



Satish Pradhan Dnyanasadhana College, Thane

(Arts, Science and Commerce)
Re-Accredited "B+" Grade (CGPA 2.69) by NAAC, ISO 21001:2018 (Certified)
Affiliated to University of Mumbai

B. M. S.

Program Specific Outcome

On Completion of the BMS program students should have acquired the following knowledge and skills:

PSO1	Acquire comprehensive knowledge related to different business models & fundamental Principles of Management with reference to Finance, Marketing and Human Resources.
PSO2	To understand and analyse business strategies, theories and recent trends in Management with reference to Finance, Marketing & HR.
PSO3	Develop & apply analytical skills to assess National & International Business Environment.
PSO4	Ability to capitalize on emerging opportunities in the management domain by inculcating soft skills, personality development & ethical behavior.
PSO5	Inculcate research skills, investigate theoretical frameworks and its practical applications relevant to the fields of Entrepreneurship and Management



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Department	Semester	Course
BMS	I	Introduction to Financial Accounts

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Outline the fundamental concepts and principles of accounting, including the meaning, scope, and objectives of accounting, as well as the basic accounting principles, conventions, and standards such as AS 1, AS 6, AS 9, AS 10, IAS-1, and IAS-2.	L1	PO1 PSO1 PSO3
CO2	Interpret and explain the accounting transactions cycle, including the journalizing process, opening and closing entries, and the relationship between journals and ledgers. Understand the classification of expenditures and receipts, the distinction between capital and revenue items, and the criteria for distinguishing unusual expenses.	L2	PO1 PSO1 PO2 PSO3
CO3	Calculate depreciation under methods such as Straight Line Method (SLM) and Reducing Balance Method (RBM) and recognizing its impact on financial statements. Demonstrate proficiency in preparing trial balances and rectifying errors in financial records.	L3	PO1 PSO1 PO2 ,PSO3
CO4	Analyze and interpret final accounts of a sole proprietorship, including manufacturing account, trading account, profit and loss account, and balance sheet. understand the requirements of Schedule 6 of the Companies Act, 1956.	L4	PO1,PSO1 PO2,PSO2,PSO3,PO6 PSO4



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Department	Semester	Course
BMS	I	Business Economics - I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Identify scope and needs of business economics with basics of market demand, and supply curves.	L1	PO1 PSO3
CO2	Analyze demand functions across market structures, evaluating elasticity's impact on revenue and apply demand estimation techniques for informed decision-making.	L3/L4	PO1 PO2 PSO1 PSO3
CO3	Explain Supply and Production Decisions and Cost of Production	L2	PO1 PSO1
CO4	Manipulate in market structure like perfect competition, imperfect competition & monopoly	L3	PO1 PO2 PSO1 PSO3
CO5	Analyze cost output, the differences between social and private costs, Calculate and interpret total, average, and marginal costs.	L4	PO1 PO2 PSO1 PSO3



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Department	Semester	Course
BMS	I	Business Statistics

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall and comprehend statistical concepts, interpret and present data, and apply measures of central tendency.	L1/ L3	PO1 PO2 PO4 PSO3
CO2	Understand and evaluate to interpret data relationships and variability	L2 / L5	PO2 PO4 PSO3
CO3	Analyzing temporal data and constructing index numbers	L4 / L6	PO2 PO4 PSO3
CO4	Analyze uncertainties, evaluate outcomes, and make informed choices under risk and calculating probabilities to applying decision-making frameworks in real-world scenarios	L4 / L5	PO2 PO4 PSO3



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Department	Semester	Course
BMS	I	Business Law

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describes the essential and elements of contract act,1972 and extent of sales of goods act 1930	L1	PO1 PSO1
CO2	Demonstrate the various negotiable instruments under negotiable act, 1981 and consumer protection act 1886.	L3	PO1 PSO1
CO3	Explain company law, MOA , AOA, Prospectus, Meetings, Meaning of Transfer and Transmission of Shares.	L2	PO1 PSO1
CO4	Classify Intellectual Property Rights. Describes the concept of trademarks, distinguishing between different types of trademarks.	L4,L1	PO1 PO2 PSO1 PSO3



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Department	Semester	Course
BMS	I	Business Communication - I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	To recall communication fundamentals and channels, understand their corporate and global significance, and these concepts to assess technology's impact, one must analyze the effectiveness of various channels, to organize innovative communication strategies.	L1/L2/ L3/L4	PO1 PO2 PSO4
CO2	To identify obstacles to business communication , explain and apply listening skills strategies , and apply business ethics principles practically , one must analyze ethical implications through case studies .	L1/L2/ L3/L4	PO1 PO6 PSO4
CO3	Understand effective business correspondence principles. Apply diverse formatting techniques in letters. Demonstrate Proficiency in composing and editing professional letters and emails.	L1/L2 L3	PO1 PO3 PSO5
CO4	Recall commercial terms and linking devices. Explain cohesion, coherence, and interpreting technical data. Apply terms in business, construct organized paragraphs, and use self-editing for clear writing	L1/L2 L3	PO1 PO3 PSO5



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Department	Semester	Course
BMS	I	Foundation Course - I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the multi-cultural diversity of Indian society through its demographic composition, concept of linguistic diversity and regional variations.	L1	PO1 PSO3
CO2	Discuss the concept of disparity as arising out of stratification and inequality out of gender with special reference to violence against women.	L2	PO6 PSO4
CO3	Explain inequalities manifested due to the caste system , inter-group conflicts arising out of communalism & Examine the causes and effects of conflict arising out of regionalism and linguistic differences.	L3/L4	PO2 PO6 PSO1 PSO3
CO4	Describe the Indian constitution, structure and state fundamental duties of the Indian citizen.	L1	PO1 PO6 PSO1 PSO4
CO5	State the party system in Indian politics, Local self-government in urban and rural areas & 73rd and 74 th amendments.	L1	PO1 PSO1



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Department	Semester	Course
BMS	I	Foundation of Human Skills

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	State fundamental concepts related to human nature.	L1	PO1 PSO1 PSO4
CO2	Discuss comprehension of group behavior dynamics, team effectiveness, organizational processes, power, politics, conflicts and resolution strategies.	L2	PO1 PSO1 PSO4
CO3	Implement theories of motivation in organizational settings to analyze and address motivational challenges in the workplace.	L3	PO1 PSO1 PSO4 PSO5
CO4	Classify organizational culture, evaluate ways of creating and maintaining an effective organizational culture and analyze concepts related to organizational change, creativity, organizational development techniques, and stress management strategies in the workplace.	L4	PO2 PSO2 PSO4 PSO5



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Department	Semester	Course
BMS	II	Business Environment

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Identify the components of the business environment, including micro and macro aspects and conduct SWOT analysis.	L1	PO1 PO2 PSO1
CO2	Illustrate the role of political institutions and economic systems in shaping business environments.	L2	PO1 PSO3
CO3	Interpret social, cultural, and technological factors and their impact on business operations and competitiveness.	L3	PO1 PO6 PSO3 PSO4
CO4	Explain the objectives and functions of GATT/WTO, stages of globalization, operations of MNCs, and factors influencing FDI in India.	L4	PO1 PSO3



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Department	Semester	Course
BMS	II	Business Communication - II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recognize the principles of effective presentation. Apply effective utilization of overhead projectors (OHP) and transparencies. Create Power-Point presentations demonstrating understanding and proficiency.	L1/L2/ L3	PO3/PSO1/ PSO4
CO2	Understanding interview types, preparing for group discussions, interpreting meeting roles and documents is crucial. Organizing conferences and engaging via video conferencing are key skills. Evaluating PR roles and their effectiveness for stakeholders is essential.	L1/L2/ L3/L4	PO3/PO5 PSO1/ PSO4
CO3	Know trade letter types and structures. Differentiate complaints, claims, adjustments, and sales letters. Understand consumer grievance letters and RTI Act correspondence. Apply skills in composing and crafting persuasive trade letters. Analyze their effectiveness, communication strategies, and legal/ethical implications.	L1/L2 L3/L4	PO3/PO6/ PSO2/ PSO5
CO4	Recall report types and components. Understand main and sub points in texts. Apply knowledge to create cohesive summaries.	L1/L2 L3	PO1/PO2 PSO1/ PSO5



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Department	Semester	Course
BMS	II	Business Mathematics

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze and compute simple and compound interest in various financial scenarios, apply the concept of annuities to calculate future and present values of investments ,Synthesize knowledge to determine and interpret EMI for loans .Comprehend and utilize different types of functions to solve real-world problems, apply permutation and combination techniques to solve counting problems.	L2 /L3	PO2 PSO3
CO2	Comprehend the fundamental concepts of matrices and determinants, and apply these to solve complex linear algebra problems and real- word problems	L3	PO2 PSO3
CO3	Ability to analyze functions and solve real-world problems through the lens of rate of change.	L4	PO2 PSO3
CO4	Apply and evaluate numerical methods and interpolation techniques to solve mathematical problems, demonstrating advanced cognitive skills	L3 / L5	PO2 PSO3



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Department	Semester	Course
BMS	II	Principles of Marketing

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall the fundamental concepts and theories of marketing, including the marketing mix and understand the role and importance of marketing in business and society	L1	PO1 PSO1
CO2	Ability to analyze micro and macro environmental factors influencing decisions. Application of consumer behavior theories to develop effective marketing strategies.	L3 /L4	PO2 PSO2
CO3	Explain the significance of each element of the marketing mix and how they interact to create a comprehensive marketing strategy. Apply knowledge of the marketing mix elements to analyze real-world marketing scenarios and develop marketing plans for products or services	L4/L3	PO1 PSO1 PSO3
CO4	Identifying the different trends in marketing, Listing out the different types of targeting. Developing and Applying the different marketing options available like social marketing and relationship marketing.	L1/ L3	PO1 PSO1 PO2 PSO3



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Department	Semester	Course
BMS	II	Foundation Course - II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define & Describe the concepts of liberalization, privatization and globalization & Explain the concept of technology and communication and its impact.	L1/L2	PO1 PSO1 PSO3
CO2	Discuss the concept of Human Right The Universal Declaration of Human Rights.	L2	PO6 PSO4
CO3	Explain importance of Environment Studies in the current developmental context, Environmental Degradation – Causes and Impact on human life & Describe Sustainable Development – Concept and components; poverty and environment	L4/L1	PO6 PSO3
CO4	Outline causes of stress and conflict in individuals and society.& use values, ethics and prejudices in developing the individual.	L3	PO1 PO2 PSO1 PSO4
CO5	Explain types of conflicts and use of coping mechanisms for managing individual stress and Describe Maslow's theory of self-actualisation	L4/L1	PO1 PO2 PSO1 PSO3



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Department	Semester	Course
BMS	II	INDUSTRIAL LAW

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define & describe Industrial Disputes Act, 1947 & The Trade Union Act, 1926	L1	PO1 PSO1
CO2	Explain The Factory Act, 1948 & Workmen's Compensation Act, 1923	L4	PO1 PSO1
CO3	Interpret Employees' State Insurance Act & Miscellaneous Provision Act, 1952	L2	PO1 PSO1
CO4	Demonstrate the payment of Wages Act, 1936 & the Payment of Gratuity Act, 1972	L3	PO1 PSO1



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BMS	II	Principles of Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define & describe concepts of management, PODSCORB, managerial grid etc. , Describe & Analyze nature of management, evolution & contributions by various management gurus	L1	PO1,PO2, PO3, PSO1, PSO2
CO2	Interpret & Analyze planning & decision making through management games, learning management by objectives, techniques of decision making through practical application	L2	PO3,PO5, PSO3,PSO4
CO3	Implement theoretical knowledge in organizing, departmentation , span of control and Delegation	L3	PO2,PO3, PSO2, PSO3
CO4	Analyzing the concept of Directing , leadership, coordination, controlling and recent trends like green management and CSR , observing various leadership styles and qualities and application of it.	L4	PO5, PO6, PSO3, PSO4, PSO 5



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Department	Semester	Course
BMS	III	Corporate Finance

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Identify and describe the tools, techniques, and processes used in financial management for making effective financial decisions.	L1	PO1 PO2 PSO1 PSO2
CO2	Understand the core concepts of corporate finance and their significance in managing a business, including topics such as capital budgeting, capital structure, and dividend policy.	L2	PO1 PO2 PSO1 PSO3
CO3	Apply financial management techniques and tools to analyze financial data and make informed financial decisions in various business scenarios, such as investment appraisal, financing decisions, and risk management.	L3	PO1 PO2 PSO1 PSO2 PSO3
CO4	Analyze the implications of different financial strategies and decisions on the overall financial performance and sustainability of a business and evaluate the effectiveness of financial management practices in maximizing shareholder value and achieving long-term business objectives.	L4	PO2 PO6 PSO2 PSO3



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Department	Semester	Course
BMS	III	Introduction to Cost Accounting

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall and explain the basic concepts and tools utilized in Cost Accounting, including terminology, cost classifications, and cost behavior analysis.	L1	PO1 PSO1 PSO3
CO2	Outline the principles and procedures of Cost Accounting and their application in various practical situations, such as product costing, pricing decisions, and budgeting.	L2	PO1 PSO1 PSO3
CO3	Demonstrate Cost Accounting principles and procedures to analyze and interpret cost data in different practical scenarios, demonstrating proficiency in techniques like job costing, process costing, and standard costing.	L3	PO2 PSO2 PSO3
CO4	Explain the impact of Cost Accounting information on managerial decision-making processes, evaluating cost control strategies, performance evaluation methods, and their implications for organizational success.	L4	PO1 PO2 PSO1 PSO3



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Department	Semester	Course
BMS	III	Consumer Behaviour

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define consumer behavior, its features, types, process of profiling consumers & recall the stages and factors involved in the consumer decision-making process.	L1	PO1 PSO1
CO2	Explain behavior knowledge and its application marketing strategies, decision-making process , theories related to consumer needs and motivation, concepts related to consumer behavior	L2	PO1 PSO1 PSO2 PSO5
CO3	Execute knowledge of consumer behavior to analyze consumer information and develop consumer-oriented marketing strategies.	L3	PO1 PO2 PSO1 PSO2 PSO3
CO4	Identify issues and dimensions of consumer behavior, and assess how they influence marketing strategies and consumer decision-making processes.	L4	PO1 PSO1 PSO2 PSO5



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Department	Semester	Course
BMS	III	Advertising

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Outline the principles of advertising, various advertising strategies, analyzing advertising campaigns and developing skills in creating effective advertisements.	L2/L4	PO1 PSO1 PSO2 PSO3
CO2	Explain various functions of advertising agencies, their functions, structure, type and maintaining agency-client relationship. Analyze current trends, challenges, and opportunities in the advertising job market, examining industry dynamics, emerging technologies, ethical considerations, and global perspectives	L2/L4	PO1 PO5 PSO2 PSO3
CO3	Examine case studies and real-world examples to assess the social and economic implications of advertising on various stakeholders.	L3	PO6 PSO3
CO4	Acquire comprehensive knowledge and understanding of the industry landscape and aspects of advertising budget. outline new career paths within the advertising industry and open new employment opportunities in the field.	L1	PO1 PO4 PSO1 PSO4



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Department	Semester	Course
BMS	III	Product Innovation Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define innovations, identify types, and explain management principles, as well as distinguish between left and right brain thinking in creativity.	L1	PO1 PO2 PS01 PSO3
CO2	Explain the features of innovations management, compare traditional and creative thinking methods, and explain the importance of intellectual property rights in innovation.	L2	PO1 PO2 PS01 PSO3
CO3	Experiment creative methods to generate innovative solutions, recommend organizational structures for fostering innovation, and develop strategies for managing innovation functions.	L3	PO1 PO2 PS01 PSO3
CO4	Classify factors influencing innovation diffusion, evaluate the impact of innovations on organizational strategy, and assess methods for concept testing in new product development.	L4	PO1 PO2 PS01 PSO3



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Department	Semester	Course
BMS	III	Organizational Behaviour & HRM

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and Describe Organizational Behaviour-Concept, Evolution and its significance. Ability to classify and Distinguish various OB Models . Explain Ethical organization culture significance as well to interpret Cross cultural dynamics in OB	L1/ L2	PO1 PO6 PSO1 PSO2
CO2	Apply and illustrate Time Management and Conflict Management Techniques. And explain forms of rewards and punishment given to employees in organizations.	L2/L3	PO2, PO5, PSO3
CO3	Outline functions of HRM and identify processes and sources of HRP and HRD.	L1/ L2	PO1 PSO1 PSO2
CO4	Classify and compare Performance appraisal methods, Compensation and determine career and career planning.	L3/L4	PO1 PO4 PSO1 PSO3



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Department	Semester	Course
BMS	III	Recruitment & Selection

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define the concept of recruitment and identify different sources of recruitment suitable to various jobs.Explain Job Analysis and Job Design concepts with illustrations.	L1/L2	PO1 PSO1 PO4 PSO3
CO2	explain the concept of Selection, Criteria for Selection, Process of selection. and outline the pre and post screening steps. Demonstrate interview techniques	L2/L3	PO1 PSO1 PSO4
CO3	explain and classify orientation, induction, onboarding and socialization of employees in organization. Ability to describe current trends in Recruitment and Selection Strategies.	L1/L2	PO4 PSO1 PSO2
CO4	Carry out the exercise of preparing and presenting CV, Biodata, Resume and illustrate and Demonstrate soft skills like- Presentation skills, Negotiation Skills, Aesthetic Skills and other. Ability to describe the concept of Exit Interview.	L1/L3	PO3 PO4 PSO4



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Department	Semester	Course
BMS	III	Accounting for Managerial Decisions

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall the components and structure of financial statements of limited companies and grasp the concepts of vertical form, trend analysis, and comparative statement analysis.	L1	PO1 PO2 PSO1 PSO3
CO2	Interpret and analyze financial statements using ratio analysis techniques, including the calculation and interpretation of balance sheet ratios, revenue statement ratios, and combined ratios. Understand the different modes of expressing ratios and recognize the limitations of using ratios for financial analysis.	L2 & L4	PO1 PO2 PSO1 PSO3
CO3	Demonstrate the principles of financial statement analysis to prepare cash flow statements according to Accounting Standard-3 (revised).	L3	PO1 PSO1 PSO3
CO4	Calculate the estimated working capital requirements for trading/ manufacturing organizations and assess and analyze receivables management using methods of credit evaluation.	L3 & L4	PO2 PSO2 PSO3



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Department	Semester	Course
BMS	III	Business Planning and Entrepreneurial Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Discuss the need and foundations of entrepreneurship development, definition of entrepreneurs, theories and recent trends in entrepreneurship development and identifying the external influence on entrepreneurship development like socio-cultural, political and personal.	L1 / L2	PO1 PO6 PSO1 PSO2
CO2	Identify and categorize the diverse profiles of entrepreneurs, Describe the emerging opportunities for women entrepreneurs with reference to self help groups.	L1 /L2	PO1 PSO1 PSO4
CO3	Discuss Entrepreneur project development and business plan to design entrepreneurial ideas into viable business ventures by developing robust business plans and identifying key aspects of strategy and execution.	L1 /L2/ L3	PO5 PSO5
CO4	Understand and analyze the market conditions to develop new ventures and also arrange institutional support in the form of fundings. Evaluating the marketing methods and conducting research to develop and build successful, sustainable business.	L2/L4	PO4 PSO3 PSO4 PSO5



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Department	Semester	Course
BMS	III	FC –III (Environmental Management)

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Identify & Discuss basic issues related to environmental Management	L1/L2	PO1 PSO1
CO2	Explain various problems about environment degradation and possible guidelines to tackle them	L2	PO2 PSO3
CO3	Analyze the regulatory frameworks and mechanisms pertaining to environmental sustainability and conservation	L4	PO1 PSO1 PSO3
CO4	Examine and assess non-conventional energy sources and their potential contributions to sustainable energy transitions and environmental conservation	L3	PO2 PO6 PSO4



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Department	Semester	Course
BMS	III	Strategic Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall and identify various management policies and strategies at different organizational levels.	L1	PO1 PSO1 PSO2
CO2	Illustrate comprehension of management policies and strategies by explaining their significance and application in the corporate world.	L2	PO1 PSO1 PSO2
CO3	Demonstrate conceptual skills acquired in the course to analyze and solve real-world corporate challenges related to policy and strategy formulation.	L3	PO1 PO2 PSO1 PSO2
CO4	Identify corporate-level policies and strategies from the perspective of top management, considering their effectiveness and implications for organizational success.	L4	PO1 PO2 PSO1 PSO2



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Department	Semester	Course
BMS	III	Information Technology in Business Management - I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Effectively identify and apply IT-based solutions to different problem domains.	L1/ L3	PO1 PO2 PSO1 PSO2
CO2	Students are able to write and describe professional emails.	L1	PO3 PO4 PSO4
CO3	Identify and differentiate types of threats to computer systems and control measures.	L1/ L2	PO2 PSO3
CO4	To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.	L6	PO1 PO2 PSO1 PSO5



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Department	Semester	Course
BMS	IV	Corporate Restructuring

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe and understand the historical background of corporate restructuring, including its meaning, significance as a business strategy, and the need and scope within the corporate landscape.	L1 & L2	PO1 PSO1 PSO2
CO2	Interpret and analyze the planning, formulation, and execution of various restructuring strategies, while considering important aspects such as legal provisions, financial implications, and stakeholder interests.	L3 & L4	PO1 PO2 PSO2 PSO3
CO3	Implement theoretical knowledge of internal reconstruction accounting methods, such as alteration of share capital and reduction of share capital, to practical scenarios, ensuring compliance with company law provisions and accounting standards	L3	PO1 PSO1
CO4	Analyze the nature of external reconstructions, specifically mergers, acquisitions, and takeovers, distinguishing between methods such as pooling of interests and purchase methods. Compute and interpret purchase considerations, and solve problems based on the purchase method of accounting demonstrating a deep understanding of the concepts and their applications	L4	PO1 PO2 PSO1 PSO3



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Department	Semester	Course
BMS	IV	FOUNDATION COURSE-IV(Ethics & Governance)

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and Describe Introduction to Ethics, Business Ethics and Explain myths about Business Ethics and Ethical Performance in Businesses in India	L1/L4	PO1 PO6 PSO3 PSO4
CO2	Execute Ethics in Marketing, Finance and HRM	L3	PO1 PO6 PSO2 PSO4
CO3	Discuss the History of Corporate Governance in India ,Significance of Ethics in Corporate Governance and Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory.	L2	PO1 PO6 PSO1 PSO4
CO4	Identify the Corporate Social Responsibility and Future of CSR	L4	PO1 PO6 PSO1 PSO4



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Department	Semester	Course
BMS	IV	Integrated Marketing Communication

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the concept and features of Integrated Marketing Communication (IMC), its evolution, and the factors driving its growth.	L1	PO1 PSO1
CO2	Explain the role of advertising and sales promotion and strategies for consumer and trade promotion within IMC.	L2	PO1 PSO2
CO3	Demonstrate knowledge of direct marketing, public relations, publicity, and personal selling in the context of IMC.	L3	PO1 PSO2
CO4	Analyze the process of evaluating an IMC program and identify current trends in digital marketing and its integration with IMC.	L4	PO2 PSO2



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Department	Semester	Course
BMS	IV	Rural marketing

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	State the concept, scope, and size of rural markets in India, government initiatives for rural development, emerging profile of rural market and problems faced in rural marketing.	L1	PO1 PSO1
CO2	Compare rural and urban consumers, identify the characteristics of rural consumers, rural market environment, rural consumer behavior and the factors influencing it.	L2	PO1 PO2 PSO2 PSO3
CO3	Demonstrate rural marketing mix, segmentation, targeting, and positioning techniques tailored for rural consumers.	L3	PO1 PSO2
CO4	Explain distribution strategies for rural consumers, channels of distribution and evaluate communication strategies for rural markets, selection of communication channels and assessing rural media options.	L4	PO2 PSO2 SPO4



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Department	Semester	Course
BMS	IV	Human Resource Planning and Information System

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and describe Human Resource Planning (HRP) its meaning, features, and scope. Explain the steps in the HRP process and outline techniques for HR demand and supply forecasting, Discuss the concepts of Strategic HRP, HR Policy, HR Programs	L1 /L2	PO1 PSO1
CO2	Execute Job Analysis, Job Design and Job redesign, illustrate the process of matching human resource requirements through retention, resourcing, and flexibility strategies in organization. Explain the concept of HR Audit.	L2/ L3	PO4 PSO5
CO3	Examine the role of an HRP practitioner and implement the HRP management process, including establishing goals and creating structure. Illustrate the impact of globalization on HRP and compute the return on investment in HRP.	L3	PO2 PSO2 PSO5
CO4	Describe the meaning and features of Human Resource Information Systems (HRIS) and explain its components and functions. Outline the steps in designing HRIS and summarize the benefits, limitations, and security issues associated with HRIS	L2	PO1 PSO1 PSO2



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Department	Semester	Course
BMS	IV	Training and Development

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and describe Training, concepts of training, types of training, its process and estimate the need of training and Criteria for effective training programs for employees.	L1/ L2	PO1 PSO1
CO2	Explain and classify the development techniques as per job profile as well outline the counseling, Career planning and self development techniques.	L2	PO4 PSO1
CO3	Implement the management development programs and Execute methods of MDP for managers of companies	L3	PO4 PO5 PSO5
CO4	Illustrate Performance Management and analyze the requirements of Talent Management and Knowledge Management for Human Resource of companies.	L3/ L4	PO1 PSO2



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Department	Semester	Course
BMS	IV	Business Economics II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	To Analyze & overview of macroeconomic issues and introduces preliminary models for the determination of output, employment, interest rates, and inflation. Monetary and fiscal policies are discussed to illustrate policy application of macroeconomic theory. & To understand the process of income generation in an economy.	L1	PO1 , PSO 1
CO2	To Analyze & interpret the money supply, Demand for money, money & prices approaches according to various theories, inflation & its impact , monetary policy & its measures	L2	PO2 , PO3 PSO 2
CO3	Implement the theoretical knowledge of the constituent of Fiscal policy, the role of government for the provide public goods , instruments of fiscal policy, canons of taxation, Union budget concepts and example	L3	PO4,PO5 , PSO 4
CO4	Describe & understand theories of international trade, basis of international trade, foreign investment, Balance of payment, foreign exchange and foreign exchange market	L4	PO1, PO2 , PSO 3 ,



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Department	Semester	Course
BMS	IV	Auditing

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and describe basics of Auditing, difference between Accounting and Auditing, Investigation and Auditing, Analyzing errors and fraud, learning principles of Auditing and its application, types of auditing	L1	PO1 , PO2, PSO1 ,PSO2
CO2	Interpret and analyze Audit planning, audit program, audit working papers , audit notebook, understanding its structure,forms , approaches and factors affecting it.	L2	PO6, PO4, PSO3, PSO4
CO3	Analyzing audit techniques , tools, distinguish between test checking and routine checking, understanding Audit sampling, internal control and it's review, internal control	L3	PO1, PO3, PSO5 , PSO2
CO4	learning and application of audit techniques - vouching and verification, interpretation of audit of Income and Expenditure, Analyzing audit of assets, book debts, debtors and stock , categorize & calculation of audit of liabilities	L4	PO2, PO4 , PSO4, PSO5



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Department	Semester	Course
BMS	IV	IT in Business Management - II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Develop a clear understanding of the Information Technology	L6	PO1 PSO1
CO2	Demonstrate the ability to compute the dissemination of information via different formats.	L3/L2	PO2 PSO2
CO3	students are able to define and use various IT tools for solving Business problems.	L1	PO4 PO3 PSO3
CO4	Apply theoretical and practical approaches to business ethics.	L3	PO6 PO5 PSO4 PSO5



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Department	Semester	Course
BMS	IV	Business Research Methods

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Explain and outline the research, its process, set the objectives, Hypothesis, Research design and Sampling methods for business	L2/L3	PO4 PSO5
CO2	Identify the type of data, collection of data required for the research implementing method suitable to the research in Business.	L3	PO4 PSO5
CO3	processing and analyze the data applying concepts of research methodologies for business research	L4	PO4 PSO5
CO4	Ability to prepare Research Report and identify ethical issues viz plagiarism in the research report.	L3	PO3 PO6 PSO4



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Department	Semester	Course
BMS	IV	Production & Total Quality Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Explain key production concepts, such as process planning, scheduling, inventory management, quality control. Students learn to analyze case studies to understand real world applications.	L2 /L4	PO1 PSO1 PSO2
CO2	Acquiring comprehensive knowledge related to material management, Understanding and learning various inventory control, developing skills in supplier relationship management.	L2	PO1 PSO1
CO3	Describe the concept and importance of productivity in various industries and sectors.	L1	PO1 PSO1
CO4	Developing skills in quality auditing and inspection. Applying quality management principles to enhance organizational performance and competitiveness.	L3	PO2 PSO3



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Department	Semester	Course
BMS	V	Logistics & Supply Chain Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Summarize comprehensive knowledge of logistics, supply chain management, strategies and practices involved and describe how logistics and supply chain management contribute to organizational success and competitive advantages.	L1/L2	PO1 PSO1
CO2	Outline the essential components that make up the logistics mix and analyze, design and implement effective logistic strategies.	L2/ L4 /L3	PO1 PSO1 PSO3
CO3	Explain the significance of effective inventory management in achieving operational efficiency. Recall the different types of logistics costs, including transportation and warehousing. Apply performance measurement techniques to collect, analyze, and interpret performance data	L1/ L2/L3	PO1 PSO1 PSO5
CO4	Explain the significance and potential impact of recent trends on logistics and supply chain operations. Analyze case studies and real-world examples to assess how organizations are leveraging recent trends to improve supply chain agility, visibility, and responsiveness to customer demands.	L4	PO4 PSO2 PSO4



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Department	Semester	Course
BMS	V	Corporate Communication & Public Relations

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the foundational concepts of corporate communication	L1	PO1 PO3 PSO1 PSO4
CO2	Explain fundamental principles of public relations, emergence of public relations, its environment, and the theories used in the field.	L2	PO3 PSO2 PSO3 PSO4
CO3	Demonstrate knowledge of corporate communication and public relations functions, to analyze real-world scenarios and develop effective communication strategies.	L3	PO2 PO3 PSO3 PSO4
CO4	Identify the impact of technology on corporate communication and public relations and the role of information technology and corporate blogging in enhancing communication effectiveness.	L4	PO1 PO3 PSO1 PSO4



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Department	Semester	Course
BMS	V	Financial Accounting

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Outline the principles and procedures involved in the preparation of financial accounts for companies, including the preparation of balance sheets and profit and loss accounts in accordance with accounting standards and regulations.	L1	PO1 PO2 PSO1 PSO3
CO2	Examine and analyze regulations related to the underwriting of shares and debentures, including the legal requirements, responsibilities of underwriters, and the process of underwriting securities issuance, demonstrating an understanding of their implications on company financing.	L3 & L4	PO1 PO2 PSO2 PSO3
CO3	Apply accounting principles and techniques to account for transactions denominated in foreign currency, including the identification, measurement, and recording of foreign currency transactions, as well as the translation of foreign currency financial statements into the reporting currency.	L3	PO1 PO2 PSO1 PSO3
CO4	Defend the necessity of ethical behavior in accountancy, considering ethical principles, codes of conduct, and professional standards governing the accounting profession.	L2	PO6 PSO4



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Department	Semester	Course
BMS	V	Direct Tax

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define the core concepts of provisions of determining residential status of individual and applying all rules in actual practice	L1	PO1 PSO1 PSO3
CO2	To identify & compute tax as per various heads of income as per income tax rules	L1/L3	PO1 PO2 PSO1 PSO3
CO3	Outline the knowledge of various deductions from total income and examine its impact on business & entity.	L2/L3	PO1 PO2 PSO1 PSO3
CO4	Categorize and compute taxable income of individuals as per income tax rules	L3/L4	PO1 PO2 PSO1 PSO3



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Department	Semester	Course
BMS	V	Investment Analysis & Portfolio Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the fundamental concepts of risk and return associated with various investment avenues, including stocks, bonds, mutual funds, and other financial instruments, and demonstrate proficiency in calculating and analyzing these concepts.	L1 & L3	PO1 PSO1
CO2	Interpret and explain terms commonly encountered in financial literature, such as beta and the Capital Asset Pricing Model (CAPM), in order to enhance understanding and correlation with real-world financial scenarios as presented in newspapers, magazines, and other media sources.	L2 & L3	PO1 PSO1 PO2 PSO3
CO3	Apply various models and techniques of security and portfolio analysis to evaluate investment opportunities, construct diversified portfolios, and manage investment risks effectively, demonstrating the ability to utilize theoretical concepts in practical investment decision-making.	L3	PO1 PSO1 PO2 PSO3
CO4	Analyze and evaluate the performance of investment portfolios using advanced analytical tools and techniques and making informed recommendations for portfolio optimization and risk management.	L4	PO2 PSO3 PO3 PSO4



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Department	Semester	Course
BMS	V	Wealth Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall and define the key concepts and components of wealth management, code of ethics for wealth managers which will demonstrate proficiency in identifying the needs and expectations of clients in wealth management, fostering a foundational understanding of the field.	L1/L3	PO1 PO6 PSO1 PSO4
CO2	Analyze and interpret personal financial statements, demonstrating comprehension of financial literacy, goals, and planning and evaluate cash flow patterns and life cycle management principles, synthesizing information to construct comprehensive financial plans tailored to individual circumstances.	L2/L4	PO1 PO2 PSO1 PSO3
CO3	Demonstrate the application of economic environment analysis by assessing interest rates, yield curves, and key economic indicators and utilize this knowledge to anticipate market trends and make informed investment decisions, thereby enhancing their ability to manage financial assets effectively	L3	PO1 PO2 PSO1 PSO3
CO4	Integrate insurance and investment planning strategies, discerning between different types of risks and asset allocation approaches and conduct risk profiling of investors and analyze asset allocation strategies, applying critical thinking to design goal-based financial plans and optimize investment outcomes.	L4	PO2 PO3 PSO3 PSO4



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Department	Semester	Course
BMS	V	Customer Relationship Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and Describe CRM and CRM concepts, also to categorize Customer Relations with companies. Ability to explain Relationship Development Strategies	L1/L2	PO1 PO2 PSO1 PSO2
CO2	Implement CRM Marketing initiatives, Examine CRM and Customer service through Call centers. Also ability to classify the forms of Data and data analysis methods used in CRM.	L3 /L4	PO1 PO2 PSO1 PSO2
CO3	Explain customers' understanding and its significance in CRM, CRM Strategy Cycle. And demonstrate planning and Implementation of CRM methodologies in companies.	L2/L3	PO4 PSO5
CO4	Explain and execute the current trends in CRM like- Mobile CRM, Social Network CRM, E CRM and outline the ethical issue in CRM	L3/L2	PO4 PO6 PSO2 PSO4



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Department	Semester	Course
BMS	V	E-Commerce & Digital Marketing

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Understand the key concepts and features of e-commerce, its impact on business, and the differences between traditional commerce and e-commerce. Students will apply their understanding of the driving forces behind e-commerce and m-commerce growth to analyze real-world examples in sectors such as retail, banking, and education.	L2/L3	PO1 PO4 PSO1
CO2	Identify and describe e-commerce and digital marketing concepts, business models, and applications at the comprehension level. They will demonstrate the application of critical thinking skills by evaluating the effectiveness of strategies and approaches in launching an e-business and executing digital marketing campaigns at the analysis level.	L1/L4	PO2 PO4 PSO2
CO3	Analyze the importance of privacy and security in e-business, evaluating the features and various types of electronic payment systems, payment gateways, and transaction security. They will also synthesize their understanding of e-commerce laws, discerning the necessity for these regulations, their application in India, and the legal complexities surrounding e-commerce, articulating their insights in simple terms.	L4/L6	PO6 PSO1
CO4	Understand the fundamentals of digital marketing and its benefits and drawbacks. They will also gain practical knowledge in various digital marketing activities, such as SEO, SEM, content marketing, and social media marketing, along with online advertisement, marketing research, and PR techniques, aiming to enhance web traffic and stay updated with the latest strategies in the field.	L1	PO1 PSO1 PSO3



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Department	Semester	Course
BMS	V	Service Marketing

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Explain the importance of service marketing in today's economy and the difference between marketing goods and services. Apply marketing theories and frameworks to analyze service marketing strategies, including segmentation, targeting and positioning.	L2 / L3	PO1 PSO1 PSO2
CO2	Explain the significance of each element in the service marketing mix and how they differ from traditional product marketing mix elements. Analyze case studies and real-world examples of various service marketing mix strategies in achieving organizational objectives.	L4	PO1 PO2 PSO1 PSO3
CO3	Explain the importance of service quality in achieving customer satisfaction and loyalty. Apply several models of service quality. Additionally they may explore the role of employee training and empowerment in delivering high-quality services.	L2 L3	PO1 PO5 PSO1 PSO3
CO4	Identifying key factors that drive companies to adopt transnational strategies. Discussing the ethics in service marketing.	L1/ L2	PO6 PSO3



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Department	Semester	Course
BMS	V	Sales & Distribution Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Discuss the meaning, role, functions and significance of sales management, Identifying the qualities and skills required for effective sales management. examining the evolution of distribution channels	L1/ L2	PO1 PO2 PSO PSO3
CO2	Explain the importance of market analysis in identifying customer needs, preferences, and market opportunities,by mastering the concepts students will be equipped with the knowledge and skills necessary to analyze markets effectively.	L1/L4	PO1 PO2 PSO1 PSO3
CO3	Classify the distribution channel, their roles and functions of various channel partners. Analyze distribution channel performance and effectiveness using key performance indicators (KPIs) such as distribution reach, channel efficiency, inventory turnover, and customer service levels.	L1/L3	PO1 PSO1 PSO2
CO4	Analyze the implications of emerging trends on organizational performance, ethical decision-making, and sustainable business practices.	L4	PO6 PSO2 PSO4



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Department	Semester	Course
BMS	V	Finance for HR Professionals and Compensation Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Explain and outline Compensation Plans, Pay Structures. Also to illustrate and Interpret the compensation design of various companies.	L2/ L3	PO4 PO1 PSO1 PSO3
CO2	Classify and compare incentive plans of various job profiles as well as analyze the wage theories implemented. And ability to describe Wage Differential concepts.	L3/L4	PO2 PSO5
CO3	Analyze compensation given to Special group employees, and apply Human Resource accounting methods. Discuss the recent trends in compensation	L4/L3	PO2 PSO2
	Describe the Legal framework in India and role of institutes influencing compensation scenario and outline the challenges and Ethical issues in compensation	L1/L2	PO1 PO6 PSO3



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Department	Semester	Course
BMS	V	Performance Management & Career Planning

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Discuss and explain the concepts of Performance Management in organization and examine the role of technology in PM.	L2/L3	PO1 PSO1
CO2	Implement a performance plan, apply performance monitoring and categorize performance appraisal methods for different job profiles in companies.	L3 /L4	PO4 PO1 PSO5
CO3	Interpret the issue and challenges related to underperformance, ethical issue as well as explain Potential appraisal concept	L2 / L3	PO2 PO6 PSO4
CO4	Outline and illustrate the Career Planning and development practices for employees of the company.	L2	PO1 PSO2 PSO1



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Department	Semester	Course
BMS	V	Industrial Relations

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and describe Industrial Relations System/Principles and to explain impact of Liberalization, Privatisation and Globalization on Indian IR.	L1/L2	PO1 PSO1 PSO3
CO2	Classify and discuss Industrial Disputes and Employee Discipline enforcement codes applicable to companies and outline Grievance Handling, Grievance Redressal Procedure in India.	L2	PO2 PSO3
CO3	Examine the role of Trade Unions and Central Organisations of Indian Trade Unions, As well the Collective Bargaining in India	L3	PO4 PO6 PSO1
CO4	Outline the Role of Judiciary and Laws in Industrial Relations in India.	L3	PO1 PSO1 PSO2 PSO5



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Department	Semester	Course
BMS	V	Stress Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Explain with examples the nature and causes of Stress, Describe the effects of stress on human life.	L1/ L2	PO1 PSO1
CO2	Outline and demonstrate stress prevention and redressal mechanisms for self as well as employees of the organization.	L3	PO2 PO3 PSO4
CO3	Integrate Stress management interventions and stress prevention mechanism at work place	L4	PO4 PO6 PSO4
CO4	Examine and use Stress management principles in order to achieve high levels of performance such as stress therapy, counseling, Assessment and audit, value education and other	L3	PO4 PSO5



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Department	Semester	Course
BMS	VI	Operations Research

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall the fundamental concepts of transportation problems, assignment, and operations management, including their definitions, significance in business contexts, and everyday applications.	L1	PO1 PSO1 PO2
CO2	Interpret and explain the concepts of linear programming problems, decision theory, and game theory, demonstrating an understanding of their principles, assumptions, and implications for solving everyday business problems.	L2	PO1 PO2 PSO1
CO3	Demonstrate analytical techniques learned in the course to solve practical business problems related to transportation, assignment, and operations management, utilizing linear programming models, decision-making frameworks, and game-theoretic approaches effectively.	L3	PO1 PO2 PSO1 PSO3
CO4	Identify and relate complex business scenarios using the concepts of transportation problems, assignment, and operations management, identifying optimal solutions, potential trade-offs, and the impact of decision-making strategies on business performance and efficiency.	L4	PO1 PO2 PSO1 PSO3



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Department	Semester	Course
BMS	VI	Project Work

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Outline the principles and methodologies of research in the study area, including research design, data collection techniques, analysis methods, and interpretation of findings.	L1	PO1 PSO1
CO2	Interpret and analyze relevant literature and existing research within the study area, demonstrating an understanding of key concepts, theories, and empirical evidence.	L2 & L4	PO1 PO2 PO4 PSO1
CO3	Apply research methodologies and techniques learned in the course to formulate, prepare, and execute a project work either through research methodology or internship, demonstrating practical skills in data collection, analysis, and presentation.	L3	PO1 PO2 PO4 PSO5
CO4	Explain the project work based on research methodology or internship, critically assessing the research question, methodology, findings, and implications, and synthesizing insights to draw conclusions and make recommendations for further study or practical application.	L4	PO3 PO4 PSO4 PSO5



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Department	Semester	Course
BMS	VI	Strategic Financial Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Illustrate fundamental aspects of corporate finance management.	L2	PO1 PSO1
CO2	Have a comprehensive outline of corporate governance and assurance with respect to the finance sector.	L1	PO1 PO6 PSO3 PSO4
CO3	Use the basic concepts, functions, process, techniques of financial management to solve problems such as dividend policies and Advanced techniques of capital budgeting.	L3	PO2 PSO3
CO4	Showcase and Integrate elementary knowledge required to work in the banking & finance industry.	L1 & L4	PO1 PSO1 PO2 PSO3



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Department	Semester	Course
BMS	VI	Indirect Tax

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Recall and differentiate between direct taxes and indirect taxes, citing their respective advantages and disadvantages.	L1	PO1 PSO1 PSO3
CO2	Interpret the genesis of GST in India, its constitutional basis, and the comprehensive framework encompassing CGST, IGST, SGST	L2	PO1 PSO1 PSO3
CO3	Examine the provisions of GST to classify different types of supplies under Schedule I, II, and III of the CGST Act, and calculate the place, time, and value of supply in diverse scenarios.	L2/L3	PO1 PO2 PSO1 PSO2 PSO3
CO4	Identify and Relate the implications of registration requirements under the CGST Act, evaluate computation methods for interstate and intrastate supplies, and critically assess procedures for tax payment, interest, TDS, and TCS in the context of GST compliance.	L4	PO1 PO2 PSO1 PSO2 PSO3



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Department	Semester	Course
BMS	VI	International Finance

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Outline the fundamental aspects of international finance, including key terms, concepts, theories, and historical developments shaping the field.	L1	PO1 PSO1 PSO3
CO2	Interpret and summarize the comprehensive overview of international finance as a distinct domain within the broader context of international business, identifying its unique characteristics, challenges, and opportunities.	L2	PO1 PSO1 PSO3
CO3	Apply the basic concepts, functions, processes, and techniques of international finance to analyze real-world scenarios and case studies, demonstrating an understanding of how these concepts operate in the globalized market.	L3	PO1 PO2 PSO1 PSO2
CO4	Explain the role, functions, and functioning of international finance within the globalized market, evaluating its impact on economic policies, financial markets, multinational corporations, and global trade dynamics.	L4	PSO3 PSO4 PO1 PO2



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Department	Semester	Course
BMS	VI	Project Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define & describe project management , organization structure, project initiation & practical application in project selection , its risks, conflicts of project management & project planning	L1	PO1 PO2 PSO1
CO2	Apply , calculate & demonstrate project feasibility, market, technical & operational analysis	L2	PO2 PSO3
CO3	Analyze , arrange & compare fund estimation in project, risk management & cost benefit in project.	L3	PO4 PSO5
CO4	Access & evaluate new dimensions in project management, modern development , project monitoring & controlling , project termination & solving project management problems	L4	PO4 PSO2 PSO5



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Department	Semester	Course
BMS	VI	International Marketing

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Ability to explain International Marketing, its Advantages and Challenges and compare IM and its application with Domestic Marketing.	L2	PO1 PSO1 PSO2
CO2	Ability to examine and interpret International Marketing Environment for making marketing decisions and outline International Marketing Research	L3	PO4 PSO3 PSO5
CO3	Ability to evaluate and analyze International Marketing decisions taken by the companies referring the marketing scenario	L4	PO2 PSO2
CO4	Ability to demonstrate- Developing International Marketing Plan, International strategies, and International Marketing of Services of various companies	L3	PO4 PSO5



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Department	Semester	Course
BMS	VI	Retail Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the concept, significance, scope of retail management, retail formats, emerging retail trends.	L1	PO1 PSO1
CO2	Discuss factors influencing retail shoppers and illustrate changing profile of retail shoppers, role of market research, CRM in retail, store location selection, and HRM in retail.	L2	PO1 PO3 PSO2 PSO5
CO3	Implement principles of merchandise management, lifestyle merchandising, private labels, and retail pricing strategies.	L3	PO1 PSO2 PSO5
CO4	Classify retail store operations, store design and layout principles.	L4	PO2 PSO3



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Department	Semester	Course
BMS	VI	Brand Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the fundamental concepts and theories of branding, also discuss the impact of branding on consumer behavior and loyalty. Analyze the case study and understand real world application of brand management.	L1/ L2 /L4	PO1 PO2 PSO1 PSO3
CO2	Recall the fundamental concepts and theories related to brand marketing programs. Interpret market research data and consumer behavior trends to inform branding decisions. Summarize the relationship between brand identity, positioning, and consumer perception.	L1/L2	PO1 PO4 PSO1 PSO2
CO3	Describe the importance of brand performance measurement in marketing strategy. Developing the skills to communicate brand performance insights to stakeholders effectively.	L1	PO1 PO2 PSO1 PSO3
CO4	Apply strategies and tactics to grow and sustain brand equity over time, including brand extension, brand repositioning and brand leveraging. Analyze case studies and real-world examples to evaluate successful and unsuccessful brand equity management strategies and their implications.	L3/L4	PO4 PSO2



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Department	Semester	Course
BMS	VI	Media Planning & Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the roles and significance of media in business and consumer buying decisions, recognizing the impact of marketing objectives on media planning. Apply regulatory frameworks to ensure compliance in media operations and evaluate media research sources for assessing media performance and audience metrics.	L3/L4	PO4 PO6 PSO5
CO2	Develop and formulate effective media strategies by conducting thorough situation analyses and defining clear steps in formulating these strategies. This involves defining the target group, prioritizing markets, allocating media weights, selecting an appropriate media mix, and scheduling media activities to achieve marketing goals.	L6	PO2 PO4 PSO4
CO3	Explain the factors influencing the framing of a media budget, including advertising tasks, competitive frameworks, market dominance, market coverage, media costs, market tasks, pricing, and purchase frequency. Demonstrate the ability to create a media buying brief and negotiate effectively in media buying, utilizing key elements of art in media buying such as negotiation techniques and client feedback integration.	L2/L3	PO1 PO3 PSO1
CO4	Interpret basic metrics such as Reach, Cumulative/Frequency Reach, Discrete & Cumulative distribution, Average Opportunity to See (AOTS), and Effective frequency/Reach. Evaluate Television Metrics including Dairy v/s People meter, TRP/TVR, Program Reach & Time Spent, Stickiness Index, and Ad Viewership.	L3/L5	PO2 PSO1



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Department	Semester	Course
BMS	VI	HR in Global Perspectives

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the meaning, features, and significance of International HRM, and explain the differences between International HRM and Domestic HRM. Outline the various approaches to IHRM and summarize the role of IHRM in cross-cultural management.	L1/L2	PO1 PSO2 PSO1
CO2	Classify the components of international recruitment and selection, and illustrate the approaches to international compensation. Examine cross-cultural training advantages and issues, and interpret factors influencing international performance management.	L3	PO1 PSO4
CO3	Analyze the concepts of PCNs, TCNs, and HCNs, and differentiate the factors influencing the selection and effectiveness of expatriates. Organize the steps in the repatriation process and explain the challenges faced by repatriates.	L4	PO4 PSO5 PSO2
CO4	Explain emerging trends in International HRM and examine offshoring and its impact on HRM in India. Outline the role of technology in IHRM and interpret the challenges of managing international projects and virtual organizations.	L2/L3	PO4 PSO2



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Department	Semester	Course
BMS	VI	Human Resource Management in Service Sector Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define and describe service organizations their classifications, explain the importance of layout and design in service organizations with servicescape, identify the roles of service employees and customers in the service process and define the concept of the moment of truth in service encounters.	L1/L2	PO1 PSO2 PSO1
CO2	Apply the principles of human element management, including the Services Triangle, emotional labor strategies, recruitment and selection techniques, and employee empowerment, to enhance service quality and address challenges faced by frontline employees in the service sector.	L3	PO4 PSO1 PSO2
CO3	Analyze strategies to address HR issues and challenges in various service sectors, and explain service quality gaps, effective service delivery through agents and brokers, and HRM in public and non-profit organizations.	L2/L4	PO6 PO2 PSO2
CO4	Apply human resource planning evaluation processes, examine service leadership strategies and implement techniques to retain top talent while considering attrition cycles and the impact of globalization on organizational effectiveness in the service sector.	L3	PO5 PSO5



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Department	Semester	Course
BMS	VI	Workforce Diversity

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Define workforce diversity, describe its features and significance, and identify the dimensions, advantages, and limitations of having a diverse workforce, including the positive and negative effects of workforce diversity in the workplace.	L1/ L2	PO1 PSO1 PSO2
CO2	Examine the steps to recruiting and retaining a diverse workforce with application of HRM functions and illustrate workforce diversity contribution to organizational performance and sustainable competitive advantage.	L3	PO4 PSO5
CO3	Analyze and categorize organizational strategies for managing workforce diversity, workplace inclusion strategies through corporate leadership, diversity training, and mentoring, and explain the concept of diversity management programs, corporate culture's impact on diversity, techniques and approaches to diversity management systems.	L4	PO4 PSO5
CO4	Implement best practices in achieving workforce diversity, illustrate the role of technology in handling diversity, and apply recent trends and ethical considerations to manage a diverse and multicultural workforce effectively.	L3	PO6 PSO4



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Department	Semester	Course
BMS	VI	Indian Ethos in Management

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Explain concepts and principles of Indian Ethos and identify and compare the principles practiced by Indian companies with those found in Indian scriptures such as Vedas, Mahabharata, Bible, Quran, and Kautilya's Arthashastra, infer their impact on Indian heritage in business, management, production, and consumption.	L2/ L3	PO1 PSO1 PSO2
CO2	Ability to outline the concepts of Work ethos, its dimensions, level and categorize the values relevant to Indian managers, discuss the importance of value-based management in a global context.	L1/ L2	PO6, PSO1 PSO4
CO3	Interpret and illustrate stress management techniques to redress various types of stress at work. Demonstrate the advantages of meditation and yoga in promoting mental health and its significance in management. Implement contemporary approaches to leadership in stress management.	L3	PO3 PSO5
CO4	Compare the features, advantages, and disadvantages of the Gurukul and modern learning systems. Outline the principles of Karma to managerial practices and illustrate their relevance in corporate settings.	L4/L3	PO4 PSO5