

COSMOPOLITAN'S VALIA C.L. COLLEGE OF COMMERCE & VALIA L.C. COLLEGE OF ARTS D. N. Nagar, Andheri (West), Mumbai 400 053

> PROGRAM OUTCOMES, PROGRAM SPECIFIC OUTCOMES & COURSE OUTCOMES

Bachelor of Management Studies

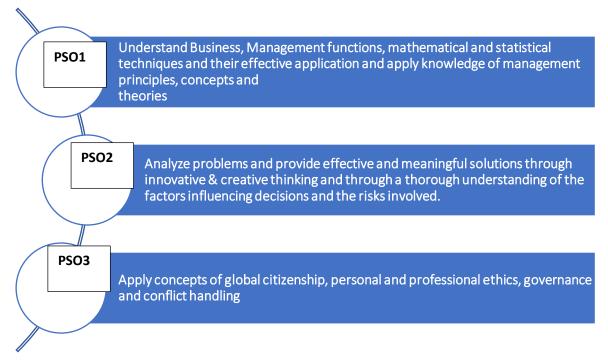
PROGRAM- Bachelor of Management Studies

PROGRAM CODE: 22300005

PROGRAM OUTCOMES



PROGRAM SPECIFIC OUTCOMES



SEMESTER I

Course: Foundation Course -I

COURSE OUTCOMES

CO-1 Describe some important features of society and its structure with special reference to India.

CO-2 Understand and explain the different features of life in Indian Society.

CO-3 Examine some crucial aspects of life in India

CO-4 Compare and contrast different aspects of life in Indian society

CO-5 Critically evaluate the importance of values in a society

CO-6 Formulate approaches to resolve various issues faced by Indian society

Course: Business Communication I

COURSE OUTCOMES

CO-1 Outline the process and definitions of business communication

CO-2 Classify and explain the various channels, modes and methods of communication

CO-3 Implement the communication techniques and etiquette learnt in personal life and at the workplace

CO-4 Categorize the various channels, methods and modes of effective communication

CO-5 Evaluate and choose the best communication channels

CO-6 Develop awareness of the complexity of the communication process and effective listening skills, speaking skills and writing skills

Course: Business Statistics

COURSE OUTCOMES

CO-1 Define the different concepts of Business Statistics.

CO-2 Discuss the scope and features of different tools and techniques used in business statistics.

CO-3 Calculate different statistical values for sample data using formulae.

CO-4 Compare and analyze the different tools and techniques used in Business statistics and assess their utility for different types of data.

CO-5 Interpret the outcomes derived from calculating the different parameters for statistical data.

CO-6 Using comparative evaluation, formulate ways in Business decision making with the help of various statistical measures.

Course: Introduction to Financial Accounts

COURSE OUTCOME

CO-1 Describe the preparation of basic financial statements such as trading account, profit and loss account and balance sheet.

CO-2 Explain Indian Accounting Standards and International Financial Reporting Standards.

CO-3 Examine the reasons for differences in Bank and cash balance and reconcile them.

CO-4 Investigate reconciliation of bank statements.

CO-5 Evaluate the charges of depreciation on various assets.

CO-6 Design depreciation schedules under various methods of depreciation using numerical examples.

Course: Business Economics I

COURSE OUTCOMES

CO-1 Define important concepts of economics in business.

CO-2 Discuss the relationship between economic concepts and business economics decisions.

CO-3 Apply economic tools for making business decisions & calculate the outcome

CO-4 Differentiate various market situations and their conditions.

CO-5 Evaluate the application of economics theory into business decisions.

CO-6 Generalize the economic theories and develop a new business theory.

Course: Foundation of Human Skills

COURSE OUTCOMES

CO1: Describe various psychologies of human behaviour at work.

CO2: Understand the importance of group behaviour and its impact on employees' performance at work.

CO3: Apply learning theories in a workplace scenario.

CO4: Analyze the factors causing stress at the workplace.

CO5: Critically evaluate the importance of motivational theories for employers to evaluate employees' behavior at the workplace.

CO6: Formulate approaches to enhance employees' behavior in an organization.

Course: Business Law

COURSE OUTCOMES

CO 1- Define key concepts in business law.

CO2- Discuss features of Contract, Sale of Goods and Negotiable Instruments Act

CO3- Apply laws governing negotiable instruments & negotiation in practice.

CO4- Differentiate between sale and agreement to sale.

CO5- Evaluate and interpret the provisions of consumer laws

CO 6- Draft a sample contract showing compliance with all essentials of valid contract.

SEMESTER II

Course: Foundation Course II

COURSE OUTCOMES

CO-1 Define certain concepts from the fields of Commerce Human rights Ecology and Psychology.

CO-2 Understand and explain certain concepts from the fields of Commerce Human rights Ecology and Psychology.

CO-3 Examine the relationship between different aspects of the physical and psychosocial environment a human life and development.

CO-4 Distinguish between certain aspects of conflicts in society.

CO-5 Evaluate the impact of different aspects of globalisation on everyday life in India.

CO-6 Formulate approaches to resolve various issues related to stress and conflict in society.

Course: Industrial Law

COURSE OUTCOME

CO-1 Describe the wage legislations, laws relating to Social Security and working conditions in industries.

CO-2 Discuss the provisions relating to working conditions in different sectors & departments.

CO-3 Calculate ESI and Gratuity accurately as per the provisions of the Act

CO-4 Differentiate between Business Law and Industrial Law

CO-5 Evaluate the payment of bonus Act so as to avoid any adverse effect on the payment of the bonus to the employee.

CO-6 Generalize the various industrial laws.

Course: Business Mathematics

COURSE OUTCOMES

CO-1 Define basic terms and concepts of Business Mathematics.

CO-2 Discuss the different types and computational techniques used in Business Mathematics.

CO-3 Solve numerical involving different computational techniques.

CO-4 Compare and Contrast different calculation techniques used in Business Mathematics.

CO-5 Evaluate important values using numerical examples and make conclusions on their basis.

CO-6 Construct a computational model to study analytical data and interpolate function values.

Course: Business Communication II

COURSE OUTCOMES

CO-1 Define the various concepts in Group Communication

CO-2 Understand the various processes of Group Communication

CO-3 Apply strategies for being an effective communicator in various communication scenarios

CO-4 Compare the tools of group communication

CO-5 Evaluate and select the best strategies and techniques of group communication

CO-6 Conduct mock interviews, construct business documents and design presentations

Course: Business Environment

COURSE OUTCOMES

CO-1 Describe some terms of business and its environment.

CO-2 Understand and explain the different features and aspects of the economy, components of the environment, economy, social audit and international environment.

CO-3 Examine the crucial role of government in business and concepts of multinational companies.

CO-4 Compare and contrast different aspects of micro, macro environment and international environment.

CO-5 Critically evaluate the business environment and competitive strategies with the challenges faced by Indian economy.

CO-6 Formulate approaches to understand competition, international environment and new trends with its impact on the organization.

Course: Principles of Management

COURSE OUTCOMES

CO-1 Define the important terms of management and organization.

CO-2 Discuss the importance of planning, organizing, directing, coordinating and controlling for management.

CO-3 Examine the steps in planning and decision-making.

CO-4 Distinguish between the formal and informal organizations and assess the difference in their working pattern.

CO-5 Critically evaluate the significance of the span of control in the smooth functioning of the organization/management.

CO-6 Design an organization's structure by implementing 14 principles of management.

Course: Principles of Marketing

COURSE OUTCOMES

CO-1 Describe some terms of marketing and its concepts.

CO-2 Understand and explain the different features and aspects of marketing and product.

CO-3 Examine some crucial roles and importance of packing and packaging.

CO-4 Compare and contrast different aspects of marketing and selling in regards to market and organization.

CO-5 Critically evaluate the importance of orientations of firms and pricing strategies.

CO-6 Formulate approaches to understand consumer behaviour and new trends in marketing.

SEMESTER III

Course: Business Planning and Entrepreneurial Management

COURSE OUTCOMES

CO-1 Define the important terms under entrepreneurship and business.

CO-2 Discuss the important aspects of development, entrepreneurship and organization.

CO-3 Examine the theories of entrepreneurship and methods of marketing.

CO-4 Compare and contrast creativity, invention and innovation.

CO-5 Critically evaluate the problems in developing new ideas.

CO-6 Design a business plan to demonstrate the working of an organization.

Course: Foundation Course III (Environmental Management)

COURSE OUTCOMES

CO-1 Define the different concepts of Environmental management.

CO-2 Understand and discuss the various concepts of Environmental management.

CO-3 Analyze the impacts on the environment and different sustainability techniques to manage it.

CO-4 Appraise voluntary and involuntary measures adopted for Environmental conservation.

CO-5 Evaluate the causes of Environmental Issues and compare the Legal, Governmental and International provisions to counter them.

CO-6 Propose & implement sustainable solutions for Environmental conservation.

Course: Strategic Management

COURSE OUTCOMES

CO1 – Define the different terms and concepts in strategic management.

CO2 – Discuss strategy formulation in a business environment.

CO3 – Examine the environment of business for assessing different factors that impact a business.

CO4- Investigate the process of strategic implementation.

CO5 – Summarize the strategy of the business.

CO6– Develop a strategy implementation program.

Course: Accounting for Managerial Decision

COURSE OUTCOMES

CO-1 Define the important terms of management accounting and the various tools used.

CO-2 Explain various tools used for management accounting.

CO-3 Analyze the financial statement using various ratios.

CO-4 Compare Fund Flow Statement and Cash Flow Statement

CO-5 Evaluate the concept of management accounting and its significance in the business.

CO-6 Generalize the conceptual framework of the Management Accounting

Course: Information Technology in Business Management - I

COURSE OUTCOMES

CO-1 Define basic terms of Information Technology, its support and role in Management, for managers.

CO-2 Understand different commands of MS word, MS Excel and MS PowerPoint

CO-3 Examine the basic concepts of Email, Internet and websites, domains and security.

CO-4 Compare and contrast the security aspects of IT in business, highlighting electronic transactions, advanced security features.

CO-5 Critically evaluate the case studies for E-commerce and cyber threats

CO-6 Formulate the approaches to work on Outlook.

Course: Corporate Finance

COURSE OUTCOMES

CO-1 Define important terms of corporate finance, leverage, time value of money, mobilization of funds.

CO-2 Discuss and recognize various types of treatment required for solving various illustrations.

CO-3 Solve various illustrations based on capital structure, Leverage, Cost of capital Time value of Money.

CO-4 Categorize between various formats of capital structure, leverages, time value of money, capital budgeting.

CO-5 Estimate the value of various finances under different structures.

CO-6 Create Ideal capital structure.

Course: Equity and Debt Market

COURSE OUTCOMES

CO-1 Define some important terms of the primary market and secondary market in equity market.

CO-2 Discuss the role and functioning of the market.

CO-3 Examine the legislative, executive and judicial functions of such regulatory authorities.

CO-4 Investigate the concepts of IPO, Book Building, Red Herring Prospectus.

CO-5 Summarize the evolution, functioning and growth of fixed income securities.

CO-6: Generalize the workings of different regulatory agencies and how they affect the daily operations of all business.

Course: Consumer Behaviour

COURSE OUTCOMES

CO-1 Describe some important terms of consumer behaviour.

CO-2 Understand and explain different aspects of consumer behaviour in reference to their profiles, needs, behaviour in group and change and formation of attitude.

CO-3 Examine some consumer decision-making processes, recognition of needs, cultural influences, innovation and adoption.

CO-4 Compare and contrast buyers and their influences.

CO-5 Critically evaluate the theories and models of consumer behaviour

CO-6 Formulate approaches to study various changes in consumer buying behaviour.

Course: Advertising

COURSE OUTCOMES

CO1: Define the terms of advertising.

CO2: Explain the important concepts and theories of advertising.

CO3: Examine the role of advertising agencies and creativity in developing effective advertisements for advertisers.

CO4: Compare and contrast the creativity in advertising.

CO5: Evaluate current trends and careers in advertising.

CO6: Design an advertisement and study the impact on consumers.

SEMESTER IV

Course: Business Economics II

COURSE OUTCOMES

CO-1 Define important concepts of macroeconomics analysis.

CO-2 Discuss the importance of the study of macroeconomics.

CO-3 Examine the application of the study of macroeconomics theory into business.

CO-4 Categorize the various important macroeconomics concepts.

CO-5 Evaluate the application of macroeconomics theory into business decisions.

CO-6 Generalize the macroeconomic theories and construct a new modern economic theory of business.

Course: Financial Institutions and Markets

COURSE OUTCOMES

CO-1Define financial system, financial market and financial instruments.

CO-2 Discuss role of regulators in financial system

CO-3 Examine role of development financial institutions.

CO-4 Compare capital market and money market

CO-5 Evaluate reforms in money market and capital market

CO-6 Create an ideal financial design of a financial system

Course: Business Research Methods

COURSE OUTCOMES

CO-1 Describe key aspects of Research.

CO-2 Understand Steps of Research design.

CO-3 Examine Data analysis of research.

CO-4 Appraise stages of data processing.

CO-5 Choose the appropriate methods of conducting research.

CO-6 Create a Research Report.

Course: Foundation Course IV (Ethics and Governance)

COURSE OUTCOMES

CO-1 Describe some important terms of ethics.

CO-2 Understand and explain the different aspects of ethics, corporate governance and corporate social responsibility.

CO-3 Examine some crucial aspects of ethics, corporate governance and corporate social responsibility.

CO-4 Compare and contrast different aspects of ethics in life and organization.

CO-5 Critically evaluate the theories and guidelines of corporate governance and corporate social responsibility.

CO-6 Formulate approaches to create awareness in regards to various aspects of ethics, corporate governance and corporate social responsibility in the organization.

Course: Information Technology in Business Management II

COURSE OUTCOMES

CO-1 Define important terms of managerial decision making and to develop perspective of major functional areas of MIS

CO-2 Understand the concept of Enterprise Resource Planning, Customer relationship Management and Supply Chain Management

CO-3 Examine the concept of emerging MIS technologies

CO-4 Analyze the relationship between database management and data warehouse approaches

CO-5 Summarize the concept of outsourcing.

CO-6 Generalize the major Trends in Information Technology in Business Management

Course: Event Marketing

COURSE OUTCOMES

CO-1 Describe some important terms of the events industry.

CO-2 Understand and explain the different components of product and network in events.

CO-3 Examine some crucial aspects of events in India

CO-4 Compare and contrast different aspects of safety and crisis in event marketing.

CO-5 Critically evaluate the importance of pricing decisions and career in event

management.

CO-6 Formulate approaches to study various concepts and growth of the event industry in India.

Course: Integrated Marketing Communication

COURSE OUTCOMES

CO-1 Define the concepts of Integrated marketing communication.

CO-2 Discuss the use of IMC models for organizations.

CO-3 Apply the various tools of integrated marketing communication for making effective advertisement.

CO-4 Differentiate between sales promotion, public relation, publicity and direct marketing.

CO-5 Evaluate the impact of ethical issues in advertising.

CO-6 Plan an IMC program for developing brand equity.

Course: Production and Total Quality Management

COURSE OUTCOMES

CO-1 Describe some important terms of production and total quality management.

CO-2 Discuss the features, objectives and importance of various important terms of production and quality management with inventory systems.

CO-3 Examine some features of plant layout and inventory management aspects.

CO-4 Compare and contrast different aspects of quality engineering.

CO-5 Critically evaluate the important concepts of production and total quality management.

CO-6 Formulate approaches to study various concepts in regards to organizations.

Course: Strategic Cost Management

COURSE OUTCOMES

CO-1 Define the important terms of and resolve cases through strategic decision making.

CO-2 Discuss the use of Standard costing Application of Marginal costing

CO-3 Apply appropriate cost allocation techniques to a variety of costing problems.

 ${\bf CO-4}$ Differentiate between traditional costing and alternative costing

methodologies and their applications

CO-5 Evaluate the various developments in Cost Management

CO-6 Develop strategies for managing costs

SEMESTER V

Course: Corporate Communication & Public Relations

COURSE OUTCOMES

CO-1 Define and introduce the various elements of corporate communication and public relations and consider their roles in managing organizations

CO-2Understand and classify key concepts of corporate communication and public relations.

CO-3 Examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.

CO-4 Compare and contrast the different practices associated with corporate communication with the latest trends and social media tools.

CO-5 Critically evaluate the theories of public relations

CO-6 Construct effective corporate communication and public relation plans/strategies.

Course: Logistics & Supply Chain Management.

COURSE OUTCOMES

CO-1 Define logistics & supply chain management.

CO-2 Discuss the overview of logistics & supply chain management.

CO-3 Examine the various logistics activities into supply chain management.

CO-4 Categorize the methods of transportation and materials management in supply chain management system

CO-5 Evaluate the logistics activities in supply chain management system.

CO-6Measure the impact of logistics activities in supply chain management.

Course: Commodity & Derivative Market

COURSE OUTCOMES

CO-1 Define the important concepts of various derivative products such as futures, options, and swaps

CO-2 Discuss the functioning of commodities Derivative markets

CO3. Examine the hedging models in assessing price risk of various derivatives product.

CO4. Analyse value at risk for various derivatives.

CO5. Evaluate the mechanism of commodity derivative trading.

CO6. Generalize the trading strategies for profit and risk management.

Course: Investment Analysis and Portfolio management

COURSE OUTCOMES

CO-1 Define key aspects in investment analysis and portfolio management

CO-2 Discuss Portfolio management and techniques of asset allocation

CO-3 Solve sums on Portfolio evaluation, Risk return relationship, Beta.

CO-4 Differentiate Fundamental and technical analysis in detail.

CO-5 Evaluate portfolio based on Sharpe, Treynor, Jensen measure

CO-6 Create a portfolio for your client

Course: Wealth Management

COURSE OUTCOMES

CO-1 Describe overview of various aspects related to wealth management

CO-2 Discuss relevance and importance of wealth management

CO-3 Demonstrate various components of wealth management

CO-4 Inspect issues related to taxation in wealth management

CO-5 Evaluate different areas of wealth management

CO-6 Design a comprehensive wealth plan for your client

Course: Direct Tax

COURSE OUTCOMES

CO-1 Define the various incomes under the major heads based on their respective charging section.

CO-2 Understand and explain the various incomes that are exempt or can be taken as deduction from taxable income.

CO-3 Illustrate how incomes are assessed under the major heads of income.

CO-4 Debate on the advantages and disadvantages of the amendments that are brought about by the Finance Act 2021.

CO-5 Using a numerical example, measure the income taxable under the various heads of incomes.

CO-6 Prepare a tax plan for an individual who has income from salary, capital gains and income from other sources.

Formulate methods to determine the taxability and the various benefits that can be availed under the Act.

Course: Service Marketing

COURSE OUTCOMES

CO-1 Describe the concept of service marketing and its impact on economy.

CO-2 Discuss the key elements of service marketing.

CO-3 Examine the factors influencing quality of service with the help of service quality models.

CO-4 Analyze the international and global strategies in service marketing.

CO-5 Evaluate opportunities in service sectors by understanding recent trends in service marketing.

CO-6 Design a service marketing plan using elements of service marketing mix.

Course: Electronic Commerce and Digital Marketing

COURSE OUTCOMES

CO-1 Define the important terms of E-Commerce and its applications.

CO-2 Discuss the applications in Business and various sectors.

CO-3 Examine and use payment system in e-commerce.

CO-4 Compare and contrast the Ecommerce Laws in India and the world.

CO-5 Evaluate the digital marketing activities on various social media platforms and its emerging significance in business.

CO-6 Generalize the trends in ecommerce and digital marketing with its challenges and opportunities for an organization.

Course: Sales and Distribution Management

COURSE OUTCOMES

CO-1 Define various concepts of sales and marketing in reference to sales management. **CO-2** Understand and explain the different concepts of sales and distribution in an

cO-2 Understand and explain the different concepts of sales and distribution in an organization.

CO-3 Examine some theoretical concepts of sales management in an organization.

CO-4 Compare and contrast different aspects of distribution and selling.

CO-5 Critically evaluate the closing and the success ratio of sales, ethics and new trends.

CO-6 Formulate approaches to enhance efficiency and control over channels and their members.

Course: Customer Relationship Management

COURSE OUTCOMES

CO-1 Define the important terminologies under customer relationship management for organizations.

CO-2 Discuss the concept of customer relationship management and implementation of customer relationship management.

CO-3 Examine CRM marketing initiatives and relate it with real marketing examples.

CO-4 Analyze quality issues faced in collecting data and ways to resolve it.

CO-5 Evaluate and provide insight into CRM marketing initiatives, customer service and designing CRM strategy.

CO-6 Generalize the opportunities and challenges of CRM for organizations.

SEMESTER VI

Course: Operations Research

COURSE OUTCOMES

CO-1 Define key concepts in operations research.

CO-2 Discuss decision making models in operations research.

CO-3 Solve sums on decision making models for business.

CO-4 Analyze the decision models and test for optimalities.

CO-5 Evaluate the decision-making models and estimate the optimal value.

CO-6 Derive accurate decision based on the techniques of operations research.

Course: International Finance

COURSE OUTCOMES

CO-1 Describe key concepts in international finance.

CO-2 Understand Monetary systems, World financial markets, Exchange rate risk.

CO-3 Solve Forex quotations, Arbitrage, forward rate, interest rate arbitrage, Capital budgeting

CO-4 Investigate Foreign exchange market and its participants.

CO-5 Evaluate Risk in international financial markets.

CO-6 Derive exchange rates and arbitrage profits during trading.

Course: Innovative Financial services

COURSE OUTCOMES

- CO-1 Describe fund based and fee-based financial services
- **CO-2** Discuss Framework of various financial services

CO-3 Examine process of Issue management carried out by intermediaries

CO-4 Compare fee-based and fund based financial services

CO-5 Evaluate growth of innovative financial service in India

CO-6 Generalize the various financial services

Course: Brand Management

COURSE OUTCOMES

CO-1 Define the important terms of branding.

CO-2 Discuss the importance of brand equity for building image of a product in consumer's mind.

CO-3 Classify the elements of a brand and the various strategies which helps in developing equity of a brand.

CO-4 Analyze models of brand equity and its practical usage

CO-5 Evaluate the concept of brand architecture, brand hierarchy, brand extension and cause marketing.

CO-6 Generalize equity for a brand with the help of brand equity models.

Course: Retail Management

COURSE OUTCOMES

CO-1 Define the important terms of retail management.

CO-2 Understand the importance of retail sectors for economic growth.

CO-3 Examine the emerging trends in retail sector and relate it with changing needs of retail consumers

CO-4 Analyze the significance of merchandise management, store layout, store design, store planning and layout for the growth of retail stores.

CO-5 Evaluate the legal/permission required to start retail store in India.

CO-6 Create a plan for managing and sustaining retail.

Course: International Marketing

COURSE OUTCOMES

CO-1 Define the key concepts of international marketing.

CO-2 Discuss the need for undertaking marketing for mitigating challenges in international marketing.

CO-3 Illustrate the various methods and challenges of international marketing.

CO-4 Compare the various methods of entry for products and for services in international marketing.

CO-5 Defend the strategies used for international marketing.

CO-6 Create a marketing plan for an international product/ service after conducting marketing research

Course: Media Planning and Management

COURSE OUTCOMES

CO-1 Describe the basic characteristics of all media to ensure most effective use of advertising budget

CO-2 Understand Media Planning, Strategy and Management with reference to current business scenario

CO-3 Examine the Media Planning Elements and objectives

CO-4 Inspect the Media Planning, Budgeting, Scheduling techniques

CO-5 Evaluate the different Media Buys

CO-6 Design media strategies and plans

Course: Strategic Financial Management

COURSE OUTCOMES

CO-1 Describe the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure

CO-2 Explain the success of projects, strategies and even total businesses by articulating NPVs over time

CO-3 Examine the significance of cash flow and working capital management.

CO-4 Analyze strategic financial management which can fit in an integrative model.

CO-5 Evaluate basic finance management knowledge

CO-6 Generalize the current market scenario and upgrade the skills and knowledge of long-term sustainability.

Course: Indirect Tax

COURSE OUTCOMES

CO-1 Define the important terms under GST.

CO-2 Understand and explain the various types of GST and how their liability is determined.

CO-3 Considering the growth of turnover in a business, examine how and when GST liability arises and when it has to be paid.

CO-4 Inspect the major changes that were brought about by introduction of GST.

CO-5 Based on the concept of supply, summarize the supplies that would and would not attract GST liability.

CO-6 Prepare a presentation showing the procedure of taking GST registration, applying for composition scheme, converting into normal taxation, taking input tax credit and paying final GST liability on the GST portal.