

Karnataka Sangha's Manjunatha College of Commerce, Thakurli

BACHELOR IN MANAGEMENT STUDIES (BMS)

Programme outcome:

1. Empowers students to create synergies amongst the most diverse set of variables and the ability to continuously learn, improvise, adapt, energize, excel and grow in the competitive scenario.
2. Visualizes theoretical and practical exposures of business environment and motivates students to incorporate such changes in the future organization.
3. Creates ability to apply knowledge of management functions and theories to solve business risks.
4. Ability to understand, analyze and communicate regional, national, global economic, legal and ethical aspects of business.
5. Develops the critical thinking and problem-solving capability in young minds.

COURSE OUTCOMES:

F.Y. B.M.S (SEM I)

	Learning Objectives	Learning Outcomes
Introduction to Financial Accounts		
	To study the identification, recording, classification and summarization of business transactions in terms of accounts	Students will understand the identification, recording, classification and summarization of business transactions.
	To study the computation of Profit/Loss by comparing the incomes with expenses relating to a particular period.	Students will understand the computation of Profit/Loss for the year and to know the financial position of business.
Business Law		
	To study the different concepts of business in legal aspect.	To understand the basics of Business Law.

Business Statistics	
To encourage the students to make use of statistics in day -to - day life.	Students will be equipped with the knowledge related to forecasting.
Business Communication I	
To study the components of effective communication and soft skills	Students would learn to boost their communication more effectively.
Foundation Course I	
To create awareness among students about various social issues and societal problems.	Students will understand common social issues in daily life.
Foundation of Human Skills	
To understand basic human skills, introduction to group behaviour, organizational culture & motivation at workplace.	Students will be able learn the basic human skills required in the society as well as in future organization.
Business Economics I	
To make the students understand the different concepts of economics related to business world.	Students would know about the market economy and its composition in current scenario.

FYBMS SEM II

Principles of Marketing	
Define the different principles and practices of marketing	Students will understand key terms, topics and concepts of marketing
Industrial Law	
To create knowledge relating to Trade Unions and industrial disputes	Students will be able to understand the various laws relating to Trade Unions and industrial disputes

Business Mathematics	
To introduce the concepts of mathematics in business	Students will find themselves capable of understanding financial calculations with more ease.
Business Communication -II	
To create and increase the soft skills, interview skills, GD, presentation skills of students	Students will be familiar with oral and group communication skills to enable better presentation during interviews and group discussions

Foundation Course II	
To orient students with the concepts of liberalization, privatization and globalization etc.	To enhance students' conceptual clarity on the effect of LPG reforms in India, fundamental rights etc.
Business Environment	
To make the students to clarify the Concepts of Business, internal and external environment of Business, Business ethics, WTO, GATT	Students will have a basic understanding of the concepts of Business and various aspects of Business
Principles of Management	
The objective behind this subject is to make the students understand the basic concepts and principles of management and management theories.	Upon completion, students would be understand the principles and various functions of management.

S.Y. B.M.S (SEM III)

Basic of financial services

S.N.	Learning Objectives	Learning Outcomes
Equity and Debt Market		
	Helps students to understand the various aspects of financial markets	Students will be able to understand and carefully analyze the financial markets with the help of financial policies.

Corporate Finance		
	The objective of this subject is to understand practically and theoretically the financial management in corporate world.	Students will be familiar with the tools and techniques and the process of financial management for decision making.
Advertising		
	To understand and the growing importance of advertising in business	Students will be able to understand the growing importance of advertising in business.
Consumer behavior		
	To study the behavior of customer On different Market situation	Will help students to come across various types of customers.
Information Technology in Business Management-I		
	To learn basic concepts of InformationTechnology for managers.	Students will be able to understand the basic concepts of Information Technology and their support and role for management.
Foundation Course –III Environmental Management		
	To make the students understand thebasic principles of the Ecology and study about citizens.	Students would know about the principles in the ecology which helps them to achieve sustainability and rights of citizens.
Business Planning & Entrepreneurial Management		
	This subject enhances the knowledge on business planning Entrepreneurship management for managers.	Students will be able to understand the requirements and factors to be considered for starting up their own enterprises.

Accounting for Managerial Decisions	
To make the students to familiar with basic accounting fundamentals.	Students will be acquainted with the basic accounting fundamentals.

Strategic Management	
The objective of this course is to learn the management policies and strategies to be used in managing business.	Students will be able to learn the management policies and strategies required for starting and growing business units.

Recruitment and selection

Students will study about the recruitment and selection processes procedure required in the business field	Student will be aware of recruitment policies and selection techniques.
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Employee's relations and welfare

Students will come across the various types of laws related to employees.	It will help students to learn employees' relations, their types, trade etc.
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SYBMS (SEM IV)

Information Technology in Business

Management-II

To understand managerial decision- making in IT and MIS reports, ERP, CRM, SCM etc.	Students will understand the managerial decision making in IT and develop a perceptive of MIS, ERP, CRM, SCM etc.
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Foundation Course –IV Ethics & Governance

To understand significance of ethics and practices in businesses.	Students would understand the significance of ethics and ethical practices in businesses.
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Business Economics- II	
To understand basic macroeconomic theories and models.	Students would understand fundamental principles of macroeconomics.
Business Research Methods	
The course is designed to inculcate research culture among the students.	Students will be able to enhance their research skills.
Production & Total Quality Management	
To make the students to familiar with the different production and quality management techniques, inventory control, warehousing etc.	Students will be able to understand the basic management decisions related to production and quality management

Human Resource Planning & Information System

To increase knowledge of students in the field of human resources and information systems.	It will help to up bring students practical life related situation.
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Training & Development in HRM

Students will learn about training method in management.	It will help to understand the training and development methods in HRM.
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Rural Marketing

To study the marketing system in rural areas	Will increase knowledge of students related to old types of marketing system followed in rural areas till now.
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Integrated Marketing Communication

To study the various marketing communication systems.	It will enhance the ability of the students to learn various types of communication systems useful in marketing.
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Auditing

	Help students to know about auditing system in various companies	Imparting knowledge about accountants, professionalism, ethics, rules and regulations relating to auditing.
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Financial Institutions & Markets

	To study the various financial markets.	Learners will understand the different financial markets in business.
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TYBMS SEM V

	Investment Analysis and Portfolio Management	
	To study the various concepts of investment and portfolio management.	Students will be able to learn the concepts of investment and portfolio management.
	Wealth Management	
	To provide different financial concepts to manage the business wealth.	Students will be acquainted with the various aspects related to wealth management.
	Financial Accounting	
	To learn the different financial accounting terms and transactions.	Students will be able to demonstrate the final accounts of the organization.
	Direct Taxes	
	To understand the various heads of taxes.	Students will be able to understand the various heads for the taxes.

Service Marketing		
	To understand features and key elements of services marketing	Students will be able to understand the basic features and elements of service marketing.
E-Commerce and Digital Marketing		
	To provide various insights on e-commerce and digital marketing.	Students will be able to understand the importance of E-commerce and digital marketing.
Sales and Distribution Management		
	To develop understanding of the sales & distribution processes in organization.	Students will be able to develop a basic understanding of the sales and distribution process.
Customer Relationship Management		
	To understand concept of Customer Relationship Management (CRM) in marketing field.	Students will be able to understand the Basic Concepts of CRM.
Logistics and Supply Chain Management		
	To provide students with basic understanding of logistics, SCM, transportation modes, inventory control and warehousing.	Students will be familiarized with the basic concepts of logistics and SCM.
Corporate Communication & Public Relations		
	To provide the students with basic understanding of the concepts of corporate communication and public relations.	Students will be provided the basic understanding of concepts of corporate communication and public relations.
Finance for HR Professionals & Compensation Management		
	To study the finance in Human Resource Management	Students will come to know various types and methods of financial terms used in HRM

Strategic Human Resource Management & HR Policies		
	To focus on strategies used in HRM	Students will learn various human resource strategies and polices.
Performance Management & Career Planning		
	To teach students about career planning managing employee performance in organization.	Student will learn final career outcome in real life
Industrial Relations		
	To study industrial relations and relations between employer and employee.	Students will come to know about various industrial acts, their policies, employer employee relationship.

T.Y. B.M.S (SEM VI)

S.N.	Learning Objectives	Learning Outcomes
Operation Research		
	The objective of this subject is to understand the statistical terms such as probability, decision tree etc.	Students will be able to understand the basics methodologies used in Operation Research.
Innovative Finance Services		
	The objective of this subject is to familiarize the student with the fundamental aspects of various issues associated with finance	Students will be able to understand the basic aspects of finance.
Project Management		
	The objective of this subject is to familiarize the student with the fundamental aspects of various issues associated with project management in organization.	Students will be able to understand the basic aspects of project management.

Strategic Financial Management		
	To study the strategic ways to manage the financial transactions	Students will be able to identify the strategies used in financial management with regards to the current market scenario.
Indirect Taxes		
	To understand the basics of GST, computation of GST.	Students will understand the basic concepts of GST
Brand Management		
	To understand the meaning and significance of Brand Management	Students will be familiar with the meaning significance of brand management.
Retail Management		
	To familiarize the students with retail management operations and concepts.	Students will be able to understand the concepts and operations of retail management.
International Marketing		
	To understand the concepts of Marketing and its challenges in global level.	Students will be able to understand the basic concepts of international marketing and the challenges faced.
Media Planning and Management		
	To understand Media Planning with reference to current business scenario.	Students will be able to understand the concepts of Media planning and management and their relevance to the current scenario.
Project work		
	Basic aim of the project work is to make students aware of practical knowledge in research	It will help students to develop their research skills

HRM in Global Perspective	
To study global perspective which plays an important role in business	Students will learn globalization which is important in business
HRM in Service Sector Management	
To study various service sector management in business.	Students will come to know definition of service sector, types and advantages of service sector management.
Workforce Diversity	
To study the diversified workforce in organization	It will help students to know about workforce diversity.
Human Resource Accounting and Auditing	
To study the accounting and auditing concepts usage in HRM.	It will benefit students to learn the HR accounting and HR auditing processes under personnel department.
