



*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    | <b>Interpret</b> the relevant provisions of law related to making of contracts   |  | ✓ |   |   |   |   |
| CO2    | <b>Recognize</b> the laws related to the Sale of goods act ,1930   | ✓  |   |   |   |   |   |
| CO3    | <b>Identify</b> different types of Negotiable Instruments and compare the legal provisions related to them.                        | ✓  |   |   | ✓ |   |   |
| CO4    | <b>Infer</b> the rights of Consumer according to Consumer Protection Act 1986.   |  | ✓ |   |   |   |   |
| CO5    | <b>Analyze</b> the laws related to the Companies Act 2013  |  |   |   | ✓ |   |   |
| CO6    | <b>Interpret</b> 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    | <b>Possess</b> knowledge of the concept of Statistics and its relevance in business and develop an understanding of the quantitative techniques from statistics.Learner will <b>distinguish</b> between different types of data.Organize, manage and present Statistical data and will do Comparative analysis of all measures of Central Tendency. |  |   |   | ✓ |   |   |
| CO2    | <b>Relate</b> statistical data using measures of dispersion,Correlation and Linear Regression   |  | ✓ |   |   |   |   |
| CO3    | <b>Correlate</b> Time Series, Index Number and Cost of Living Index Number to real life examples.   |  |   |   | ✓ |   |   |
| CO4    | <b>Interpret</b> 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    | <b>Apply</b> the theory of communication and its strategies to communicate effectively.     |  |   | ✓ |   |   |   |
| CO2    | <b>Identify</b> Communication Barriers and <b>develop</b> solutions to overcome them        |  |   |   |   |   | ✓ |
| CO3    | <b>Write</b> effective business letters and <b>develop</b> their own Statements of Purpose. |  |   |   |   |   | ✓ |
| CO4    | <b>Edit</b> their writing, <b>compose</b> paragraphs, and <b>interpret</b> 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    | <b>Interpret</b> the multi-cultural diversity of Indian society through its demographic composition, linguistic diversity and regional variations.                |  | ✓ |   |   |   |   |
| CO2    | <b>Explain</b> the concept of disparity due to Social Stratification, explore the violence against women and appreciate the inequalities faced by disable people. |  | ✓ |   |   |   |   |
| CO3    | <b>Comprehend</b> inequalities manifested due to the caste system and understand inter-group conflicts arising out of communalism, regionalism, linguism          |  |   | ✓ |   |   |   |
| CO4    | <b>Describe</b> the philosophy of the Indian Constitution, understand the structure of it and its fundamental duties to the Indian Citizen.                       |  | ✓ |   |   |   |   |
| CO5    | <b>Interpret</b> 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    | <b>Interprete</b> about the individual's differences in behavior, personality, attitude, emotions, thinking, learning and perception.   |  | ✓ |   |   |   |   |
| CO2    | <b>Analyzing</b> the skills and development of group and team behavior to achieve overall and growth and goals of an organization.  |  |   |   | ✓ |   |   |
| CO3    | <b>Evaluation</b> 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    | <b>Analysis</b> 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    | <b>Classify</b> basic tools, functional relations of business economics with real world |  | ✓ |   |   |   |   |
| CO2    | <b>Interpret</b> the forecasting , functioning of demand by consumers perspective       |  | ✓ |   |   |   |   |
| CO3    | <b>Examine</b> supply, cost production decisions by producers perspective               |  | ✓ |   |   |   |   |
| CO4    | <b>Identify</b> reasoning and output decision under different forms of market           |  |   | ✓ |   |   |   |
| CO5    | <b>Simplify</b> 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    | <b>Interpret</b> about the individual's differences in behavior, personality, attitude, emotions, thinking, learning and perception.  |  | ✓ |   |   |   |   |
| CO2    | <b>Analyze</b> the skills and development of group and team behavior to achieve overall and growth and goals of an organization.  |  |   |   | ✓ |   |   |
| CO3    | <b>Evaluation</b> 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    | <b>Analysis</b> 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    | <b>Estimate</b> Elementary Financial mathematics concepts of Interest, Annuity, Functions, Permutation and Combination.                           |  |   | ✓ |   |   |   |
| CO2    | <b>Interpret</b> mathematical terminology of Matrices and Determinants in order to be prepared for future coursework in business and mathematics. |  | ✓ |   |   |   |   |
| CO3    | <b>Calculate</b> derivatives in Minima,Maxima, Revenue, Cost and Profit function, and Price Elasticity applicable in commercial Aspects.          |  |   |   | ✓ |   |   |
| CO4    | <b>Estimates</b> 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    | <b>Define</b> managerial functions like planning, and have same basic knowledge on international aspect of management | ✓  |   |   |   |   |   |
| CO2    | <b>Describe</b> the planning process in the organization  |  | ✓ |   |   |   |   |
| CO3    | <b>Describe</b> the concept of organization   |  | ✓ |   |   |   |   |
| CO4    | <b>Demonstrate</b> the ability to directing ,leadership and communicate effectively                                   |  |   | ✓ |   |   |   |
| CO5    | <b>Examine</b> 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    | <b>Associated</b> 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    | <b>Acquainted</b> with the concept, origin and evolution of human rights and also the fundamental rights stated in the Constitution.   |  | ✓ |   |   |   |   |
| CO3    | <b>Linked</b> with environment, ecology and their interconnectedness. <b>Relate</b> environmental degradation, its impact and the need for sustainable development.  |  |   |   | ✓ |   |   |
| CO4    | <b>Interpreted</b> the various factors contributing to stress and conflicts in individuals and the society.  |  | ✓ |   |   |   |   |
| CO5    | <b>Prepared</b> 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    | <b>Classify the concept</b> related to Industrial relations and Industrial disputes                       |  | ✓ |   |   |   |   |
| CO2    | <b>Define</b> the concepts & dynamics laws related to Health, Safety and Welfare                          |  | ✓ |   |   |   |   |
| CO3    | <b>Summarize</b> the process of Social legislation and interpret administration and determination of dues |  | ✓ |   |   |   |   |
| CO4    | <b>Summarize</b> laws related to Compensation Management  |  |   | ✓ |   |   |   |
| CO5    | <b>Interpret</b> the various provisions regarding health, safety & welfare of workers.                    |  |   | ✓ |   |   |   |
| CO6    | <b>Inter relate</b> 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    | <b>Annotate</b> marketing as an activity and function                             |  | ✓ |   |   |   |   |
| CO2    | <b>Categorize</b> micro and macro environment of business                         |  |   |   |   | ✓ |   |
| CO3    | <b>Interpret various</b> elements of marketing mix used by business organizations |  | ✓ |   |   |   |   |
| CO4    | <b>Detect</b> 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    | <b>Interpret</b> the concept of the overall business environment and <b>evaluate</b> all the internal and external environments..                                       |  |   |   |   | ✓ |   |
| CO2    | <b>Analyze the</b> political and legal environment in different sectors, concepts & challenges of business and indian economy.  |  |   |   | ✓ |   |   |
| CO3    | <b>Analyze</b> the social, cultural, technological, and competitive environment in different sectors, analysis and concepts of business environment and indian economy. |  |   |   | ✓ |   |   |
| CO4    | <b>Apply &amp; the study</b> 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    | <b>Implement</b> the strategies of presentations                         |  |   | ✓ |   |   |   |
| CO2    | <b>Compare</b> types of interviews and the ways to face them             |  |   |   | ✓ |   |   |
| CO3    | <b>Construct</b> letters for RTI inquiry, Claims, and Consumer Grievance |  |   |   |   |   | ✓ |
| CO4    | <b>Determine</b> 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    | <b>Interpret</b> the Evolution of Financial Markets.        |  | ✓ |   |   |   |   |
| CO2    | <b>Define</b> the concepts & dynamics of the Equity Market. | ✓  |   |   |   |   |   |
| CO3    | <b>Define</b> the concept of Debt Market.                   | ✓  |   |   |   |   |   |
| CO4    | <b>Determine</b> 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    | <b>Define</b> the concept of Corporate Finance.                         | ✓  |   |   |   |   |   |
| CO2    | <b>Calculate</b> the capital structure & different types of leverages.  |  |   |   | ✓ |   |   |
| CO3    | <b>Calculate</b> the working of Time Value of Money.                    |  |   |   | ✓ |   |   |
| CO4    | <b>Express</b> 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    | <b>Defines</b> constituents of the ecological system and concepts like water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid.                       | ✓  |   |   |   |   |   |
| CO2    | <b>Corelate</b> adverse effects on the environment due to various Human activities, cause and effect of Global Warming, Disaster Management and Waste Management           |  |   |   | ✓ |   |   |
| CO3    | <b>Interpret</b> sustainable business practices that can benefit both the organisation and the environment, EIA, Environmental Audits, and laws regarding the environment. |  | ✓ |   |   |   |   |
| CO4    | <b>Discover</b> 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    | <b>Interpret</b> the concept of Strategy and importance of Strategic intent.  |  | ✓ |   |   |   |   |
| CO2    | <b>Recognize</b> various aspects of business and <b>connect</b> the business environment and different levels of strategies used in the organization. |  |   |   | ✓ |   |   |
| CO3    | <b>Identify</b> which strategy analysis to choose and implement in their business.  | ✓  |   |   |   |   |   |
| CO4    | <b>Judge</b> strategies and <b>design</b> 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    | <b>Interpreting</b> the concept of overall entrepreneurship development and <b>evaluating</b> all the theories of entrepreneurship.               |  |   |   |   | ✓ |   |
| CO2    | <b>Analysis</b> of entrepreneurship in different types and levels & classifications of an entrepreneur.   |  |   |   | ✓ |   |   |
| CO3    | <b>Creating</b> idea generation, swot analysis innovation, creativity, scope, objectives of entrepreneurship development cycle and business plan. |  |   |   |   |   | ✓ |
| CO4    | <b>Application</b> & 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    | <b>Interpret</b> the basic concepts of Entrepreneurship to budding managers.   |  | ✓ |   |   |   |   |
| CO2    | <b>Develop</b> responsibility of the full line of management function of a company with special reference to the SME sector. |  | ✓ |   |   |   |   |
| CO3    | <b>Identify</b> areas of Discipline of Management & Entrepreneurship.  |  | ✓ |   |   |   |   |
| CO4    | <b>Demonstrate</b> 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    | <b>Implement</b> the financial statements and its performance evaluation in an organization.  |  |   |   | ✓ |   |   |
| CO2    | <b>Execute</b> financial ratios for better understanding of the position of an organization.  |  |   |   | ✓ |   |   |
| CO3    | <b>Evaluate</b> of Cash inflows and Cash outflows by preparing Cash flow Statement  |  |   |   |   | ✓ |   |
| CO4    | <b>Execute</b> 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    | <b>Explain</b> advertising, its evolution, its different types and the ethics and laws used in advertising. |  | ✓ |   |   |   |   |
| CO2    | <b>Classify</b> strategy formulation and planning process in advertising and its role in marketing mix.     |  | ✓ |   |   |   |   |
| CO3    | <b>Describe</b> a creative advertisement campaign by making use of the different elements of advertising.   |  | ✓ |   |   |   |   |
| CO4    | <b>Define</b> 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    | <b>Interpret</b> the concept of consumer behaviour and <b>value</b> its application in marketing.  |  |   |   |   | ✓ |   |
| CO2    | <b>Identify</b> consumer needs and their various determinants like personality, attitude, perception, learning theories.                     | ✓  |   |   |   |   |   |
| CO3    | <b>Analyze</b> the impact of environmental factors on consumer behaviour with reference to family, social class, group dynamics and culture. |  |   |   | ✓ |   |   |
| CO4    | <b>Identify</b> different types of consumer decision making models and <b>develop</b> 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    | <b>Define</b> a range of quantitative and / or qualitative research techniques to business and management problems / issues | ✓  |   |   |   |   |   |
| CO2    | <b>Explain</b> research approaches, techniques and strategies in the appropriate manner for managerial decision making      |  | ✓ |   |   |   |   |
| CO3    | <b>Demonstrate</b> knowledge and understanding of data analysis and interpretation in relation to the research process      |  | ✓ |   |   |   |   |
| CO4    | <b>Develop</b> 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    | <b>Interpret</b> the concepts of Production Management                      |  | ✓ |   |   |   |   |
| CO2    | <b>Use</b> the concepts & ideas of Material Management                      |  |   | ✓ |   |   |   |
| CO3    | <b>Apply</b> the basics of Productivity & TQM                               |  |   | ✓ |   |   |   |
| CO4    | <b>Retrieve</b> 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    | <b>Infer</b> reasons for growth of Integrated Marketing Communication (IMC)                        |  | ✓ |   |   |   |   |
| CO2    | <b>Deduce</b> Advertising and Sales promotion as an IMC tool                                       |  |   |   | ✓ |   |   |
| CO3    | <b>Measure</b> results of Direct marketing, Publicity and Sales Promotion in promotion of products |  |   |   |   | ✓ |   |
| CO4    | <b>Assess</b> 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    | <b>Paraphrase</b> major functional systems of Management Information System |  | ✓ |   |   |   |   |
| CO2    | <b>Interpret</b> concepts like ERP, E-CRM, E-SCM                            |  | ✓ |   |   |   |   |
| CO3    | <b>Articulate</b> Data warehouse and Data mining                            |  |   | ✓ |   |   |   |
| CO4    | <b>Examine</b> 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    | <b>Define</b> 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    | <b>Recognize</b> and judge the causes of inflation and represent the measures of monetary policy control credit and inflation in the economy.  |  |   | ✓ |   |   |   |
| CO3    | <b>Indicate</b> the role of the government in solving various economic problems and prepare the structure of the budget.   |  |   | ✓ |   |   |   |
| CO4    | <b>Compare</b> 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    | <b>Summarize</b> Corporate Restructuring forms & formulation .                  |  |   | ✓ |   |   |   |
| CO2    | <b>Exemplify</b> sums on schemes of Internal Reconstruction                     |  | ✓ |   |   |   |   |
| CO3    | <b>Exemplify</b> sums on schemes of External Reconstruction                     |  | ✓ |   |   |   |   |
| CO4    | <b>Summarize</b> 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    | <b>Interpret</b> the concept of rural marketing and development & <b>evaluate</b> all the problems and strategies of rural marketing.  |  |   |   |   | ✓ |   |
| CO2    | <b>Analyze the</b> rural market and consumers in different factors of the rural market environment as a whole.   |  |   |   | ✓ |   |   |
| CO3    | <b>Evaluation</b> of marketing mix, product strategies, pricing strategies, promotional strategies, branding, packaging, labeling, competitions, targeting, positioning and segmentation in overall rural marketing mix. |  |   |   |   | ✓ |   |
| CO4    | <b>Analyze the rural</b> marketing strategies and <b>Application or Study</b> 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    | <b>Interpret</b> the concept of ethics and <b>evaluate</b> the introduction to business ethics in detail.                    |  |   |   |   | ✓ |   |
| CO2    | <b>Analyze</b> and <b>Evaluate</b> the ethics in marketing, finance and HRM in detail.                                       |  |   |   |   | ✓ |   |
| CO3    | <b>Interpret</b> the concept of corporate governance and <b>Analyze</b> all the theories and trends in corporate governance. |  |   |   | ✓ |   |   |
| CO4    | <b>Explain</b> 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    | <b>Explain</b> and <b>Analyze</b> the basic concept of auditing, its objectives & various types of Frauds & Errors                                     |  |   |   | ✓ |   |   |
| CO2    | <b>Describe</b> the need for audit plan, audit program and audit working papers  |  | ✓ |   |   |   |   |
| CO3    | <b>Practice</b> the various audit techniques such as test check and audit sampling.  |  | ✓ |   |   |   |   |
| CO4    | <b>Compare</b> 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    | <b>Interpret</b> various aspects related to Wealth Management.                                    |  | ✓ |   |   |   |   |
| CO2    | <b>Recognise</b> the relevance & importance of Insurance & Investment Planning.                   |  | ✓ |   |   |   |   |
| CO3    | <b>Acquaint</b> with issues related to Taxation & Estate Planning.                                | ✓  |   |   |   |   |   |
| CO4    | <b>Interpret</b> 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    | <b>Describe</b> the concepts of Corporate Communication and Public Relations.  |  | ✓ |   |   |   |   |
| CO2    | <b>Connect</b> various aspects of corporate communication and its correspondence   |  |   |   | ✓ |   |   |
| CO3    | <b>Explain</b> various aspects and theories of Public Relations  |  | ✓ |   |   |   |   |
| CO4    | <b>Demonstrate</b> 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    | <b>Interpret</b> the basic concepts of Logistics & Supply Chain Management.           |  | ✓ |   |   |   |   |
| CO2    | <b>Define</b> the key activities & elements performed by the logistics function.      | ✓  |   |   |   |   |   |
| CO3    | <b>Interpret</b> the nature of the supply chain, its functions & supply chain system. |  | ✓ |   |   |   |   |
| CO4    | <b>Interpret</b> 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    | <b>Acquaint</b> with various concepts of Investment & Finance.                       | ✓  |   |   |   |   |   |
| CO2    | <b>Interpret</b> the meaning & types of risk & analyze the risk-return relationship. |  |   |   | ✓ |   |   |
| CO3    | <b>Define</b> Portfolio Management & Security Analysis.                              | ✓  |   |   |   |   |   |
| CO4    | <b>Correlate</b> 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    | <b>Define</b> various terms under Income tax and determine the process of finding out residential status and their taxable income.   | ✓  |   |   |   |   |   |
| CO2    | <b>Describe</b> the rules for calculating taxable income under Salary, House property, Business & Profession.                        |  | ✓ |   |   |   |   |
| CO3    | <b>Explain</b> the rules for determining taxable income under Capital gains & other sources.   |  | ✓ |   |   |   |   |
| CO4    | <b>Demonstrate</b> 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    | <b>Identify</b> & implement AS-1 provisions in Preparation of Final Financial Statements as per provision of Companies Act - AS 1.                                      |  | ✓ |   |   |   |   |
| CO2    | <b>Relate</b> Underwriters on basis of Types , Commission, liability & Accounting treatment & connect it with Contemporary career opportunities options as Underwriters |  |   | ✓ |   |   |   |
| CO3    | <b>Correlation</b> of various Foreign Exchange Rates Computation & Treatment of transaction related with exchange rate difference as per AS 11                          |  |   | ✓ |   |   |   |
| CO4    | <b>Categorize</b> contemporary career opportunities in Investment Accounting & treatment for transactions related with Investments as per AS-13                         |  |   |   | ✓ |   |   |
| CO5    | <b>Reviewing</b> 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    | <b>Interpreting</b> the concept of relationship marketing, managing customers, relationship challenges, components and evolution in CRM.     |  | ✓ |   |   |   |   |
| CO2    | <b>Analyzing</b> data management, CRM marketing initiatives, and customer service for overall growth and development.                        |  |   |   | ✓ |   |   |
| CO3    | <b>Interpretation</b> and <b>evaluation</b> of CRM strategy, planning and implementation for overall management.                             |  |   |   |   | ✓ |   |
| CO4    | <b>Interpreting</b> and <b>analyzing</b> 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    | <b>Interpreting</b> the process, marketing, roles and consumer behavior of service marketing.   |  | ✓ |   |   |   |   |
| CO2    | <b>Analyzing</b> the key elements of services and marketing mix.  |  |   |   | ✓ |   |   |
| CO3    | <b>Evaluating</b> and managing quality aspects of services marketing.   |  |   |   |   | ✓ |   |
| CO4    | <b>Interpreting</b> and <b>analyzing</b> 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    | <b>Interpret</b> the importance of E-Commerce and <b>use</b> its applications in various sectors.                         |  |   | ✓ |   |   |   |
| CO2    | <b>Identify</b> various ways in which E-Business operates and different ways to build a website.                          |  |   |   |   |   | ✓ |
| CO3    | <b>Recognize</b> different payment, security and legal issues related to E-Commerce.                                      |  | ✓ |   |   |   |   |
| CO4    | <b>Value</b> the recent trends and <b>design</b> 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    | <b>Explain</b> the sales & distribution processes in Organizations.  |  | ✓ |   |   |   |   |
| CO2    | <b>Describe</b> with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management |  | ✓ |   |   |   |   |
| CO3    | <b>Explain</b> Market analysis methods and selling concepts.   |  | ✓ |   |   |   |   |
| CO4    | <b>Discuss</b> 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    | <b>Define</b> what a product is, the various levels which make it up, and different types of products | ✓  |   |   |   |   |   |
| CO2    | <b>Classify</b> the product, and the nature of the product line and product mix                       |  | ✓ |   |   |   |   |
| CO3    | <b>Organise</b> the brand how to build, sustain and grow brands                                       |  |   |   | ✓ |   |   |
| CO4    | <b>Compare</b> 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    | <b>Define</b> International Marketing, its Advantages and Challenges.   | ✓  |   |   |   |   |   |
| CO2    | <b>Explain</b> the steps and processes involved in planning market entry strategy of a firm into a foreign market |  | ✓ |   |   |   |   |
| CO3    | <b>Examine</b> the dynamics of International Marketing Environment.   |  |   |   | ✓ |   |   |
| CO4    | <b>Interpret</b> 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    | <b>Prepare</b> the solution of Linear Programming Problems |  |   | ✓ |   |   |   |
| CO2    | <b>Solve</b> Assignment & Transportation Models            |  |   | ✓ |   |   |   |
| CO3    | <b>Present</b> Network Analysis                            |  |   | ✓ |   |   |   |
| CO4    | <b>Choose</b> 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    | <b>Explain</b> the ideals & concepts of International Finance                    |  | ✓ |   |   |   |   |
| CO2    | <b>Summarize</b> Foreign Exchange Markets, Exchange Rates & Currency Derivatives |  | ✓ |   |   |   |   |
| CO3    | <b>Comment</b> on World Financial Markets & Institutions                         |  | ✓ |   |   |   |   |
| CO4    | <b>Interpret</b> 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    | <b>Interpret</b> the basics of Project Management & Project Initiation       |  | ✓ |   |   |   |   |
| CO2    | <b>Analyse</b> Project Feasibility   |  |   |   | ✓ |   |   |
| CO3    | <b>Comment</b> on Budgeting, Costing & Risk Estimation in Project Management |  | ✓ |   |   |   |   |
| CO4    | <b>Recognise</b> 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    | <b>Interpret</b> concept and recent trends in retail management.   |  | ✓ |   |   |   |   |
| CO2    | <b>Reenact</b> strategies in retail and use of CRM and HRM   |  |   | ✓ |   |   |   |
| CO3    | <b>Exemplify</b> merchandise management and pricing  |  |   |   | ✓ |   |   |
| CO4    | <b>Detect</b> 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    | <b>Calculate</b> Dividends Policy.  |  | ✓ |   |   |   |   |
| CO2    | <b>Derive</b> Risk and Uncertainty , Standard Deviation,Probability Index , Net Present Value |  |   | ✓ |   |   |   |
| CO3    | <b>Compute</b> Shareholder value , EVA , MVA  |  |   | ✓ |   |   |   |
| CO4    | <b>Interpret</b> 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    | <b>Explain</b> basis & legislative framework of GST Taxation |  |   | ✓ |   |   |   |
| CO2    | <b>Describe</b> Concept of supply with Time Value & Place    |  | ✓ |   |   |   |   |
| CO3    | <b>Explain</b> registration & computation of GST             |  |   | ✓ |   |   |   |
| CO4    | <b>Describe</b> 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    | <b>State</b> Meaning of Media & Features of Media, Meaning of Media Planning , Scope of Media planning and Media Planning Elements. | ✓  |   |   |   |   |   |
| CO2    | <b>Explain</b> media mix, media mix strategy and media choices.   |  | ✓ |   |   |   |   |
| CO3    | <b>Discuss</b> media budget, media buying and media scheduling.   |  | ✓ |   |   |   |   |
| CO4    | <b>Interpret</b> media measurement, and evaluate media buy for different media vehicles.  |  |   | ✓ |   |   |   |