

BMS Department

Semesterwise, Subjectwise Syllabus Outcomes on the basis of current syllabus.

Semester	Subject	Outcomes	
FY I 1.	Introduction to Financial Accounts	<ul style="list-style-type: none">• It will helps students to understand the basic concepts of accounts & terminologies.• Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.	
FY I 2.	BUSINESS LAW I	<ul style="list-style-type: none">• Understand legality behind of making contract.• Understand legality behind of making contract of sale and agreement to sale• Understand legality and rights of consumers.	
FY- I 3.	Business Statistics	<ul style="list-style-type: none">• Students can understand the technique of presentation of the complex data with the help of graphs, tables and diagrams.• Students can understand how to analyze the quantitative data through different statistical techniques.• Students can understand how Statistical methods helps effectively in forecasting the future trend on the basis of past data.	
FY- I 4.	Foundation Of Human Skills	<ul style="list-style-type: none">• It will help the students to focus on understanding and discovering our skills and abilities and understand each other in the process.• It helps students to understand the basics of human psychology and provides insight into the reasons why we do certain things as individuals or in a group.	
FY –I 5.	Foundation Course I	<ul style="list-style-type: none">• Students get review of the stratification of Indian population, its religions, problems faced due to multi cultural, multi religious and multi lingual status and measures to overcome .• Students study again the Indian Constitution , Preamble with clarity	

		of the terms in it. Take a review the duties and rights of Indian citizens	
FY –I 6.	Business Economics I	<ul style="list-style-type: none"> • Students learn basic concepts of Indian economy • Students learn the basic tools and analyse different variables. 	
FY- I 7.	Business Communication I	<ul style="list-style-type: none"> • 	
		<ul style="list-style-type: none"> • 	
FY- III1.	Foundation Course II (Skill Enhancement Course)	<ul style="list-style-type: none"> • It will help students socially aware of the societal problems and their personality. 	
FY- II2.	Principles of marketing	<ul style="list-style-type: none"> • Students will learn practical knowledge about the market field work. 	
FY- III3.	Principles of management	<ul style="list-style-type: none"> • To help the students gain understanding of the functions and responsibilities of managers. • To provide them tools and techniques to be used in the performance of the managerial job. • To enable them to analyze and understand the environment of the organization. • To help the students to develop cognizance of the importance of management principles. 	
F – II 4.	Industrial law	<ul style="list-style-type: none"> • Learner understands about industrial disputes & Settlement provision, workers safety provisions and various forms of earnings to the employees. 	
FY- II 5.	Business Mathematics	<ul style="list-style-type: none"> • Learners can understand the critical reasoning; can acquire specific measurable knowledge and skill. • Learners can understand use of mathematical ideas to real world problems. • Learners are able to calculate EMI using flat interest rate and reducing balance method, able to calculate the depreciation of assets, sinking funds in real life system. 	
FY –II 6.	Business Environment	<ul style="list-style-type: none"> • Students learn different types of business , Components of Business environment; various other environments affecting business, • They learn current practices in the business world with Globalisation , Privatisation, Liberalisation concept, Working of MNCs in India, need 	

		and importance of FDI	
FY– II 7.	Business Communication II	•	
		•	
SY-III1.	Environmental Management Foundation Course III(Skill Enhancement Course)	<ul style="list-style-type: none"> It will help students in fulfilling their responsibility by creating an environmental awareness and by making them aware of various environmental factors and its relations to the field of environmental management. 	
SY-III 2.	Accounting for Managerial Decisions	<ul style="list-style-type: none"> Students learn to prepare Vertical Income statement and Vertical Balance sheet as per Accounting standards. They learn ratios which help the managers to take decisions on cost cutting measures and other related decision making for improvement in the overall performance of business unit. With Cash flow analysis, working capital statement preparation students understand the requirement of minimum funds to keep business going on. 	
SY III 3.	Information Technology in Business Management II	<ul style="list-style-type: none"> To learn about information system ,database, basic knowledge of internet technologies, networking , E-commerce, cyber security etc. Use MS office products like Word , Excel and PowerPoint which is used as day to day activities in company. 	
SY- III 4.	Strategic management	<ul style="list-style-type: none"> It will help students to frame business policies and strategies, and their implementation and evaluation for the success and survival of business firms in today's competitive business world. 	
SY- III 5.	Business Planning & Entrepreneurial management	<ul style="list-style-type: none"> It will help students to frame business plan and entrepreneurship development, and their implementation and evaluation for the success and survival of business firms in today's competitive business world. 	
SY-III 6.	Corporate Finance (Finance)	<ul style="list-style-type: none"> Helps students in investment decision making with the main aim of maximizing capital market shares 	

		<p>value and returns for shareholders entailing greater capital accumulation and greater capital formation generally resulting in greater wealth for the corporate entity.</p> <ul style="list-style-type: none"> • Helps to calculate the risk & return, and evaluate the projects on the basis of different kinds of Methods in organization 	
S –III 7.	Equity and Debt Market (Finance)	<ul style="list-style-type: none"> • It enables the students to understanding about the evolution of the financial markets and its instruments, which in turn will help in framing their own investment strategic and policies. 	
SY-III 6.	Consumer Behaviour (Marketing)	<ul style="list-style-type: none"> • It will help students to develop understanding about the consumer decision making process and its applications in marketing functions of firms. • Students will develop the skills of understanding and analyzing consumer information and using it to create consumer-oriented Marketing Strategies. 	
SY-III 7.	Advertising (Marketing)	<ul style="list-style-type: none"> • It will help students to understand and examine the Growing importance of Advertising. • It will help students to understand the future and Career in Advertising • It will help students to understand the construction of an effective Advertisement. 	
SY-III 6.	Motivation & Leadership (HR)	<ul style="list-style-type: none"> • It will help students to gain knowledge of leadership strategies for motivating people and changing organization. • It will help students to study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences. • It will help students about practical approaches to motivation and Leadership and its application in the Indian context. 	
SY-III 7.	Recruitment & Selection (HR)	<ul style="list-style-type: none"> • To help students to list the skills and knowledge needed to conduct full and fair recruitment and selection. 	

		<ul style="list-style-type: none"> To help them undertake full and fair recruitment and selection systematically. 	
SY- IV 1.	Business Research Methods	<ul style="list-style-type: none"> It will help students to inculcate analytical abilities and research skills among the students. It will help students to give students hands on experience and learning in Business research. 	
SY-IV 2.	Foundation Course- Ethics and Governance	<ul style="list-style-type: none"> It will help to understand the concepts of integrity and ethics, describes the major theoretical approaches, identifying ethical dilemmas and apply different theoretical approaches. It gives exact knowledge about corporate governance, its application in organization, identify issues usually addressed by corporate governance structures. Helps to identify the recent scandals and abuses and regulatory reaction. 	
SY- IV 3.	Production & Total Quality Management	<ul style="list-style-type: none"> To acquaint learners with the basic management decisions with respect to production and quality management. To make the learners understand the designing aspect of production system. To enable the learners apply what they have learnt theoretically. 	
SY-IV 4.	Information Technology in Business Management I	<p>1) Students will get detail knowledge about MIS, DSS systems - which support management activities of generating reports to plan, action and control a project.</p> <p>2) student also will get knowledge about ERP, E-CRM and E-SCM</p> <p>3) Basic concepts of database, data warehouse and data mining</p> <p>4) Awareness on outsourcing concepts like BPO, KPO etc.</p> <ul style="list-style-type: none"> 	
SY-IV 5.	Business Economics II	<ul style="list-style-type: none"> It helps students to understand the real world, causes of inflation, monetary and fiscal policy measures for country's economic growth Students learn about international trade and impact of Balance of Payment 	

		<ul style="list-style-type: none"> Students understand the basic concepts of Macro Economics so as to enable them to understand and analyse the economy as a whole. 	
SY IV 6.	Auditing (Finance)	<ul style="list-style-type: none"> Students learn Audit procedure, audit planning and types of audits. Students understand importance of examination of books of accounts and vouching of incomes and expenses, verification of assets and liabilities. This subject is quite helpful in the job as an auditor. 	
SY-IV 7.	Financial Institutions and Markets (Finance)	<ul style="list-style-type: none"> Students get an idea about the working of financial system in the country with financial institutions, financial services, financial instruments and financial markets. Students learn the functioning of regulatory bodies for banking sector, Securities market, Insurance sector. Gets basic idea about Commodities and derivatives market. 	
SY IV 6.	Rural Marketing (Marketing)	<ul style="list-style-type: none"> The main purpose of this course is to explore the students to the agriculture and rural marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario. 	
SY IV 7.	Tourism Marketing (Marketing)	<ul style="list-style-type: none"> 	
SY-IV 6.	Change management (HR)	<ul style="list-style-type: none"> Helps to understand the benefits and need for change management in today's dynamic organizations. Helps to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science. 	
SY-IV 7.	Training and development (HR)	<ul style="list-style-type: none"> To provide students an insight into what motivates adults to learn and the most appropriate methodologies to impart training. To make students understand the evolution of training & development from a tactical to a strategic function. 	
		<ul style="list-style-type: none"> 	
		<ul style="list-style-type: none"> 	

TY-V 1.	Corporate Communication & Public Relation	<ul style="list-style-type: none"> • Helps to provide the students with basic understanding of concepts of corporate communication & public relation. • Introduces the various elements of corporate communication & consider the roles in managing organization. • Helps to develop critical understanding of the different practices associated with corporate communication. 	
TY- V 2.	Logistics and Supply Chain Management	<ul style="list-style-type: none"> • Students know the importance of Logistics and Supply chain management • They learn various terms related to the channels of distribution and Tansportation network 	
TY-V 3.	Financial Accounting (Finance)	<ul style="list-style-type: none"> • Describe, explain, and integrate fundamental concepts underlying accounting, finance, management, marketing, and economics. • Use information to support business processes and practices, such as problem analysis and decision making. • Apply quantitative skills to help analyze and solve business problems and to take advantage of business opportunities. • Describe and explain the ethical and social responsibilities of accountants in ensuring the integrity of financial information. • Apply knowledge of federal tax laws and procedures to individuals and businesses. 	
TY- V 4.	Direct Tax (Finance)	<ul style="list-style-type: none"> • Students learn different heads of incomes, taxation slabs, Computation of Gross Total income, taxability as per residential status • This subject contents are helpful to know practical aspects of Taxation system prevailing in the country with updated changes 	
TY –V 5.	Commodities and Derivatives	<ul style="list-style-type: none"> • To improve knowledge about details and profit making strategies in 	

	Markets(Finance)	Derivatives Market and to learn the need and working of Commodities Markets.	
TY –V 6.	Investment Analysis and Portfolio Management (Finance)	<ul style="list-style-type: none"> To help students understand the various investment avenues and the working of the stock market. Also various forms of analysis to be done before investment in stock market. 	
TY –V 3.	Customer Relationship management (Marketing)	<ul style="list-style-type: none"> It will help students to be familiar with the role of customer's in today's marketing Scenario. Campaigning, CRM Software's used in various firms tools used for data mining of customers and many more. 	
TY- V 4.	Services Marketing (Marketing)	<ul style="list-style-type: none"> Students learn the importance of service sector and its share in Country's GDP Students learn difference in marketing of goods and services, reasons for growth of service sector in India They learn challenges in marketing services, Marketing mix components , Service Gap Model, Measures to improve productivity , Quality measurement variables 	
TY –V 5.	Brand Management (Marketing)	<ul style="list-style-type: none"> To Understand the meaning and significance of brand management To know how to build, sustain and grow brands To know the various source of brand equity 	
TY –V 6.	Sales and distribution Management (Marketing)	<ul style="list-style-type: none"> Total understanding of the sales and distribution processes in organization To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management. 	
TY –V 3.	Industrial Relations (HR)	<ul style="list-style-type: none"> To help them understand the key participants, institutions, relationships and processes in employment relations, so that you acquire an enhanced ability to influence industrial relations outcomes in an informed manner. To develop necessary skill set for application of various HR issues. 	
TY –V 4.	Strategic HRM (HR)	<ul style="list-style-type: none"> To analyse the strategic issues and 	

		<p>strategies required to select and develop manpower resources.</p> <ul style="list-style-type: none"> To help them to Identify social and cultural implications of SHRM business situations. 	
TY –V 5.	Performance Management (HR)	<ul style="list-style-type: none"> It help them to understand the Employees job-related performance standards and performance indicators that reflect the employees range of responsibilities. It help them to understand how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development. It help them to Identify appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weaknesses. 	
TY- V 6.	Finance for HR and Compensation Management (HR)	<ul style="list-style-type: none"> Students learn the measures to compensate employee force Get an idea about the various laws of Payment of Bonus Act, Payment of Gratuity Act , Provident Act offering financial benefits to specified workforce 	
		<ul style="list-style-type: none"> 	
		<ul style="list-style-type: none"> 	
TY –VI 1.	Operation research	<ul style="list-style-type: none"> Be able to build and solve transportation models and assignment models. Use CPM and PERT techniques, to plan, schedule and control project activities. Analysis ant real life system with limited constraints and depicit it in a model forms. 	
TY VI 2.	Indirect Tax (Finance)	<ul style="list-style-type: none"> Students learn the meaning, advantages, definitions in Goods and Service Tax Students understand the Goods and Services Tax provisions , its application to compute SGST, CGST, IGST 	
TY VI 3.	International Finance (Finance)	<ul style="list-style-type: none"> To learn the various International Financial instruments and the working of the Foreign Exchange Market 	

TY-VI 4.	Innovative Financial Services (Finance)	<ul style="list-style-type: none"> • It will helps students to familiarize with the fundamental aspects of various issues associated with financial services. • It will give a comprehensive overview of emerging financial services in the light of globalization. • It also helps learners to aware about basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services. 	
TY VI 5.	Project Management (Finance)	<ul style="list-style-type: none"> • It will helps the learner to get familiarize with fundamental aspects of various issues associated with project management. • Provides comprehensive overview of project management as a separate area of management. • Learners get aware about the basic concepts, functions, process, techniques and create an awareness of role, functions and functioning of project management. 	
TY-VI 2.	Retail Management	<ul style="list-style-type: none"> • Students learn to understand various trends in Retail sector. • Students understand the Retail management terminology, its operations, pricing strategies, Stores management and Merchandise management • They understand career options in Retail sector 	
TY-VI 3.	E-Commerce And Digital Marketing (Marketing)	<ul style="list-style-type: none"> • To Understand increasing significance of commerce and its applications in business and various sectors. • To provide an insight on digital marketing activities on various social media platforms and its emerging significance in business • To understand latest trends and practices in e-commerce and digital marketing along with its challenges and opportunities for an 	

		organisation.	
TY-VI 4.	International Marketing (Marketing)	<ul style="list-style-type: none"> • It will help students understand international Marketing its advantages and disadvantages. • It will help students understand the relevance of international marketing mix decisions and developments in Global Markets. 	
TY-VI5.	Media Planning and Management (Marketing)	<ul style="list-style-type: none"> • It will help students understand media planning , budgeting, Scheduling and evaluating the different media buys • It will help students do Media Planning, Strategy and management with reference to current business scenario. 	
TY-VI 2.	HRM in Service Sector	<ul style="list-style-type: none"> • Students learn the importance of role of employees in marketing of services • They learn Services marketing triangle, Relationship marketing, Organisation culture, Service encounter • Students study issues and challenges of HRM in various services such as Defence, Education, Medical, Airlines , Police service etc 	
TY-VI 3.	Indian Ethos in Management (HR)	<ul style="list-style-type: none"> • It helps students to understand the concept of Indian ethos in Management . • Helps to understand the evolution of learning system in India. • It linked the Traditional Management System to Modern Management System. • Provides a knowledge about different types of stress and measures or techniques to overcome from it. 	
TY-VI 4.	Workforce Diversity (HR)	<ul style="list-style-type: none"> • It helps the learner to understand the nature of workforce diversity. • Familiarize the learner with strategies to deal with workforce diversity. • Different technology and its impact in managing workforce diversity. • Learners will be able to interlink 	

		between workforce diversity and HRM functions.	
TY-VI 5.	Organisational Development (HR)	<ul style="list-style-type: none"> It help to understand how human process issues can be used by the OD consultant to diagnose organisation effectiveness. 	
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	FY Sem I	7 subjects	
	FY Sem II	7 subjects	
	SY Sem III	5 common subjects 2 each subjects of each specialization = Total 11 subjects	
	SY Sem IV	5 common subjects 2 each subjects of each specialization = Total 11 subjects	
	TY Sem V	Common 2 subjects , 4 subjects of each specialization = Total 14 subjects	
	TY SEm VI	Common 1 subject, 4 subjects of each specialization = Total 13 subjects	