



MAHATMA GANDHI MISSION'S
COLLEGE OF COMMERCE

Affiliated to University of Mumbai

M.G.M. Educational Campus, Sector - 1, Kamothe, Navi Mumbai - 410209. (M.S.)

Tel : (022) 2743 3006 E-mail id :- mgmccoc@gmail.com Web site : www.mgmccoc.org

**BACHELOR OF MANAGEMENT STUDIES (BMS)
PROGRAMME OUTCOMES**

Students who complete BMS program will be able to:

1. Develop basic understanding of management education and practices that can be applied in present day world-wide scenario.
2. Gain knowledge and skills to exploit opportunities in management profession.
3. Appreciate the interrelationships among functional areas of management.
4. Understand the importance of multicultural, ethnic, ethical and gender issues in the organization
5. Demonstrate professionalism, self-awareness, and effective communication skills.
6. Exhibit leadership capacity and teamwork skills that enable them to work effectively in groups
7. Develop comprehensive analytical and problem-solving skills.
8. Have innovation skills and ability to take up entrepreneurship initiatives
9. Understand the ethical implication of business decision making
10. Apply their knowledge in the field of business management to contribute to nation building while upholding ethical practices.



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PROGRAMME SPECIFIC OUTCOMES

Marketing:

Students who opt for specialization in Marketing will be able to

1. Understand basic concepts in marketing applicable to business. Be able to critically analyse the marketing theories and concepts. Develop basic marketing skills among students in order to cater to the needs of marketing industry. Explain the methods used in marketing and advertising research.
2. Apply consumer behaviour concepts to marketing problems that are likely to involve consumer consumption, with identity and lifestyle implications. Quickly understand a company and its marketing communications activities
3. Demonstrate a comprehensive understanding of Marketing Communications theories. Understand distinctive features of services and key elements in services marketing. Provide an insight on Digital marketing activities on various social media platforms and its importance in Business.



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PROGRAMME SPECIFIC OUTCOMES

Finance:

Students who opt for specialization in finance will be able to

1. Learn the knowledge and skills that enable them to measure, analyse, interpret, and communicate economic data. Acquire the broad-based business knowledge that enables them to integrate accounting practices to achieve strategic goals.
2. Acquire skills to use finance for growth and development process in the society. Familiarize themselves with financial concepts, analysis reporting systems and their practical applications.
3. Analyse the financial performance of an organization applying various tools that aid in decision making. Enhance their knowledge on various financial markets and services offered by various financial institutions. Understand significance of ethical practices in finance.



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PROGRAMME SPECIFIC OUTCOMES

Human Resource:

Students who opt for specialization in Human Resource will be able to

1. Acquire knowledge of fundamental concepts of HR. Understand the role of a HR Manager and their contribution to an organization. Gain in-depth understanding of various HR functions and their applicability in the organizations.
2. Support good employee and labour relations in both non-union and union environments. Research and analyse information needs and apply current and emerging information technologies to support the human resources function.
3. Develop skills catering to the needs of HR department in contemporary organization. Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice. Understand significance of ethical practices in HR.



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Course Outcomes

FY BMS Semester 1

Course Code	(UBMS101) Introduction to Financial Accounts
CO1	Students grasped the knowledge of basic accounting concepts
CO2	Learners understood Financial Data and balance sheet and theories of preparing final accounts.
CO3	The students understand different accounting standards, concepts, conventions and its applications.
CO4	Learners gained knowledge about practical problems based on depreciation using SLM and RBM methods
CO5	Learners acquired understanding of preparing Trial Balance, preparation of the Bank Reconciliation Statements

Course Code	(UBMS102) Business Law
CO1	Students acquired knowledge of Indian constitution and the fundamental rights granted to the citizens.
CO2	Understand the legal framework with regards to the Law of Contract 1872
CO3	Explain the Sale of Goods Act 1930
CO4	Examine the Negotiable Instrument Act 1881,
CO5	Illustrate the Consumer Protection Act 1986.

Course Code	(UBMS103) Business Statistics
CO1	Understanding the fundamental Statistical Tools which can help them in analysing the business data
CO2	Learn Application of tools such as measures of dispersion, co-relation and linear regression.
CO3	Discuss with the student's ability to deal with numerical and quantitative issues in business.
CO4	Analyse and contrast techniques and bases of Quantitative Methods within the context they are to be applied.
CO5	Examine issues surrounding sampling and significance of time series, index number, and probability and decision theory.

Course Code	(UBMS104) Business Communication I
CO1	Understand basic theory of communication, different conduits of communication used in the corporate sector.
CO2	Critically analysed various barriers to communication and developed different skills required for effective communication.
CO3	Examine parts & structure of business correspondence
CO4	Students have acquired practical skills like resume writing and letter writing
CO5	Develop Language, Writing Skills & structure of business correspondence



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Course Code	(UBMS105) Foundation Course I
CO1	Students understood multi-cultural and multi-lingual diversity in the Indian Society.
CO2	Develop the concepts of disparity and impact of discrimination on basis of gender, religion, physical abilities, income etc. on society.
CO3	Learners understand the structure of Indian Constitution and significant aspects of the political process
CO4	Focus on Indian Constitution & Fundamental Duties
CO5	Students learn to analyse political processes & various modifications

Course Code	(UBMS106) Foundation of Human Skills
CO1	Understand the Human nature and their behaviour, personality and attitudes in organization.
CO2	Students understand the concept of team building and group behaviour, organizational culture.
CO3	Analyse and comprehend the basic behaviour pattern of human, which are significant for business development.
CO4	Students attained the skills of creativity in problem solving
CO5	Learners comprehend the organizational processes and systems, reasons for conflicts and resolution.

Course Code	(UBMS107) Business Economics I
CO1	Understand the concepts of Business Economics, market demand, market supply and equilibrium price-shifts.
CO2	Illustrate the production and cost functions, developed practical skills for demand estimation and forecasting.
CO3	Students understand different market structures and variations in the pricing and costing policies
CO4	Display proficiency in the overall details of an economy
CO5	Emphasis on Microeconomics and its applications



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Course Outcomes

FY BMS Semester 2

Course Code	(UBMS201) Principles of Marketing
CO1	Review the techniques and ideas about how to identify, understand and satisfy the needs of customers and markets.
CO2	Learners comprehend marketing environment and the various forces that affect business firms.
CO3	Examine marketing mix and its four important elements which are required in the business
CO4	Students have learnt the concepts of segmentation, targeting and positioning and the various trends in marketing
CO5	Develops basic Marketing skills among students in order to cater to the Marketing Industry.

Course Code	(UBMS202) Industrial Law
CO1	Understand the Judicial setup of Labour Laws.
CO2	Discuss the salient features of Welfare and Wage Legislations.
CO3	Focus on the laws relating to Industrial Relations, Social Security and Working conditions.
CO4	Enhance skills regarding the laws related to Working Conditions in different settings.
CO5	Students comprehend laws related to compensation management

Course Code	(UBMS203) Business Mathematics
CO1	Learners understand elementary financial mathematics. Understand and calculate ratio, proportion & percentage.
CO2	Students comprehend the different types of averages and its practical usage.
CO3	Demonstrate to solve practical sums on profit and loss.
CO4	Evaluate concepts & calculate interest & annuity
CO5	Acquired knowledge of forward difference and backward difference operator.

Course Code	(UBMS204) Business Communication II
CO1	Students will develop and enhance presentations skills.
CO2	Understand group communication - prepare for interview, meetings, conference and Public Relations,
CO3	Students have obtained practical insights of group communication techniques like meeting, conferences, and interviews.
CO4	Discuss trade letters like inquiry letter, complaint letter, RTI letter, grievance letter, sales letters etc.
CO5	Rationalise Reports & Summarize and enhance language & writing skills



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Course Code	(UBMS205) Foundation Course II
CO1	Students have developed understanding of concepts of globalization, liberalization and privatization and its impact on society.
CO2	Explained knowledge on the Human Rights with reference to Fundamental Rights stated in the Constitution
CO3	Discuss environmental concerns, causes of degradation, upholding sustainable development
CO4	Learners understand importance of environmental studies in the current development context
CO5	Identify causes of stress and conflicts in the society and manage stress and promote socialization.

Course Code	(UBMS206) Business Environment
CO1	Explain business objectives and environmental analysis.
CO2	Learners comprehend the factors of political and legal environment, social and cultural environment, technological environment and competitive environment
CO3	Students understand the relation between business & society and aware about business ethics & Consumer Protection Act,
CO4	Illustrate the CSR, Carbon Credit and Social Audit
CO5	Learners were provided information about Foreign Trade, International Organisations, and Global Strategies.

Course Code	(UBMS207) Principles of Management
CO1	Students understood the basic customs of management and progression of management notions
CO2	Discuss the basic Managerial Functions of Planning, Organizing, Staffing, Directing and Controlling resources to accomplish organizational goals.
CO3	Understanding the characteristics and skills of proper management by identifying what successful managers do
CO4	Apprentices gained insight about managerial grid, hierarchy and its importance in organizations.
CO5	Explain the various tools and techniques to remain in competitive market.



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Course Outcomes

SY BMS Semester 3

Course Code	(UBMS305) Business Planning & Entrepreneurial Management
CO1	Learners Understand the basic concepts of Entrepreneurship to budding managers
CO2	Students develop responsibility of management function of a company with special reference to SME sector.
CO3	Students identify areas of Discipline of Management & Entrepreneurship
CO4	Exhibit the systematic process and to select and screen a business idea
CO5	Developed entrepreneurial skills among learners

Course Code	(UBMS306) Accounting for Managerial Decisions
CO1	The course has developed financial analysis skills among learners.
CO2	Develop understanding of Accounting Fundamentals for making Business decisions.
CO3	Students understand the core concepts of business finance and its importance in managing a business
CO4	Analyse various techniques to various domains concerned with Accounting based applications and solutions.
CO5	Equip management learners with core concepts of business Finance and its importance.

Course Code	(UBMS307) Strategic Management
CO1	Students understand and apply the Strategic Management process and management policies
CO2	Students learnt to analytically test the management of the entire enterprise from the top management view-point
CO3	Explain the effect of social, economic and political powers of organization's policy.
CO4	Students have developed theoretical skills in corporate level policy
CO5	Learners acquired knowledge of strategy formulation as well as application in the corporate world.

Course Code	(UBMS303) Information Technology for Business Management I
CO1	Students understood managerial decision-making and develop perceptive of major functional areas of MIS
CO2	Analyse how Information Technology impacts a firm to solve business problems.
CO3	Apply the knowledge of database & understand the concept of outsourcing.
CO4	provides understanding about emerging MIS technologies like ERP and CRM
CO5	Learners understood association between database management and data warehouse approaches, the requirements and applications of data warehouse



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Course Code	(UBMS304) Foundation Course III (Environmental Management)
CO1	Learners were able to identify and value the effect of the pollutants on the environment, atmosphere, air, water and soil.
CO2	Students understood the adverse effects of environmental degradation and processes to solve the same
CO3	Learners appreciate the idea of sustainability and role of business for achieving the same
CO4	Exhibit professional Business Communication skills through writing, presentations and group discussions.
CO5	Learners have explored the innovations in business from an environmental perspective

Course Code	(UBMSF301) Basics of Financial Services
CO1	Students understood Basic concept, functions, process, techniques of financial services
CO2	Illustrate the fundamental aspects of various issues associated with various Financial Services
CO3	Learners have learnt the conceptual frame work of financial functions
CO4	Students have acquainted with the tools, types and instruments of financial system in the realm of Indian Financial Market
CO5	Learners have evaluated overview of emergent financial services in the light of globalization.

Course Code	(UBMSF302) Equity and Debt Market
CO1	Students understand the basic concepts of equity and debt markets
CO2	The course has enabled the learners to understand the evolution of various aspects of financial markets
CO3	Students understand tools, techniques and processes of financial management
CO4	Students understand the framing of financial policies, development of financial instruments and processes
CO5	Learners comprehend the subject related material available on internet and published research papers.

Course Code	(UBMSH301) Recruitment and Selection
CO1	Students were familiarized with concepts and principles, procedure of Recruitment and Selection in an organization.
CO2	Learners achieved in-depth awareness into various aspects of Human Resource management
CO3	Justify the various process and procedure about Recruitment and Selection
CO4	Students understood and acquainted with practical aspects of the subject.
CO5	Delineates job analysis, job design and induction as well.



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Course Code	(UBMSH302) Organisation Behaviour & HRM
CO1	Learners are familiarized with the fundamental aspects of various issues associated with Human Resource Management.
CO2	Students gain an overview of Organization Behaviour as a separate area of management
CO3	Learners understand concepts, functions and processes of Human Resource Management & Organizational Behaviour
CO4	Students analyse how leaders, facilitate group development and problem solving
CO5	Learners understood work through problems and issues as well as excel the disparities

Course Code	(UBMSM301) Consumer Behaviour
CO1	Learners have understood the consumer decision making process and its applications in marketing function of firms
CO2	Students are equipped with basic knowledge about concerns and dimensions of Consumer Behaviour
CO3	Learners have gained the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.
CO4	Students have acquired knowledge about product innovations, consumer process innovations
CO5	Learners understand the process of consumer behaviour as whole

Course Code	(UBMSM302) Advertising
CO1	Students understand and examine the growing importance of advertising
CO2	Students have acquired the skill of constructing an effective advertisement campaign
CO3	Learners understand the role of advertising in contemporary scenario
CO4	The course helped students explore the future careers in advertising
CO5	Analyse various methods to different domains concerned with Advertising based applications and solutions.



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Course Outcomes

SY BMS Semester 4

Course Code	(UBMS405) Business Economics II
CO1	Establish around applications of Micro-economics, the interaction of individuals and organizations in markets.
CO2	Learners are familiarised with concepts of Money, Inflation and Monetary Policy
CO3	Analyse the role of public policy and constituents of fiscal policy in shaping those application in Organisation markets.
CO4	Students understand the functioning of market economies at regional, national, and global levels and issues of International Trade
CO5	Observe the role of public policy in shaping global level

Course Code	(UBMS406) Business Research Methods
CO1	Students applied various Quantitative and Qualitative Research Techniques to Business and Management Problems.
CO2	Learners understood the techniques of data analysis and Interpretation for managerial decision making.
CO3	Students learned research methods and strategies in Research projects for enhanced Career Options
CO4	Investigate miscellaneous learning opportunities to develop analytical and soft skills through Research.
CO5	Students inculcated the analytical abilities and research skills and gained hands on experience in Business Research.

Course Code	(UBMS407) Production & Total Quality Management
CO1	Students attain basic knowledge in Total Quality Management relevant to both Manufacturing and Service Industry as well as IT sector
CO2	Learners understand the designing aspect of production systems
CO3	Implement the basic principles of TQM in manufacturing and service-based organization.
CO4	Employ the basic knowledge of quality in production.
CO5	Demonstrate the tools and techniques of quality management to manufacturing and services processes.

Course Code	(UBMS303) Information Technology for Business Management II
CO1	Students are able to analyse how Information Technology influences a firm
CO2	Learners learnt about Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management etc.
CO3	Students understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse
CO4	Students learnt concepts of outsourcing through examples of BPO/KPO industries and Cloud computing.



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CO5	Describe the role of Information Technology and Information Systems in Business.
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Course Code	(UBMS304) Foundation Course IV (Ethics & Governance)
CO1	Students learned to focus on teams, execute task assigned and perform on timelines set
CO2	Learners familiarized with significance of ethics and ethical practices in businesses which are indispensable for progress of a country
CO3	Learner will develop a moral and ethical perspective of looking at business problems through illustrating case studies
CO4	Students understand emerging need and growing importance of good governance.
CO5	Students understood trends of ethical business practices, CSR and Corporate Governance practiced by various organizations.

Course Code	(UBMSF401) Strategic Cost Management
CO1	Students have developed skills of analysis, evaluation and synthesis in cost and management accounting
CO2	Learners understood the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place
CO3	Students got familiarised to understand and develop new strategies for cost management
CO4	Learners developed understanding various decision-making and controlling operations techniques by managing cost.
CO5	Students got to analyse new ways and methods for cost control and cost management.

Course Code	(UBMSF402) Corporate Restructuring
CO1	Students develop a conceptual frame work of corporate restructuring
CO2	Learners acquired knowledge relating to legal, accounting and practical implementation of corporate restructuring.
CO3	Students understand the complex facets of corporate restructuring process
CO4	Explain and develop research methods and strategies in restructuring for enhanced roles and responsibilities
CO5	Understand and growing importance of sustainable good development and team work by restructuring

Course Code	(UBMSH401) Human Resource Planning and Information System
CO1	Students understood the concepts and principles of Human Resource Planning
CO2	Students understand the ways of matching Job Requirements and Human Resource availability
CO3	Students understood the concept of Strategic Human Resource Planning
CO4	Students have attained knowledge of applications of Human Resource Information Systems.



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CO5	Learner got explained to get familiar with the various concepts of Human Resource Planning.
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Course Code	(UBMSH402) Training & Development in HRM
CO1	The learner are able to familiarise with the concepts of Training and Development provided by an organization for its employees.
CO2	Students understand the managerial performance and ability to observe, deduce the issues and adapt employee's approach and behaviour.
CO3	Equip the learners to adapt themselves to meet the exact requirements of the organizations in Training and Development activities.
CO4	Focus on the various Training and Development programs to be conducted by an organization for the development of its Human Resource.
CO5	Students learn specific needs of the organizations in training and development.

Course Code	(UBMSM401) Integrated Marketing Communication
CO1	Students gained understanding about the nature, purpose and complex formation in the planning and execution of an effective Integrated Marketing Communication (IMC) program
CO2	Students understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.
CO3	Students understand segmenting, targeting and positioning in the context of IMC
CO4	Learners are familiarized with trends and challenges and opportunities in IMC
CO5	Understanding organizational change facilitators using the techniques of IMC

Course Code	(UBMSM402) Rural Marketing
CO1	Students understand the concept of rural marketing and problems associated with it.
CO2	Learners are acquainted with Agriculture and Rural Marketing environment and its characteristics
CO3	Students are made aware of the emerging challenges in the upcoming global economic scenario
CO4	The course imparts knowledge to learners about types of Rural Marketing.
CO5	Learners attain knowledge of segmentation and Marketing mix in the context of Rural Marketing.



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Course Outcomes

TY BMS Semester 5

Course Code	(UBMS505) Logistics & Supply Chain Management
CO1	Students learnt to concentrate on the concepts of applied in Logistics and Supply Chain Management.
CO2	Learners understood key activities performed by the logistics function and concepts like inbound and outbound Logistics, offshore and inshore logistics.
CO3	Learners expand skills for planning, designing the operational facilities of supply chain with the analytical and critical point of view.
CO4	Students learnt the nature and scope of supply chain and its functions
CO5	Students understand global trends in logistics and supply chain management

Course Code	(UBMS506) Corporate Communication and Public Relation
CO1	Learners are able to identify and absorb the concepts of Corporate Communication and Public Relations.
CO2	Students are acquainted with diverse elements of corporate communication and their functions in supervising organizations.
CO3	Learners are able to justify various aspects and theories of Public Relations.
CO4	Exhibit various Mass-Media regulations with use of technology and communication in day-to-day activities of an organization.
CO5	Students develop analytical grasp of the different practices associated with corporate communication

Course Code	(UBMSF501) Investment Analysis & Portfolio Management
CO1	Students are able to prepare for the terms such as Beta & capital Assets Pricing Model for better correlation in practical world.
CO2	The course acquaints learners with various concepts of finance
CO3	Learners are to investigate hypothesis of risk & return associated with different investments avenues
CO4	Understood various model & techniques of security portfolio analysis
CO5	Learners got adapted with short term & long-term investments avenues and be able to develop Portfolio Management

Course Code	(UBMSF502) Wealth Management
CO1	Learners have understood the performance of alternative investment portfolios in Wealth Management.
CO2	Students get an overview of various aspects related to wealth management and the relevance and importance of Insurance in wealth management
CO3	Students focus on effective implementation of portfolio management strategies within the context of alternative investment requirements and risk criteria.
CO4	Students Identify effectiveness of performance evaluation techniques of Wealth Management.



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CO5	Students develop the various approaches of managing Personal Finance by planning their finance such as retirement planning.
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Course Code	(UBMSF503) Financial Accounting
CO1	Learners are acquainted with preparation of final accounts of companies.
CO2	Students are familiarised provisions relating to underwriting of shares and debentures
CO3	Establish accounting of foreign currency and investments
CO4	Ascertain the need of ethical behaviour in accountancy and its practical applicability.
CO5	Students understand the need of ethical behaviour in Accountancy

Course Code	(UBMSF504) Direct Taxes
CO1	Students understand the basic concepts of Direct Taxes on Individual, Firm, NRI, Residential Status
CO2	Learners are explained the significance and the basic knowledge of tax structure in the country
CO3	Learners grasp meaning and functionality of various heads of income
CO4	Students get to emphasise on the practical applicability of taxes in the Corporates to pay on time.
CO5	Learners estimate and absorb the calculations of various taxes along with deductions and exemptions given by the Government time to time.

Course Code	(UBMSH501) Performance Management & Career Planning
CO1	Students have learnt the concept of performance management in organizations.
CO2	Learner evaluate performance appraisal Techniques and methods for employees
CO3	Students have understood the significance of career planning and practices
CO4	Students exhibit the significance of career planning and practices through performance appraisal.
CO5	Improve their skills in setting clear probabilities and factually measuring individual performance using objectives and competencies as key measures.

Course Code	(UBMSH502) Strategic Human Resource Management And HR Policies
CO1	Students understand the concept and significance of Strategic HRM
CO2	Learners evaluate HRM functions and working of corporate strategies and policies.
CO3	Learners exhibit the relationship between strategic human resource Management and organizational performance.
CO4	Students learn to employ the theories and concepts of strategic human resource management in modern organizations
CO5	Learners understand the purpose and process of developing Human Resource Policies



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Course Code	(UBMSH503) Stress Management
CO1	Learners have recognised the nature and causes of stress in organizations
CO2	Students are acquainted with the stress prevention methods
CO3	Learners appreciate the strategies that help handle the stress
CO4	Students are able to operate stress management principles to attain high levels of performance
CO5	Learners learn to adopt effective strategies, plans and techniques to deal with stress

Course Code	(UBMSH504) Finance for HR Professionals & Compensation Management
CO1	Students have learnt HR professionals within financial concepts to enable them to make Prudent HR decisions
CO2	Students are able to evaluate the various compensation plans available for Human Resources.
CO3	Students are made aware of the issues related to compensation management and its legal framework
CO4	Learners are acquainted the role of various bodies involved in Compensation Management
CO5	Students have learnt to inspect the different scopes of Compensation Management used by the companies to attract, retain, motivate and to reward employee performance.

Course Code	(UBMSM501) Services Marketing
CO1	Students learn characteristic features of services and key elements
CO2	Students acquired vision to develop service quality and productivity
CO3	Students understand marketing of different services in Indian context
CO4	Learners are able to illustrate the fundamental aspects of various issues associated with various Services
CO5	Learners learnt to enhance awareness of the role, functions and functioning of services marketing

Course Code	(UBMSM502) Strategic Marketing Management
CO1	Students understand marketing strategies and their impact on business models
CO2	Students learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth
CO3	Learners are acquainted with various marketing strategies adopted by companies to create a competitive advantage
CO4	Students understand concept of Strategic Marketing Management and implementation of it
CO5	Students are provided with knowledge of market structure and how they function

Course Code	(UBMSM503) E-Commerce & Digital Marketing
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CO1	Students understand increasing significance of E-Commerce and its applications in business and various sectors
CO2	Learners have an insight of Digital Marketing activities on various Social Media platforms and its emerging significance in Business
CO3	Students understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation
CO4	Illustrate the fundamental aspects of various issues associated with E-Commerce
CO5	Students are acquainted with new trends in E-Commerce and challenges and opportunities for organizations using Digital Marketing

Course Code	(UBMSM504) Sales & Distribution Management
CO1	Learners develop perception of the sales & distribution processes in organizations
CO2	Students got explained with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management
CO3	Students acquired insight of Distribution Management initiatives, customer service and strategy
CO4	Learners are supplied with knowledge of Sales market structure and how they function
CO5	Learners understand the various attributes and models applicable in Sales & Distribution

Course Outcomes

TY BMS Semester 6

Course Code	(UBMS605) Operation Research
CO1	The learners have understood operations research methodologies used in an organization.
CO2	Students have studied to demonstrate the concepts to solve various problems practically.
CO3	Students have improve the proficiency in case analysis and interpretation of Operations carried in Business.
CO4	Learners understood how to solve various problems practically
CO5	Learners become proficient in case study and analysis

Course Code	(UBMS606) Project Work
CO1	The students have understood the topic selected fully and to use it for practical purpose.
CO2	Students learnt application of knowledge in solving or exploring a real life situation difficult problem.
CO3	Students understand the feasibilities in the area of elective courses or study area selected by the learners
CO4	The learner were made acquainted with the relation with various variables involved in the research.



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CO5	The students learnt to analyse the data received and collected through primary and secondary methods of data collection.
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Course Code	(UBMSF601) International Finance
CO1	The Students understood the essential characteristics of various issues associated with International Finance.
CO2	Learners have an outline of International Finance as a distinct area in International Business
CO3	Students have the understanding of techniques and functioning of International Finance in global market.
CO4	This course has equipped the students with the ability to analyse and make decisions relating to foreign currency.
CO5	Learners are explained the dissimilar currencies with Indian rupee calculations of various countries of the world.

Course Code	(UBMSF602) Innovative Financial Services
CO1	Students are able to Explain the fundamental aspects of various issues related with various Financial Services
CO2	Students have an impression of emergent financial services in the light of globalization
CO3	Learners are able to evaluate the comprehensive overview of emerging financial services in the light of globalization.
CO4	Learners understand basic concepts, functions, process of financial services
CO5	Students have enhanced awareness of the role, functions and functioning of financial services

Course Code	(UBMSF603) Project Management
CO1	Learners are acquainted with the essential attributes of various issues linked with project management
CO2	Students have understood comprehensive synopsis of Project Management as a distinct area of Management
CO3	Students have been familiarised with the relation between project management and organizational structure
CO4	Learners have understanding of fundamental concepts and functioning of Project Management
CO5	Students are able to evaluate the decisive factor for selection of project on the basis of feasibility report

Course Code	(UBMSF604) Indirect Taxes
CO1	Learners have been acquainted with terms related to Goods and Service tax (GST)
CO2	Students have understood the difference between forward charge and reverse charge mechanism
CO3	Learners understood the registration process and computation of GST
CO4	Learners have identified the contents and format for various documents like tax invoice, bill of supply, debit note, credit note, etc.
CO5	Students have learned to analyse and compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.



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Course Code	(UBMSH601) HRM in Global Perspective
CO1	Learners have understanding the concepts, theoretical framework and issues of HRM in Global Perspective.
CO2	Students are able to explain the insights of the concept of Expatriates and Repatriates
CO3	Learners are given insights of cross culture on Human Resource Management
CO4	This course equipped the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment.
CO5	Students have information about Global Workforce Management and made aware of International HRM Trends and Challenges

Course Code	(UBMSH602) Organisational Development
CO1	Students understand the concept of Organisational Development and its applicability in an organisation.
CO2	Learners are able to identify the Issues and Challenges of Organisational Development while undergoing Changes.
CO3	Students are able to exemplify ongoing phases of Organisational Development Programmes in Corporates
CO4	Learners study the Organisational Development intervention to meet the challenges faced in the organization
CO5	Learners get an understanding into ethical issues in Organisational Development

Course Code	(UBMSH603) HRM in Service Sector Management
CO1	Learners are able to inspect the concept and growing significance of HRM in service sector.
CO2	Students gained understanding of how to effectively manage human resources in service sector
CO3	Learners appreciate the significance of human element in creating customer satisfaction through service quality
CO4	Learners identify the Issues and Challenges of Human Resource in various service industry
CO5	Students have comprehended the issues and challenges of HR in various service sectors

Course Code	(UBMSH604) Indian Ethos in Management
CO1	Learner are able to understand the concept of Indian Ethos in Management by the lessons learned through various religious scriptures
CO2	Students learn to link the Traditional Management System to Modern Management System
CO3	Learn various techniques of Stress Management through Yoga, Meditation.
CO4	Learners understood the Evolution of Learning Systems in India
CO5	Students learn the evolution of Indian Learning Systems from Gurukul system to Modern Classroom teachings



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Course Code	(UBMSM601) Brand Management
CO1	Students have understood the sense and impact of Brand Management
CO2	Students learn how to build, sustain and grow brands
CO3	Learners are acquainted with a variety of sources of brand equity
CO4	Learner understand environmental factors influencing brand marketing
CO5	Students are introduced to the challenges of brand marketing

Course Code	(UBMSM602) Retail Management
CO1	Learners are adapted with retail management concepts and operations
CO2	Students have basic knowledge of retail management and types of retailers
CO3	Students cultivate an understanding of retail management terminology including merchandize management, store management and retail strategy.
CO4	Students are aware of legal and ethical attributes of retail management
CO5	Learners are informed about emerging trends in retail management

Course Code	(UBMSM603) International Marketing
CO1	Learners have understood facets of International Marketing, its Advantages and Challenges
CO2	Students have an perception on the processes of International Marketing Environment
CO3	Learners understand the significance of International Marketing Mix decisions and recent developments in Global Market
CO4	Students are acquainted with legal and ethical aspects of International marketing
CO5	Students are made aware about emerging trends in International marketing

Course Code	(UBMSM604) Media Planning & Management
CO1	Learners have understood terminology related to Media Planning, Strategy and Management with reference to current business situation.
CO2	Learners know the basic features of all media to make sure effective use of advertising budget
CO3	Learners gain an awareness on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys
CO4	Students have acquired the skill of constructing an effective advertisement campaign with the media
CO5	Learners understand the role of media in contemporary scenario