



Thakur Educational Trust's (Regd.)

**THAKUR RAMNARAYAN
COLLEGE OF ARTS & COMMERCE**
ISO 21001:2018 Certified

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Outcomes Based Education (OBE) Document

Programme: B.M.S.

Program Educational Objectives

PEO1: To prepare students for careers in general management, marketing & financial areas such as to flourish & boost in their professional career.

PEO2: To develop the student's ability to survive the challenges of entrepreneurship and grow in their respective fields.

PEO3: To prepare the student for entry into a program of postgraduate study in general management and related specialization fields.

Program Outcomes

On successful completion, graduates of B. M. S. programme will be able to:

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication: To speak, read, write and listen clearly in person to make meaningful conversations in the real world, related to marketing and finance..

PO3. Social Interaction: Evoke views of others, mediate discussions and help reach conclusions with the stakeholders of society.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering in various consumer centric programmes.

PO5. Ethics: Recognize the significance of ethical and moral values related to the consumer, and accept responsibilities towards a better future for the society.

PO6. Environment and Sustainability: Inculcate the sustainable development in the organizations to provide the better protection for the environment.

PO7. Self-directed and Life-long Learning: Enhance the competence of the individual to be self dependent and be a life-long learner in the aspect of socio, economic, interpersonal and technological skills.

PO8. Research Related Skill: Inculcate the analytical skills and research skills of the changing market situations among the students.

PO9. Discipline knowledge: Build fundamentals in core areas of Marketing, Finance, Business Research & Quantitative Techniques, Economics, Statistics, and get exposure to the relevant software.

PO10. Problem solving: Ability to logically question assertions and analyze the patterns in order to distinguish between essential and irrelevant aspects of problems.

PO11. Team Building: Ability to work with a group of people in an organization and lead them in order to become a leader/entrepreneur.

PO12. Technical Aspects: Learn the best practices of handling technical aspects of logistics, operations & total quality management along with the systems involved in the overall production process.

Program Specific Outcomes (FINANCE)

On successful completion, graduates of B.M.S. degree program will be able to:

PSO 1: Demonstrate communication, logical and analytical skills.

PSO 2: Acquire and apply knowledge related to financing, financial system and money management.

PSO 3: Inter relate and interpret different aspects of finance and its application. Manage investment and wealth management functions of an organization.

PSO 4: Explore and demonstrate the knowledge of different areas of financial management in the market.

Program Specific Outcomes (MARKETING)

On successful completion, graduates of B.M.S. degree program will be able to:

PSO 1: Demonstrate communication, entrepreneurial, logical and analytical skills.

PSO 2: Acquire and apply knowledge related to marketing, sales system and consumer and market changes management.

PSO 3: Inter relate and interpret different aspects of marketing and its application. Manage interpersonal relationships as a part of human resources of an organization.

PSO 4: Explore and demonstrate the knowledge of different areas of commerce and management.

F.Y.B.M.S. (Semester 1)
Business Law (UBMSFSI.2)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the relevant provisions of law related to making of contracts		✓				
CO2	Recognize the laws related to the Sale of goods act ,1930	✓					
CO3	Identify different types of Negotiable Instruments and compare the legal provisions related to them.	✓			✓		
CO4	Infer the rights of Consumer according to Consumer Protection Act 1986.		✓				
CO5	Analyze the laws related to the Companies Act 2013				✓		
CO6	Interpret the Legal rights resulting from Intellectual activity in the Industrial, scientific, literary and artistic fields		✓				

F.Y.B.M.S. (Semester 1)

Business Statistics (M&S) (UBMSFSI.3)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Possess knowledge of the concept of Statistics and its relevance in business and develop an understanding of the quantitative techniques from statistics.Learner will distinguish between different types of data.Organize, manage and present Statistical data and will do Comparative analysis of all measures of Central Tendency.				✓		
CO2	Relate statistical data using measures of dispersion,Correlation and Linear Regression		✓				
CO3	Correlate Time Series, Index Number and Cost of Living Index Number to real life examples.				✓		
CO4	Interpret the basic probability rules, real-world problems into probability models and different types of decision theory and their practical applications.		✓				

F.Y.B.M.S. (Semester 1)

Business Communication - 1 (UBMSFSI.4)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Apply the theory of communication and its strategies to communicate effectively.			✓			
CO2	Identify Communication Barriers and develop solutions to overcome them						✓
CO3	Write effective business letters and develop their own Statements of Purpose.						✓
CO4	Edit their writing, compose paragraphs, and interpret technical data						✓

F.Y.B.M.S. (Semester 1)

Foundation Course - I (UBMSFSI.5.1)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the multi-cultural diversity of Indian society through its demographic composition, linguistic diversity and regional variations.		✓				
CO2	Explain the concept of disparity due to Social Stratification, explore the violence against women and appreciate the inequalities faced by disable people.		✓				
CO3	Comprehend inequalities manifested due to the caste system and understand inter-group conflicts arising out of communalism, regionalism, linguism			✓			
CO4	Describe the philosophy of the Indian Constitution, understand the structure of it and its fundamental duties to the Indian Citizen.		✓				
CO5	Interpret the party system in Indian Politics and judging the role and significance of women in politics.			✓			

F.Y.B.M.S. (Semester 1)

Foundation of Human Skills (UBMSFSI.6)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interprete about the individual's differences in behavior, personality, attitude, emotions, thinking, learning and perception.		✓				
CO2	Analyzing the skills and development of group and team behavior to achieve overall and growth and goals of an organization.				✓		
CO3	Evaluation of organizational culture and their functions, types, characteristics to create and maintain effective organization culture. & to create a positive environment in an organization by motivating and inspiring employees to avoid conflicts in an organization.					✓	
CO4	Analysis and focusing on the overall organizational change and development, creativity, stress management to solve organizational problems.				✓		

F.Y.B.M.S. (Semester 1)

Business Economics (UBMSFSL7)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Classify basic tools, functional relations of business economics with real world		✓				
CO2	Interpret the forecasting , functioning of demand by consumers perspective		✓				
CO3	Examine supply, cost production decisions by producers perspective		✓				
CO4	Identify reasoning and output decision under different forms of market			✓			
CO5	Simplify pricing practices using different methods				✓		

F.Y.B.M.S. (Semester 1)

Introduction to Financial Accounts (FA) (UBMSFSL1)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret about the individual's differences in behavior, personality, attitude, emotions, thinking, learning and perception.		✓				
CO2	Analyze the skills and development of group and team behavior to achieve overall and growth and goals of an organization.				✓		
CO3	Evaluation of organizational culture and their functions, types, characteristics to create and maintain effective organization culture. & to create a positive environment in an organization by motivating and inspiring employees to avoid conflicts in an organization.				✓		
CO4	Analysis and focusing on the overall organizational change and development, creativity, stress management to solve organizational problems.			✓			

F.Y.B.M.S. (Semester II)
Business Mathematics (UBMSFSII.3)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Estimate Elementary Financial mathematics concepts of Interest, Annuity, Functions, Permutation and Combination.			✓			
CO2	Interpret mathematical terminology of Matrices and Determinants in order to be prepared for future coursework in business and mathematics.		✓				
CO3	Calculate derivatives in Minima,Maxima, Revenue, Cost and Profit function, and Price Elasticity applicable in commercial Aspects.				✓		
CO4	Estimates the Finite differences in Interpolation.		✓				

F.Y.B.M.S. (Semester II)

Principles of Management (UBMSFSII.7)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define managerial functions like planning, and have same basic knowledge on international aspect of management	✓					
CO2	Describe the planning process in the organization		✓				
CO3	Describe the concept of organization		✓				
CO4	Demonstrate the ability to directing ,leadership and communicate effectively			✓			
CO5	Examine issues and formulate best control methods				✓		

F.Y.B.M.S. (Semester II)

Foundation Course II (UBMSFSII.5.1)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Associated with impact of globalized industry with regard to changes in employment and increasing migration and explain the real scenario which has resulted in rise of corporate farming and increased farmer suicides		✓				
CO2	Acquainted with the concept, origin and evolution of human rights and also the fundamental rights stated in the Constitution.		✓				
CO3	Linked with environment, ecology and their interconnectedness. Relate environmental degradation, its impact and the need for sustainable development.				✓		
CO4	Interpreted the various factors contributing to stress and conflicts in individuals and the society.		✓				
CO5	Prepared with different methods of responding to conflicts and coping with stress in contemporary society.			✓			

F.Y.B.M.S. (Semester II)
Industrial Law (UBMSFSII.2)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Classify the concept related to Industrial relations and Industrial disputes		✓				
CO2	Define the concepts & dynamics laws related to Health, Safety and Welfare		✓				
CO3	Summarize the process of Social legislation and interpret administration and determination of dues		✓				
CO4	Summarize laws related to Compensation Management			✓			
CO5	Interpret the various provisions regarding health, safety & welfare of workers.			✓			
CO6	Inter relate the various definitions under factories act.		✓				

F.Y.B.M.S. (Semester II)
Principles of Marketing (UBMSFSII.1)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Annotate marketing as an activity and function		✓				
CO2	Categorize micro and macro environment of business					✓	
CO3	Interpret various elements of marketing mix used by business organizations		✓				
CO4	Detect new trends in marketing and approaching market in the same manner					✓	

F.Y.B.M.S. (Semester II)
Business Environment (UBMSFSII.6)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the concept of the overall business environment and evaluate all the internal and external environments..					✓	
CO2	Analyze the political and legal environment in different sectors, concepts & challenges of business and indian economy.				✓		
CO3	Analyze the social, cultural, technological, and competitive environment in different sectors, analysis and concepts of business environment and indian economy.				✓		
CO4	Apply & the study of international environment and foreign markets such as GATT, WTO, Globalization, LPG, MNC, FDI in detail.			✓			

F.Y.B.M.S. (Semester II)
Business Communication (UBMSFSII.4)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Implement the strategies of presentations			✓			
CO2	Compare types of interviews and the ways to face them				✓		
CO3	Construct letters for RTI inquiry, Claims, and Consumer Grievance						✓
CO4	Determine the types of reports and writing them			✓			

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

Equity & Debt Market (UBMSFSIII.1.03)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the Evolution of Financial Markets.		✓				
CO2	Define the concepts & dynamics of the Equity Market.	✓					
CO3	Define the concept of Debt Market.	✓					
CO4	Determine the Value of Equity & Bonds.			✓			

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

Corporate Finance (UBMSFSIII.1.04)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define the concept of Corporate Finance.	✓					
CO2	Calculate the capital structure & different types of leverages.				✓		
CO3	Calculate the working of Time Value of Money.				✓		
CO4	Express the knowledge regarding sources & mobilization of funds.		✓				

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

Foundation Course (EVS) (UBMSFSIII.3.01)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Defines constituents of the ecological system and concepts like water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid.	✓					
CO2	Corelate adverse effects on the environment due to various Human activities, cause and effect of Global Warming, Disaster Management and Waste Management				✓		
CO3	Interpret sustainable business practices that can benefit both the organisation and the environment, EIA, Environmental Audits, and laws regarding the environment.		✓				
CO4	Discover Innovative Business Models: Eco-tourism, green marketing, Waste management projects for profits and other business projects for a greener future.			✓			

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

Strategic Management (UBMSFSIII.6)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the concept of Strategy and importance of Strategic intent.		✓				
CO2	Recognize various aspects of business and connect the business environment and different levels of strategies used in the organization.				✓		
CO3	Identify which strategy analysis to choose and implement in their business.	✓					
CO4	Judge strategies and design the change in the environment effectively.						✓

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

Business Planning and Entrepreneurial Management (UBMSFSIII.4)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpreting the concept of overall entrepreneurship development and evaluating all the theories of entrepreneurship.					✓	
CO2	Analysis of entrepreneurship in different types and levels & classifications of an entrepreneur.				✓		
CO3	Creating idea generation, swot analysis innovation, creativity, scope, objectives of entrepreneurship development cycle and business plan.						✓
CO4	Application & study of sources of finance, venture capital, steps, channels of marketing and new trends in any venture set-up.			✓			

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

Information Technology in Business Management (UBMSFSIII.2)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the basic concepts of Entrepreneurship to budding managers.		✓				
CO2	Develop responsibility of the full line of management function of a company with special reference to the SME sector.		✓				
CO3	Identify areas of Discipline of Management & Entrepreneurship.		✓				
CO4	Demonstrate the systematic process and to select and screen a business idea.			✓			

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

Accounting for Managerial Decisions (UBMSFSIII.5)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Implement the financial statements and its performance evaluation in an organization.				✓		
CO2	Execute financial ratios for better understanding of the position of an organization.				✓		
CO3	Evaluate of Cash inflows and Cash outflows by preparing Cash flow Statement					✓	
CO4	Execute the Manufacturing organization by estimating the requirements of working Capital ,techniques of Credit policy and methods of Credit Evaluation					✓	

S.Y.B.M.S. (Semester III)
Advertising (UBMSFSIII.1.07)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Explain advertising, its evolution, its different types and the ethics and laws used in advertising.		✓				
CO2	Classify strategy formulation and planning process in advertising and its role in marketing mix.		✓				
CO3	Describe a creative advertisement campaign by making use of the different elements of advertising.		✓				
CO4	Define the knowledge about the advertising budget, and career opportunities in advertising.	✓					

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

Consumer Behavior (UBMSFSIII.1.05)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the concept of consumer behaviour and value its application in marketing.					✓	
CO2	Identify consumer needs and their various determinants like personality, attitude, perception, learning theories.	✓					
CO3	Analyze the impact of environmental factors on consumer behaviour with reference to family, social class, group dynamics and culture.				✓		
CO4	Identify different types of consumer decision making models and develop a process of diffusion and adoption.						✓

S.Y.B.M.S. (Semester IV)

Business Research Methodology (UBMSFSIV.4)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define a range of quantitative and / or qualitative research techniques to business and management problems / issues	✓					
CO2	Explain research approaches, techniques and strategies in the appropriate manner for managerial decision making		✓				
CO3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process		✓				
CO4	Develop research report and understand the ethics related to creating research report						✓

S.Y.B.M.S. (Semester IV)

Production & Total Quality Management (UBMSFSIV.6)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the concepts of Production Management		✓				
CO2	Use the concepts & ideas of Material Management			✓			
CO3	Apply the basics of Productivity & TQM			✓			
CO4	Retrieve the theory of Quality Improvement Strategies & Certificates	✓					

S.Y.B.M.S. (Semester IV)

Integrated Marketing Communication (UBMSFSIV.1.05)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Infer reasons for growth of Integrated Marketing Communication (IMC)		✓				
CO2	Deduce Advertising and Sales promotion as an IMC tool				✓		
CO3	Measure results of Direct marketing, Publicity and Sales Promotion in promotion of products					✓	
CO4	Assess promotional tools and current trends in IMC		✓			✓	

S.Y.B.M.S. (Semester IV)

Information Technology in Business Management - II (UBMSFSIV.2)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Paraphrase major functional systems of Management Information System		✓				
CO2	Interpret concepts like ERP, E-CRM, E-SCM		✓				
CO3	Articulate Data warehouse and Data mining			✓			
CO4	Examine need for outsourcing and its scope in business					✓	

S.Y.B.M.S. (Semester IV)

Business Economic II (UBMSFSIV.5)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define what macroeconomics is and Compute different measures of national income. Depict the circular movement of money between firms/producers, households, the government and international trade.		✓				
CO2	Recognize and judge the causes of inflation and represent the measures of monetary policy control credit and inflation in the economy.			✓			
CO3	Indicate the role of the government in solving various economic problems and prepare the structure of the budget.			✓			
CO4	Compare the different theories of international trade and explain the basis of trade.				✓		

S.Y.B.M.S. (Semester IV)

Corporate Restructuring (UBMSFSIV.1.04)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Summarize Corporate Restructuring forms & formulation .			✓			
CO2	Exemplify sums on schemes of Internal Reconstruction		✓				
CO3	Exemplify sums on schemes of External Reconstruction		✓				
CO4	Summarize changes in the internal/external aspects after reorganisation.			✓	✓		

S.Y.B.M.S. (Semester IV)
Rural Marketing (UBMSFSIV.1.06)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the concept of rural marketing and development & evaluate all the problems and strategies of rural marketing.					✓	
CO2	Analyze the rural market and consumers in different factors of the rural market environment as a whole.				✓		
CO3	Evaluation of marketing mix, product strategies, pricing strategies, promotional strategies, branding, packaging, labeling, competitions, targeting, positioning and segmentation in overall rural marketing mix.					✓	
CO4	Analyze the rural marketing strategies and Application or Study of distribution strategies and communication strategies for rural consumers.				✓		

S.Y.B.M.S. (Semester IV)
Foundation Course – IV (Ethics and Governance)
(UBMSFSIV.3.01)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the concept of ethics and evaluate the introduction to business ethics in detail.					✓	
CO2	Analyze and Evaluate the ethics in marketing, finance and HRM in detail.					✓	
CO3	Interpret the concept of corporate governance and Analyze all the theories and trends in corporate governance.				✓		
CO4	Explain Corporate Social Responsibility in detail and understand the different concepts, segments and areas of CSR.			✓			

S.Y.B.M.S. (Semester IV)
Auditing (UBMSFSIV.1.02)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Explain and Analyze the basic concept of auditing, its objectives & various types of Frauds & Errors				✓		
CO2	Describe the need for audit plan, audit program and audit working papers		✓				
CO3	Practice the various audit techniques such as test check and audit sampling.		✓				
CO4	Compare various concepts under internal control and internal audit. Explain verification & Vouching of expenses, incomes, assets & liabilities.				✓		

T.Y.B.M.S. (Semester V)
Wealth Management (46009)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret various aspects related to Wealth Management.		✓				
CO2	Recognise the relevance & importance of Insurance & Investment Planning.		✓				
CO3	Acquaint with issues related to Taxation & Estate Planning.	✓					
CO4	Interpret various components of retirement planning, income streams & tax savings schemes.		✓				

T.Y.B.M.S. (Semester V)

Corporate Communication and Public Relations (46002)

Course Outcomes

After completing this course, students will be able to.

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the concepts of Corporate Communication and Public Relations.		✓				
CO2	Connect various aspects of corporate communication and its correspondence				✓		
CO3	Explain various aspects and theories of Public Relations		✓				
CO4	Demonstrate various Mass Media laws and use of technology and correspondence in day-today activities of an organization			✓			

T.Y.B.M.S. (Semester V)

Logistics and Supply Chain Management (46001)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the basic concepts of Logistics & Supply Chain Management.		✓				
CO2	Define the key activities & elements performed by the logistics function.	✓					
CO3	Interpret the nature of the supply chain, its functions & supply chain system.		✓				
CO4	Interpret global trends in logistics & supply chain management.		✓				

T.Y.B.M.S. (Semester V)

Investment Analysis and Portfolio Management (46003)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Acquaint with various concepts of Investment & Finance.	✓					
CO2	Interpret the meaning & types of risk & analyze the risk-return relationship.				✓		
CO3	Define Portfolio Management & Security Analysis.	✓					
CO4	Correlate various models & techniques of Investment & Finance.				✓		

T.Y.B.M.S. (Semester V)

Direct Tax (46018)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define various terms under Income tax and determine the process of finding out residential status and their taxable income.	✓					
CO2	Describe the rules for calculating taxable income under Salary, House property, Business & Profession.		✓				
CO3	Explain the rules for determining taxable income under Capital gains & other sources.		✓				
CO4	Demonstrate the various deductions under Chapter VI A & also define the methods of computing taxable income of an Individual.			✓			

T.Y.B.M.S. (Semester V)
Financial Accounting (46012)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Identify & implement AS-1 provisions in Preparation of Final Financial Statements as per provision of Companies Act - AS 1.		✓				
CO2	Relate Underwriters on basis of Types , Commission, liability & Accounting treatment & connect it with Contemporary career opportunities options as Underwriters			✓			
CO3	Correlation of various Foreign Exchange Rates Computation & Treatment of transaction related with exchange rate difference as per AS 11			✓			
CO4	Categorize contemporary career opportunities in Investment Accounting & treatment for transactions related with Investments as per AS-13				✓		
CO5	Reviewing concept of Ethics in Profession & Implications of Values on the work front in contrast to whistle Blowing .				✓		

T.Y.B.M.S. (Semester V)

Customer Relationship Management (46013)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpreting the concept of relationship marketing, managing customers, relationship challenges, components and evolution in CRM.		✓				
CO2	Analyzing data management, CRM marketing initiatives, and customer service for overall growth and development.				✓		
CO3	Interpretation and evaluation of CRM strategy, planning and implementation for overall management.					✓	
CO4	Interpreting and analyzing e-CRM, social networking, mobile, trends, challenges and opportunities for different levels of CRM.				✓		

T.Y.B.M.S. (Semester V)

Service Marketing (46004)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpreting the process, marketing, roles and consumer behavior of service marketing.		✓				
CO2	Analyzing the key elements of services and marketing mix.				✓		
CO3	Evaluating and managing quality aspects of services marketing.					✓	
CO4	Interpreting and analyzing different sectors of marketing of services & to study about ethics and ethical environment in service marketing.				✓		

T.Y.B.M.S. (Semester V)
Ecommerce & Digital Marketing (46007)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the importance of E-Commerce and use its applications in various sectors.			✓			
CO2	Identify various ways in which E-Business operates and different ways to build a website.						✓
CO3	Recognize different payment, security and legal issues related to E-Commerce.		✓				
CO4	Value the recent trends and design the critical insights involving various activities of Digital Marketing.						✓

T.Y.B.M.S. (Semester V)

Sales and Distribution Management (46010)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Explain the sales & distribution processes in Organizations.		✓				
CO2	Describe with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management		✓				
CO3	Explain Market analysis methods and selling concepts.		✓				
CO4	Discuss Performance evaluation methods, ethics and trends in sales and distribution management.		✓				

T.Y.B.M.S. (Semester VI)
Brand Management (86003)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define what a product is, the various levels which make it up, and different types of products	✓					
CO2	Classify the product, and the nature of the product line and product mix		✓				
CO3	Organise the brand how to build, sustain and grow brands				✓		
CO4	Compare the various sources of brand equity				✓		

T.Y.B.M.S. (Semester VI)
International Marketing (86009)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define International Marketing, its Advantages and Challenges.	✓					
CO2	Explain the steps and processes involved in planning market entry strategy of a firm into a foreign market		✓				
CO3	Examine the dynamics of International Marketing Environment.				✓		
CO4	Interpret the relevance of International Marketing Mix decisions and recent developments in Global Market.			✓			

T.Y.B.M.S. (Semester VI)
Operations Research (86001)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Prepare the solution of Linear Programming Problems			✓			
CO2	Solve Assignment & Transportation Models			✓			
CO3	Present Network Analysis			✓			
CO4	Choose correct Job Sequencing & Game Theory			✓			

T.Y.B.M.S. (Semester VI)
International Finance (86002)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Explain the ideals & concepts of International Finance		✓				
CO2	Summarize Foreign Exchange Markets, Exchange Rates & Currency Derivatives		✓				
CO3	Comment on World Financial Markets & Institutions		✓				
CO4	Interpret Foreign Exchange Risk, Appraisal & Tax Management		✓				

T.Y.B.M.S. (Semester VI)
Project Management (86008)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the basics of Project Management & Project Initiation		✓				
CO2	Analyse Project Feasibility				✓		
CO3	Comment on Budgeting, Costing & Risk Estimation in Project Management		✓				
CO4	Recognise New Dimensions in Project Management		✓				

T.Y.B.M.S. (Semester VI)
Retail Management (86006)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret concept and recent trends in retail management.		✓				
CO2	Reenact strategies in retail and use of CRM and HRM			✓			
CO3	Exemplify merchandise management and pricing				✓		
CO4	Detect responsibilities of store manager, store designs, layouts and acquaint legal and ethical aspects of retail					✓	

T.Y.B.M.S. (Semester VI)
Strategic Financial Management (86011)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Calculate Dividends Policy.		✓				
CO2	Derive Risk and Uncertainty , Standard Deviation,Probability Index , Net Present Value			✓			
CO3	Compute Shareholder value , EVA , MVA			✓			
CO4	Interpret working capital requirements.				✓		

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

Indirect Tax (86017)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Explain basis & legislative framework of GST Taxation			✓			
CO2	Describe Concept of supply with Time Value & Place		✓				
CO3	Explain registration & computation of GST			✓			
CO4	Describe documentation & filings of returns		✓				

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

Media Planning and Management (86012)

Course Outcomes

After completing this course, students will be able to:

CO No.	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	State Meaning of Media & Features of Media, Meaning of Media Planning , Scope of Media planning and Media Planning Elements.	✓					
CO2	Explain media mix, media mix strategy and media choices.		✓				
CO3	Discuss media budget, media buying and media scheduling.		✓				
CO4	Interpret media measurement, and evaluate media buy for different media vehicles.			✓			