectives:					
1.	To Know about the nature and importance of employee relations in an organization.				
2.	To study the need for employee welfare in an organization.				
3.	To understand the need for a healthy work environment.				
4.	To understand the causes and effects of employee grievances as well as the procedure to solve them.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Apply the principles of employee relations in the organizational context			Apply	
CO2:	Analyze core issues, policies and practices surrounding employee relations and legal issues			Analyze	
CO3:	Maintain good relationships within an organization.			Analyze	

CO4:	Understand the various processes and procedures of handling Employee Relations in a Corporate environment.	Analyze
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Department	BMS		

Course Code:	86001	Class:	TYBMS		
Course Name:	Operation Research				
Course Objectives:					
1.	To help students to understand operations research methodologies				
2.	To enable students to understand the concept and solve problems practically.				
3.	To enable students to understand and interpret various problems of business.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	The learners will know about operations research methodologies.			Understand and solve	
CO2:	The learners will be able to solve practical problems on various topics from operations techniques.			Solve	
CO3:	The learners will become proficient in case of analysis and interpretation			Solve and analyze	

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Department	BMS		

Course Code:	UBMSFSVI.5	Class:	TYBMS	Semester:	VI
Course Name:	Project Work				
Course Objectives:					
1.	To incorporate project work into the Bachelor of Management Studies degree assists students in developing scientific temperament and research analysis skills.				
2.	To provide learners with hands-on experience in real-world applications of management concepts and theories through project work.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will demonstrate project work in their Bachelor of Management Studies degree, they will show better scientific thinking and research analysis skills.			Apply	
CO2:	Learners will apply management concepts and theories practically through project work, which will help them better understand real-life situations.			Apply	

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Department	BMS		

Course Code:	86002	Class:	TYBMS (Finance)	Semester:	VI
Course Name:	International Finance				
Course Objectives:					
1.	The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance.				
2.	The course aims to give a comprehensive overview of International Finance as a separate area in International Business.				
3.	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalized Market.				
Course Outcome:				Level of Bloom's Taxonomy	
CO1:	Learners will demonstrate understanding of fundamental aspects of issues associated with International Finance, including key concepts, functions, and processes.			Understand	
CO2:	Learners will be able to analyze and evaluate the role and functioning of International Finance as a distinct area			Analyze	

	within the field of International Business, drawing connections between theory and practice.	
CO3:	Learners will develop awareness of the techniques and strategies employed in International Finance within the context of a globalized market, enabling them to navigate and adapt to dynamic financial environments.	Create

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Department	BMS		

Course Code:	UBMSFSVI.5	Class:	TYBMS (Finance)	Semester:	VI
Course Name:	Project Management				
Course Objectives:					
1.	To familiarize the learners with the fundamental aspects of various issues associated with Project Management.				
2.	To give a comprehensive overview of Project Management as a separate area of Management.				
3.	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will demonstrate a thorough understanding of the fundamental aspects of various issues associated with project management, including project planning, execution, monitoring, and control.			Understand	
CO2:	Learners will analyze and evaluate project management as a distinct area of management, identifying its key principles, methodologies, and best practices.			Analyze	

CO3:	Learners will be able to apply basic concepts, functions, and techniques of project management, demonstrating an awareness of their roles and responsibilities within project teams and organizations.	Apply
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Department	BMS		

Course Code:	86011	Class:	TYBMS (Finance)	Semester:	VI
Course Name:	Strategic Financial Management				

Course Objectives:

1.	To match the needs of current market scenarios and upgrade the learner's skills and knowledge for long term sustainability.
2.	Changing scenario in the Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in the banking sector inevitable.
3.	To acquaint learners with contemporary issues related to financial Management.

Course Outcome:		Level of Blooms Taxonomy
CO1:	Learners will be equipped with updated skills and knowledge relevant to the current market scenario, enhancing their long-term sustainability in the field.	Create
CO2:	Learners will analyze the changing scenario in the banking sector and its implications on financial management,	Analyze

	thereby making informed decisions regarding career options and professional development in banking.	
CO3:	Learners will demonstrate an understanding of contemporary issues in financial management, including technological advancements, regulatory changes, and market trends, enabling them to adapt to evolving challenges and opportunities.	Understand

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Department	BMS		

Course Code:	86017	Class:	TYBMS (Finance)	Semester:	VI
Course Name:	Indirect Taxes				
Course Objectives:					
1.	To understand the basics of GST.				
2.	To study the registration and computation of GST.				
3.	To acquaint the students with filing of returns in GST.				
Course Outcome:			Level of Blooms Taxonomy		
CO1:	Learners will demonstrate a solid understanding of the fundamentals of Goods and Services Tax (GST), including its concept, features, and applicability, enhancing their knowledge of indirect taxation.		Understand		
CO2:	Learners will analyze the registration process and computation methods of GST, enabling them to register entities under GST and calculate tax liabilities accurately.		Analyze		
CO3:	Learners will be proficient in filing GST returns, including GSTR-1, GSTR-3B, and GSTR-9, ensuring compliance with		Apply		

	GST regulations and facilitating smooth business operations.	
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Department	BMS		

Course Code:	86003	Class:	TYBMS (Marketing)	Semester:	VI
Course Name:	Brand Management				
Course Objectives:					
1.	To identify the importance of growing in brand management and its awareness.				
2.	To study and assess how to build, sustain and grow brands.				
3.	Students will identify measuring and interpretation of brand performance.				
4.	The learners will understand the concept of measuring and interpreting brand performance.				
Course Outcome:			Level of Blooms Taxonomy		
CO1:	This subject will provide summary of brand management.		Understand		
CO2:	This study will help students to illustrate planning and implementing brand marketing programs.		Understand		
CO3:	The subject will help students to make use of brand communication, global branding and global marketing program.		Apply		

CO4:	Students will get the core knowledge of global branding strategies and functions of online brand promotions.	Analyze
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Department	BMS		

Course Code:	86006	Class:	TYBMS (Marketing)	Semester:	VI
Course Name:	Retail Management				
Course Objectives:					
1.	To familiarize the students with retail management concepts and operations.				
2.	To provide understanding of retail management and types of retailers.				
3.	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.				
4.	To acquaint the students with legal and ethical aspects of retail management.				
5.	To create awareness about emerging trends in retail management.				
Course Outcome:					
CO1:	Learners will understand the concept of retail management and operations.		Understand		
CO2:	Learners will acquire knowledge of retail management and the various kinds of retailers.		Remember		

CO3:	Learners will acquire knowledge of retail management terminology, merchandise management, store management, and retail strategy.	Remember
CO4:	Learners will understand the legal and ethical aspects of retail management.	Understand
CO5:	Learners will gain knowledge of new developments in retail management.	Understand

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Department	BMS		

86009	86009	Class:	TYBMS (Marketing)	Semester:	VI
Course Name:	International Marketing				
Course Objectives:					
1.	To understand the concept of international marketing, features of international marketing drivers of global marketing barriers of international trade.				
2.	To Understand various international marketing environments such as economic, political and legal environments.				
3.	To understand marketing mix and product life cycle in terms of international marketing.				
4.	To understand plans for international marketing, strategies in international marketing and new trends in international marketing.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	The learners will be able to understand concepts and importance of international trade. Challenges of international trade and concept of trade barriers. Various orientations of international marketing.			Understand	

CO2:	The learners will be able to understand the different global marketing environment concepts of the world institute (world bank IMF WTO) and also help to understand political, legal and cultural terms in international marketing.	Remember
CO3:	The learners will be able to learn how to utilize marketing mix in a global perspective, international product life cycle and pricing decision, distribution of product in global manner.	Analyze
CO4:	The learners will be learn Preparing International Marketing Plan, Examining International Organizational Design, Controlling International Marketing Operations, Need for International Strategies, Types of International Strategies	Understand

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Department	BMS		

Course Code:	86015	Class:	TYBMS (Marketing)	Semester:	VI
Course Name:	Sports Marketing				
Course Objectives:					
1.	To equip the learner with an understanding of the business of sports.				
2.	To help the learner understand environmental factors influencing sports marketing.				
3.	To help the learner understand components of marketing mix in the context of sports marketing.				
4.	To understand legal aspects in sports marketing & franchising agreements.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will have an understanding of the business side of sports.			Understand	
CO2:	Learners will understand how the environment affects sports marketing.			Understand	
CO3:	Learners will understand the elements of the marketing mix in relation to sports marketing.			Understand	

CO4:	Learners will understand the legal aspects of franchising and sports marketing.	Understand
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Department	BMS		

Course Code:	86004	Class:	TYBMS (Human Resource)	Semester:	VI
Course Name:	HRM in Global Perspective				
Course Objectives:					
1.	To understand the study and practices in IHRM, concepts, theoretical framework and issues of HRM in Global Perspective.				
2.	To understand the functions of IHRM such as International Recruitment and Selection, International Compensation, Motivation and Reward System.				
3.	To understand the concepts of Expatriates and Repatriates.				
4.	To study International HRM Trends and Challenges.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	The learners will be able to understand - Meaning and Features, Objectives, Evolution of IHRM, Approaches to IHRM- Ethnocentric, Polycentric, Geocentric and Regio-centric, Cross Cultural Management, Managing Diversity in Workforce			Understand	

CO2:	The learners will be able to understand International Recruitment and Selection- Meaning, Sources of International Labour Market HRM Perspectives in Training and Development Criterion used for Performance Appraisal of International Employees, Problems Faced in International Performance Management	Understand
CO3:	The learners will be understand Concepts of PCNs (Parent-Country Nationals), TCNs(Third-Country Nationals) and HCNs(Host-Country Nationals) Expatriation- Meaning, Reasons for Expatriation, Factors in Selection of Expatriates,	Analyze
CO4:	The learners will be able understand Emerging Trends in IHRM Offshoring , Role of Technology on IHRM ,IHRM and Virtual Organization, Growth in Strategic Alliances and Cross Border Mergers and Acquisitions Impact on IHRM Knowledge Management and IHRM	Understand

FACULTY OF COMMERCE – UNDERGRADUATE

Program Name:	Bachelor of Management Studies (BMS)		
Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	University		
Syllabus Copy Link:	http://old.mu.ac.in/wp-content/uploads/2016/06/4.44-BMS-Semester-V-and-VI-Syllabus-to-be-implemented-2018-2019.pdf		
Department	BMS		

Course Code:	86007	Class:	TYBMS (Human Resource)	Semester:	VI
Course Name:	Organisational Development				
Course Objectives:					
1.	To study issues and challenges of OD while undergoing changes.				
2.	To get an understanding of the phases of the OD program.				
3.	To understand in depth about alternative development interventions and how organizations can benefit from these interventions.				
4.	To learn the difference between OD efficiency and OD effectiveness.				
Course Outcome:			Level of Blooms Taxonomy		
CO1:	Identify, interpret, diagnose organizational needs for development and change, recommend and implement development solutions to organizational problems,		Apply		
CO2:	Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.		Apply		

CO3:	Demonstrate conceptualized knowledge of the characteristics and processes of organizational development.	Understand
CO4:	Discover Ethical Issues in Organizational Development.	Analyze

FACULTY OF COMMERCE – UNDERGRADUATE

Program Name:	Bachelor of Management Studies (BMS)		
Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	University		
Syllabus Copy Link:	http://old.mu.ac.in/wp-content/uploads/2016/06/4.44-BMS-Semester-V-and-VI-Syllabus-to-be-implemented-2018-2019.pdf		
Department	BMS		

Course Code:	86010	Class:	TYBMS (Human Resource)	Semester:	VI
Course Name:	HRM in Service Sector Management				
Course Objectives:					
1.	To understand the concepts and growing importance of HRM in service sector				
2.	To understand how to manage human resources in the service sector and functions like recruitment, selection, empowering employees.				
3.	To identify issues and challenges of HR in the service sector.				
4.	To understand the Issues and Challenges of HR in various service sectors				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will be able to examine the concept and growing importance of HRM in the service sector.			Understand	
CO2:	Learners will be able to evaluate how to manage effectively human resources in service sector business.			Evaluate	

CO3:	Learners will be able to understand the significance of the human element in creating customer satisfaction through service quality.	Understand
CO4:	Learners will be able to identify the Issues and Challenges of Human Resource in various service industries.	Understand

FACULTY OF COMMERCE – UNDERGRADUATE

Program Name:	Bachelor of Management Studies (BMS)		
Assessment:	College	Pattern:	75:25 Marks
Objectives & Outcome Framed by:	University		
Syllabus Copy Link:	http://old.mu.ac.in/wp-content/uploads/2016/06/4.44-BMS-Semester-V-and-VI-Syllabus-to-be-implemented-2018-2019.pdf		
Department	BMS		

Course Code:	86019	Class:	TYBMS (Human Resource)	Semester:	VI
Course Name:	Indian Ethos in Management				
Course Objectives:					
1.	To understand the concept of Indian Ethos in Management.				
2.	To link the Traditional Management System to the Modern Management System.				
3.	To understand the Techniques of Stress Management.				
4.	To understand the Evolution of Learning Systems in India.				
Course Outcome:				Level of Blooms Taxonomy	
CO1:	Learners will gain a comprehensive understanding of the concept of Indian Ethos in Management, recognizing its significance in shaping management practices and organizational culture in the Indian context.			Understand	
CO2:	Learners will be able to establish connections between traditional management systems and modern management practices, identifying the influences of			Analyze	

	traditional values and philosophies on contemporary management approaches.	
CO3:	Learners will acquire knowledge and techniques for stress management, enabling them to effectively recognize, mitigate, and cope with stressors in personal and professional settings.	Understand
CO4:	Learners will understand the evolution of learning systems in India, tracing the historical development of educational methodologies and systems and evaluating their impact on contemporary educational practices.	Evaluate