



**KARNATAKA SANGHA'S
MANJUNATHA COLLEGE OF
COMMERCE**

Kanchangaon, Khambalpada, Thakurli (E), Dist. Thane -421 201.



Programme Outcomes

Programme Specific Outcomes

And

Course Outcomes

(PO – PSO – CO)

BACHELOR IN MANAGEMENT STUDIES
(BMS)

Karnataka Sangha's
Manjunatha College of Commerce, Thakurli

BACHELOR IN MANAGEMENT STUDIES (BMS)

PROGRAMME OUTCOME

PO1: Learners will be empowered to continuously learn, improvise, adapt and grow in the competitive scenario.

PO2: Learners will be equipped with managerial skills and competencies required in 21st Century.

PO3: Learners will acquire ability to apply the management functions and theories.

PO4: It will develop their critical thinking and problem-solving ability.

PO5: It will enable the learners to pursue post- graduation courses in Management.

PROGRAMME SPECIFIC OUTCOMES:

HUMAN RESOURCE

PSO 1: The learners under HR specialization would be able to understand the different concepts and strategies used in managing human resources.

PSO 2: It enables students to acquire the knowledge on broad aspects of recruitment, selection, Training and Development, Performance appraisal, Employee Relations and Welfare, Employee Engagement, Workforce Diversity and Human Resource Management in Global Perspectives

PSO 3: Students would develop the skills catering to the needs of HR department in contemporary organization.

MARKETING

PSO 1: Marketing specialization enables the learners to understand the different marketing strategies, which can be used for the business growth

PSO 2: It specializes the students to learn the marketing tools used under different market segments, market scenarios in national and international level.

PSO 3: Learners will be able to analyse internal and external marketing environment and the strategies to be implemented to improve the overall business growth.

FINANCE

PSO 1: Students who enrolled under Finance specialization will be able to understand the broad concepts of Financial Management, Tax, Costing and Portfolio Management, etc.

PSO 2: They will be capable to analyze the financial performance of an organization by applying suitable accounting practices

PSO 3: It enhances learners' knowledge on various financial markets.

COURSE OUTCOMES

FYBMS SEM I

Introduction to Financial Accounts

CO1: Learners will understand the identification, recording, classification and summarization of business transactions.

CO2: Learner will be able to compute Profit/Loss for the year and to know the financial position of business.

Business Law

CO1: Learners will gain conceptual clarity about various legal aspect of business.

CO2: Learners will understand the basics of Business Law.

Business Statistics

CO1: It will encourage the learners to make use of statistics in day -to -day life.

CO2: Learners will be equipped with the knowledge related to forecasting.

Business Communication I

CO1: The learners will demonstrate an awareness of the process, channels, methods, and modes of communication.

CO2: The learners will be able to identify the physical, linguistic, socio-psychological and organizational barriers to communication.

CO3: The learners will acquire the relevant skills for preparing resumes, drafting acceptance and resignation letters.

CO4: The learners will have enhanced listening, speaking, reading and writing skills.

Foundation Course I

CO1: Learners will be aware about various social issues and societal problems.

CO2: Learners will understand common social issues in daily life.

Foundation of Human Skills

CO1: To understand basic human skills, introduction to group behavior, organizational culture & motivation at workplace.

CO2: Students will be able learn the basic human skills required in the society as well as in organization.

Business Economics I

CO1: The Learner will be able to implement classical theories of Micro Economics.

CO2: The learner will be able to explain and apply the concepts Market Decision and Analysis and Market Structure.

CO3: The learner will be able to recognize and explain various pricing techniques and compute prices using each of the techniques.

FYBMS SEM - II

Principles of Marketing

CO1: It will clarify the fundamental concepts and terminologies used in marketing.

CO2: Learners will understand the different principles and practices of marketing

Industrial Law

CO1: Learners will gain knowledge relating to Trade Unions and industrial disputes

CO2: They will be able to understand the various laws relating to it.

Business Mathematics

CO1: Learners will be introduced to various concepts of mathematics useful in business

CO2: Learners will be able to do financial calculations with more ease.

Business Communication-II

CO1: The learners will be able to make presentations, participate in group discussions and summarize passages.

CO2: The learners will demonstrate an awareness of interview skills.

CO3: The learners will draft Notices, Agenda, Resolution, and letters of inquiries, complaints, sales.

CO4: The learners will be able to submit letters of Consumer Guidance Cell letter and RTI.

Foundation Course II

CO1: Learners will become familiar with the concepts of liberalization, privatization and globalization etc.

CO2: They will understand the effect of LPG reforms in India, fundamental rights etc.

Business Environment

CO1: Learners will get clarified on the various concepts of Business and its aspects – internal and external environment of Business, Business ethics, WTO, GATT.

CO2: Learners will know about Business Environment, Business Ethics, WTO, GATT etc.

Principles of Management

CO1: Learners will understand the basic concepts and management theories.

CO2: Learners will understand the principles and various functions of management.

SYBMS SEM - III

Basics of Financial Services

CO1: Learners will understand financial system, tools and types, instruments in financial markets.

CO2: Learners will become familiar with financial services available.

Corporate Finance

CO1: Learners will understand practically and theoretically the financial management in corporate world.

CO2: Learners will be familiar with the tools and techniques and the process of financial management for decision making.

Advertising

CO1: Learners will get insight into various aspects related to advertising.

CO2: Learners will be able to understand the growing importance of advertising in business.

Consumer behavior

CO1: Learners will understand the behavior of customers in different Market situation.

CO2: Learners will know the factors influencing consumer behavior.

Information Technology in Business Management - I

CO1: Learners will be familiar with basic concepts of Information Technology.

CO2: Learners will be able to understand its practical utility in business management.

Foundation Course – III Environmental Management

CO1: Learners will understand the basic principles of the Ecology.

CO2: Learners will its use in achieving sustainability and the Rights of citizens.

Business Planning & Entrepreneurial Management

CO1: It will enhance the knowledge of learners on business planning Entrepreneurship management for managers.

CO2: Learners will be able to understand the requirements and factors to be considered for starting up their own enterprises.

Accounting for Managerial Decisions

CO1: Learners will be acquainted with basic accounting fundamentals.

CO2: Learners will know to prepare and use the accounting tools for analyzing and decision making.

Strategic Management

CO1: The learners will understand different strategies to be used for managing business.

CO2: Learners will know the details of strategic management process.

Recruitment and Selection

CO1: Learner will be aware of recruitment policies and selection procedure followed by the organization.

CO2: Learner will understand different concepts and aspects related to Recruitment and Selection.

Employee's relations and welfare

CO1: Learners will come across the various types of laws related to employees.

CO2: They will know about the employees' relations, their types, welfare measures etc.

SYBMS SEM - IV

Information Technology in Business Management-II

CO1: Learners will understand managerial decision-making in IT & MIS reports, ERP, CRM, SCM etc.

CO2: They will know its utility in business management.

Foundation Course–IV Ethics & Governance

CO1: Learners will understand significance of ethics and practices in business.

CO2: They would understand the significance of Governance in business.

Business Economics- II

CO1: Learners will understand basic macro economic theories and models.

CO2: They would understand principles of macroeconomics.

Business Research Methods

CO1: It will inculcate research culture among the learners.

CO2: Learners will be able to enhance their research skills and use it in their project work.

Production & Total Quality Management

CO1: Learner will be familiar with the different production and quality management techniques, inventory control, warehousing etc.

CO2: They will be able to understand the importance of TQM in business.

Human Resource Planning & Information System

CO1: Learners will gain knowledge in the field of human resources planning and information systems.

CO2: Learners will understand the practical utility of it.

Training & Development in HRM

CO1: Learners will become aware of various concepts related to Training & Development in HRM.

CO2: Learners will understand the various methods used for training and development of managers.

Rural Marketing

CO1: Learners will acquire knowledge about the various marketing communication systems.

CO2: They will know the importance of IMC in competitive market environment.

Auditing

CO1: Learners understand about auditing system in various companies.

CO2: They gain knowledge about professional ethics, rules and regulations relating to auditing.

Financial Institutions & Markets

CO1: Learners will study the various financial institutions.

CO2: Learners will understand various aspects of different financial market in India.

TYBMS SEM - V

Investment Analysis and Portfolio Management

CO1: Students will become familiar with the concepts of investment and portfolio management.

Wealth Management

CO1: Learners will be acquainted with the various aspects related to wealth management.

CO2: Learners will gain knowledge of managing their own wealth.

Financial Accounting

CO1: Learners will understand the different financial accounting terms and transactions.

CO2: Learners will be able to demonstrate the final accounts of the organization.

Direct Taxes

CO1: Learners will be able to understand the various heads for the taxes.

CO2: They will be able to compute taxable income.

Service Marketing

CO1: Learners will understand features and key elements of services marketing.

E-Commerce and Digital Marketing

CO1: Learner will acquire various insights on e-commerce and digital marketing.

CO2: They will be able to understand the importance of Ecommerce and digital marketing.

Sales and Distribution Management

CO1: Learners will develop understanding of the sales & distribution processes in organization.

CO2: They will be able to develop a basic understanding of the sales and distribution management.

Customer Relationship Management

CO1: Learner will understand concept of Customer Relationship Management (CRM) in marketing field.

CO2: They will know various techniques of CRM and its importance.

Logistics and Supply Chain Management

CO1: Learner will gain insights in logistics, SCM, transportation modes, inventory control and warehousing.

CO2: Learners will be familiarized with the basic concepts of logistics and SCM.

Corporate Communication & Public Relations

CO1: The learners will acquire the conceptual understanding of corporate communication and implementation of ethical code in it.

CO2: The learners will learn about the evolution of public relation and its theories (systems theory, social exchange theory, situational theory, diffusion theory).

CO3: The learners will be equipped to implement corporate communication in various communication function.

CO4: The learners will be able to demonstrate the implementation of ICT in different types of corporate communication.

Finance for HR Professionals & Compensation Management

CO1: Learners will get to know about compensation management.

CO2: Learners will be aware of various types and methods of financial terms used in HRM

Strategic Human Resource Management & HR Policies

CO1: Learners will be aware of strategies used in HRM

CO2: Students will understand various HR policies and practices in strategic HRM.

Performance Management & Career Planning

CO1: Learners will learn about managing employee performance in organization.

CO2: Learners will understand career planning process and its importance.

Industrial Relations

CO1: Learners will understand importance of industrial relations.

CO2: Learners will come to know about Industrial Act, their policies, employer-employee relationship.

TYBMS SEM - VI

Operations Research

CO1: Learning Operations Research will make it easy to take better business decisions using different models.

CO2: Models like Assignment Problem and Transportation problem will help to minimize the cost/maximize profit. LPP will help to minimize the cost or maximize the profit utilizing available resources.

CO3: Networking model will teach how to handle a project using PERT and CPM, how to estimate the project duration, how to crash the project, etc.

Innovative Finance Services

CO1: Learners will be familiar with the fundamental aspects of various issues associated with finance.

CO2: Students will be able to understand different financial services in recent times.

Project Management

CO1: The learner will become familiar with the fundamental aspects of various issues associated with project management in organization.

Strategic Financial Management

CO1: Learner will acquire basic knowledge on financial management.

CO2: Learners will be able to identify the strategies used in financial management in current market scenario.

Indirect Taxes

CO1: Learners will understand the basics of GST and computation of GST.

Brand Management

CO1: Learners will be clear about basics of Brand Management

CO2: They will understand its significance in competitive market.

Retail Management

CO1: Learners will be able to understand the concepts and operations of retail management.

International Marketing

CO1: Learners will be able to understand the basic concepts of international marketing.

CO2: They will be aware of the marketing challenges faced at global level.

Media Planning and Management

CO1: Learners will understand Media Planning with reference to current business scenario.

Project work

CO1: The learners will gain practical knowledge of undertaking research work.

CO2: It will help learners to develop their research skills useful for undertaking major research work in future.

HRM in Global Perspective

CO1: Learners will understand the importance of HRM in global perspective.

CO2: They will be aware of various HR practices followed at global level.

HRM in Service Sector Management

CO1: Learners will acquire understanding of various concepts in service sector management.

CO2: Learners will know about various aspects of human resource management in service sector.

Workforce Diversity

CO1: Learners will be aware of diversified workforce in organization.

CO2: They will know the ways of managing workforce diversity.

Human Resource Accounting and Auditing

CO1: Learners will become familiar with the concept and importance of human resource accounting.

CO2: They will understand application of HRA and Auditing practices related to it.
