

# **DEPARTMENT OF BMS**

**Program Outcome:** On completion of B.M.S Botany, students will learn:

PSO1: Acquire knowledge about management practices that facilitate them to become effective professionals.

PSO2: Be capable to pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance.

PSO3: Be adequately trained to be entrepreneurs and communicate effectively.

PSO4: Develop a positive attitude towards lifelong learning and research.

PSO5: Acquire the required skills to develop business models and be responsible global citizens with cross-cultural competent behaviour and ethical values.

**PROGRAMME-SPECIFIC OUTCOMES FOR:**

- Ability to gain and apply knowledge of management principles, concepts, and theories.
- Ability to analyse problems and provide effective and meaningful solutions. To increase awareness of the factors influencing decisions & the risks involved.
- . To encourage enterprise culture through innovative & creative thinking & develop an attitude to provide solutions to the problems in the business world as well as address the needs of the society.
- To apply managerial skills by working effectively as an individual, as a member of a team or as a leader on multidisciplinary management projects.
- to understand and commit to personal and professional ethics, responsibilities and norms and code of conduct of management practices.
- To understand and be sensitive to the impact of management decisions from a sustainability and environmental context and take suitable measures to mitigate the emerging risks.
- An ability to recognize the need for and engage in independent and life-long learning
- To acquaint learners with practical approaches to motivation and leadership & its application in the Indian context.

<b>Course Outcomes:</b>		
<b>F.Y.B.M.S (SEMESTER-I)</b>		
<b>Introduction To Financial Accounts</b>	CO1	Understand & interpret the preparation of basic financial data such as trading Profit & loss accounts & balance sheet
	CO2	Have a basic knowledge of Indian accounting standards.
<b>Business Law</b>	CO1	Identify the fundamental legal principles behind contractual agreements.
	CO2	Understand the legal and economic structure of different forms of business organizations and their responsibilities as an employer.
<b>Business Statistics</b>	CO1	To familiarize the students with fundamental statistical tools which can help them in analyzing the business data.
	CO2	To Analyse and contrast techniques and biases of quantitative methods within the context they are to be applied
<b>Business Communication I</b>	CO1	Understand the theory of communication, its concepts, channels and objectives
	CO2	Master in language and writing skills
	CO3	Draft business correspondence like mails, letters
<b>Foundation Of Human Skills</b>	CO1	Understand the basic behaviour pattern of human, which is the most important resource of a business, and deal with them in an apt manner.
	CO2	Deal & negotiate with different kinds of human nature with greater awareness of human behaviour.
<b>Business Economics I</b>	CO1	Evaluate the effects of government interventions in individual markets and in the macroeconomy.
	CO2	Exhibit competency in demonstrating both reasoning and analytical skills in determining optimal outcomes in contemporary economic situations.
<b>Foundation Course I</b>	CO1	To make students capable of understanding and studying the vibrant Indian culture classify the general characteristic of Indians
	CO2	To understand the general characteristics on the Indian constitution and local self-government and its implication on every Indian citizen.
<b>Semester-II</b>		
<b>Principles Of Marketing</b>	CO1	Critically Analyse the marketing theories & concepts and understand the relevance in perspective to the current business scenario in India
	CO2	To develop basic marketing skills among students in order to cater to the marketing industries.
<b>Industrial Law</b>	CO1	Understand the laws related to working conditions in different settings.
	CO2	Learn the laws relating to Industrial Relations, Social Security and Working conditions.
<b>Business Mathematics</b>	CO1	Demonstrate understanding of basic mathematics concepts.

	CO2	Apply graphs, equations, ratio and proportion, percentage, and measurement systems to solve typical business problems viz calculation of budget, cash discounts, taxes etc.
<b>Business Environment</b>	CO1	Critically assess the business environment of an organization using selected strategic tools.
	CO2	Construct and present scenarios that synthesize business environment information.
<b>Principles Of Management</b>	CO1	Analyze the business decisions made by organisations using various tools and techniques to remain competitive.
	CO2	Offer diverse learning opportunities to develop analytical and soft skills.
<b>Business Communication Ii</b>	CO1	Have clear understanding of effective principles of effective presentation tools
	CO2	Get exposure to Group discussions and various types of mock interviews.
<b>Foundation Course - Value Education And Soft Skill Ii</b>	CO1	Aware about the Indian society, human rights & the environment
	CO2	Understand the meaning of stress & conflict, its effects on humans & how can we manage & overcome them
<b>S.Y.BMS (Semester-III)</b>		
<b>Introduction To Cost Accounting(Finance Elective)</b>	CO1	This course exposes the students to the basic concepts and the tools used in Cost Accounting
	CO2	To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations
<b>Corporate Finance (Finance Elective)</b>	CO1	The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making
	CO2	The course aims at explaining the core concepts of corporate finance and its importance in managing a busines
<b>Consumer Behaviour (Marketing Elective)</b>	CO1	To develop an understanding about the consumer decision making process and its applications in marketing function of firms
	CO2	To equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
<b>Advertising (Marketing Elective)</b>	CO1	To understand and examine the growing importance of advertisin
	CO2	To understand the future and career in advertising
<b>Recruitment &amp; Selection (Human Resource Management)</b>	CO1	To familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.
	CO2	To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject
<b>Employees Relations &amp; Welfare (Human Resource Management)</b>	CO1	To understand the nature and importance of employee relations in an organization
	CO2	To understand the causes and effects of employee grievances as well as the procedure to solve the same

<b>Business Planning &amp; Entrepreneurship</b>	CO1	To introduces Entrepreneurship to budding managers.
	CO2	To develop entrepreneurs &to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.
<b>Information Technology In Business Management I</b>	CO1	To learn basic concepts of Information Technology, its support and role in Management, for managers
	CO2	To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features
<b>Accounting For Managerial Decisions</b>	CO1	To acquaint management learners with basic accounting fundamentals.
	CO2	To develop financial analysis skills among learners.
<b>Strategic Management</b>	CO1	Know, understand, and apply the strategic management process to analyze and improve organizational performance
	CO2	Critically examine the management of the entire enterprise from the top management viewpoints.
<b>Foundation Course Iii- Environmental Management</b>	CO1	Develop an activity using various strategies to control, reduce and monitor all environmental problems that might arise as a result.
	CO2	Be conversant with basic environmental legislation.
<b>Semester-IV</b>		
<b>Auditing (Finance Elective)</b>	CO1	To examine the system of internal check
	CO2	To confirm the existence of assets & liability.
<b>Strategic Cost Management (Finance Elective)</b>	CO1	Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting
	CO2	The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.
<b>Integrated Marketing Communication (Marketing)</b>	CO1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
	CO2	To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.
<b>Rural Marketing (Marketing)</b>	CO1	To explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.
<b>Human Resource Planning &amp; Information System (Human Resource Management)</b>	CO1	To Understand the Concept and Process of HRP
	CO2	To Understand Ways of matching Job Requirements and Human Resource Availability
<b>Training &amp; Development In HRM (Human Resource Management)</b>	CO1	To make the students acquainted with working of the two powerful media; i.e. radio and television
	CO2	The content is useful for both advertising and journalism students in order to further their careers in their respective fields
<b>Information Technology In Business Management-II</b>	CO1	To understand managerial decision-making and to develop perceptive of major functional area of MIS

	CO2	To learn outsourcing concepts. BPO/KPO industries, their structures , Cloud computing
<b>Business Economics II</b>	CO1	Understanding, through application of microeconomics, of the interaction of individuals and organizations in markets; and of the role of public policy in shaping those interactions
<b>Business Research Methods</b>	CO1	The course is designed to inculcate the analytical abilities and research skills among the students
	CO2	The course intends to give hands on experience and learning in Business Research
<b>Foundation Course IV - Ethics &amp; Governance</b>	CO1	To understand the emerging need and growing importance of good governance and CSR by organisations
	CO2	To study the ethical business practices, CSR and Corporate Governance practiced by various organisations
<b>Production &amp; Total Quality Management</b>	CO1	Implement the basic principles of TQM in manufacturing and service-based organization.
	CO2	To enable the learners to apply what they have learned theoretically.
<b>T.Y.BMS (SEMESTER-V)</b>		
<b>Investment Analysis &amp; Portfolio Management (Finance)</b>	CO1	To acquaint the learners with various concepts of finance
	CO2	To understand various models and techniques of security and portfolio analysis
<b>Wealth Management (Finance)</b>	CO1	To study the relevance and importance of Insurance in wealth management
	CO2	To acquaint the learners with issues related to taxation in wealth management
<b>Risk Management (Finance)</b>	CO1	To familiarize the student with the fundamental aspects of risk management and control
	CO2	To give a comprehensive overview of risk governance and assurance with special reference to the insurance sector
<b>Financial Accounting (Finance)</b>	CO1	To acquaint the learners in preparation of final accounts of companies
	CO2	To study the accounting of foreign currency and investment
<b>Services Marketing (Marketing)</b>	CO1	To understand distinctive features of services and key elements in services marketing
	CO2	To provide insight into ways to improve service quality and productivity
<b>E-Commerce &amp; Digital Marketing (Marketing)</b>	CO1	To understand the increasing significance of E-Commerce and its applications in Business and Various Sectors
	CO2	to understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation
<b>Sales &amp; Distribution Management (Marketing)</b>	CO1	To develop understanding of the sales & distribution processes in organizations
	CO2	To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

<b>Customer Relationship Mgmt. (Marketing)</b>	CO1	To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
	CO2	To understand new trends in CRM, challenges and opportunities for organizations
<b>Finance For Hr Professionals &amp; Compensation Management (Human Resource Management)</b>	CO1	To orient HR professionals with financial concepts to enable them to make prudent HR decisions
	CO2	To understand the various compensation plans
<b>Strategic Human Resource Management &amp; Hr Policies (Human Resource Management)</b>	CO1	To understand the various compensation plans
	CO2	To understand the relationship between strategic human resource management and organizational performance
<b>Performance Management &amp; Career Planning (Human Resource Management)</b>	CO1	To understand the concept of performance management in organizations
	CO2	To review performance appraisal systems
<b>Stress Management(Human Resource Management)</b>	CO1	To understand the nature and causes of stress in organizations
	CO2	To enable learners to adopt effective strategies, plans, and techniques to deal with stress
<b>Logistics And Supply Chain Management</b>	CO1	To provide students with basic understanding of concepts of logistics and supply chain management
	CO2	To provide an insight in to the nature of supply chain, its functions and supply chain systems
<b>Corporate Communication &amp; Public Relations</b>	CO1	To provide the students with basic understanding of the concepts of corporate communication and public relations
	CO2	To introduce the various elements of corporate communication and consider their roles in managing organizations
<b>SEMESTER-VI</b>		
<b>International Finance(Elective Finance)</b>	CO1	The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
	CO2	The course aims to give a comprehensive overview of International Finance as a separate area in International Business
<b>Innovative Financial Services(Elective Finance)</b>	CO1	To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services
	CO2	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services
<b>Project Management (Elective Finance)</b>	CO1	The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management
	CO2	To give a comprehensive overview of Project Management as a separate area of Management
<b>Strategic Financial Management (Elective Finance)</b>	CO1	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability
	CO2	Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable

<b>Brand Management (Elective Marketing)</b>	CO1	To understand the meaning and significance of Brand Management
	CO2	To Know how to build, sustain and grow brands
<b>Retail Management (Elective Marketing)</b>	CO1	To provide understanding of retail management and types of retailers
	CO2	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
<b>International Marketing (Elective Marketing)</b>	CO1	To understand International Marketing, its Advantages and Challenges.
	CO2	To understand the relevance of International Marketing Mix decisions and recent developments in the Global Market
<b>Media Planning And Management</b>	CO1	To understand Media Planning, Strategy, and Management with reference to the current business scenario.
	CO2	To know the basic characteristics of all media to ensure the most effective use of the advertising budget.
<b>HRM In Global Perspective (ELECTIVE HUMAN RESOURCE)</b>	CO1	To understand the concepts, theoretical framework, and issues of HRM from a Global Perspective
	CO2	To get insights of the concepts of Expatriates and Repatriates
<b>Organisational Development (Elective Human Resource)</b>	CO1	To understand the concept of Organisational Development and its Relevance in the organisation
	CO2	To Study the Issues and Challenges of OD while undergoing Changes
<b>HRM In Service Sector Management (Elective Human Resource)</b>	CO1	To understand how to manage human resources in service sector
	CO2	To understand the significance of human element in creating customer satisfaction through service quality
<b>Human Resource Accounting &amp; Audit (Elective Human Resource)</b>	CO1	To familiarize with the Human Resource Accounting Practices in India
	CO2	To familiarize the learners with the process and approaches of Human Resources Accounting and Audit
<b>Operation Research</b>	CO1	To help students to understand operations research methodologies
		To help students to solve various problems practically
<b>Project Work</b>	CO1	to inculcate the element of research analyse and scientific temperament challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret a particular aspects of the study.

*Mokul*

HOD BMS



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