



Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE (Autonomous)

Reaccredited by NAAC with 'A' Grade (3rd Cycle) | ISO 9001:2015 Certified

PROGRAMME NAME: Bachelor of Management Studies

PROGRAMME CODE: UBMS

PROGRAM OUTCOME

Upon graduation, BMS students will be able to:

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster critical and analytical based thinking for decision making at the workplace.
3. Develop leadership ability to manage diverse situations.
4. Ability to develop teams and manage teams effectively.
5. Develop strong foundation for Higher Studies.
6. Develop entrepreneurial skills.

SEMESTER: I

COURSE NAME: Business Communication – 1

COURSE OUTCOME

1. The learner is able to identify the key principles in Business Communication
2. The learner should use appropriate channels of written communication in business

COURSE NAME – Foundation Course –I

COURSE OUTCOME-

1. The learner is able to analyze the constitutional framework and its duties as a citizen of India
2. The learner becomes aware about the different political aspects in urban and rural areas

COURSE NAME - Foundation of Human Skills

COURSE OUTCOME-

1. It makes students aware about a personal development and life skill
2. The student is able to demonstrate knowledge of personal belief and values and commitment in personal reflection and reassessment

COURSE NAME – Business Law

COURSE OUTCOME-

1. It makes the learner demonstrate an understanding of legal environment of business
2. Learner will be able to communicate effectively using standard of business and legal terminology

COURSE NAME – Business Statistics

COURSE OUTCOME-

1. The learner recognize the importance and value of statistical thinking, training and approach to problem solving
2. Be familiar with variety of examples where statistics helps accurately explain various business phenomena

COURSE NAME – Introduction to Financial Accounts

COURSE OUTCOME:

1. Students will recognise commonly used financial statements, their components and how information from business transaction flow in these statements
2. Students will be able to demonstrate knowledge of preparing financial statements

COURSE NAME – Principles of Management

COURSE OUTCOME:

1. The learner identify and evaluate the social responsibility and ethical issues involved in business situations
2. Evaluate leadership styles to anticipate the consequences of each leadership style

SEMESTER: II

COURSE NAME: Business Communication- II

COURSE OUTCOME:

1. Students are expected to be able to demonstrate a good understanding of effective business writing, effective business communication, good time management and effective time management
2. Enhance skills that maximise team effectiveness.
3. Develop effective interpersonal communication.
4. Deliver effective presentations

COURSE NAME – Foundation Course –II (Value Education and Soft Skill)

COURSE OUTCOME:

1. Understand the historical growth of the idea of human rights.
2. Demonstrate the awareness of human rights.
3. Master core concept and methods from ecological and physical sciences and their application in environment problem solving.

COURSE NAME - Business Environment

COURSE OUTCOME:

1. To provide knowledge of the environment in which business operates.
2. Demonstrate and develop conceptual framework of business environment and generate interest in business.
3. Familiarize with business components.

COURSE NAME – Business Mathematics

COURSE OUTCOME:

1. Appreciate business mathematics concepts that are encountered in the real world, Understand and be able to communicate the underlying business concepts and mathematics Involved to help another person gain insight into the situation.
2. Solve problems in the areas of business calculus, simple and compound interest account, use of Compound interest account, loan and consumer credit.
3. Analyse real world scenarios to recognize when simple and compound interest, annuities, payroll Preparation, taxes, and depreciation are appropriate, formulate problems about the scenarios, Creatively model these scenarios in order to solve the problems using multiple approaches, judge If the results are reasonable, and then interpret and clearly communicate the results.

COURSE NAME – Industrial Law

COURSE OUTCOME-

1. Understanding and application of the concept of industrial relations and the system in which it operates.
2. Knowledge about the concepts, principles and issues connected with trade unions, collective bargaining.
3. Knowledge about the concepts, principles and issues connected with workers participation, grievance redressed, and employee discipline and dispute resolution.

COURSE NAME – Principles of Marketing

COURSE OUTCOME-

1. Understand the knowledge of marketing mix.
2. Demonstrate understanding of marketing terminology and concepts.
3. Identify the organizational process involved in the planning, implementation and control of marketing activities.

COURSE NAME – Business Economics I

COURSE OUTCOME-

1. Knowledge of economic theory and its application
2. Develop the ability to explain core economic terms, concepts, and theories.
3. Demonstrate the ability to employ the “economic way of thinking.”
4. Demonstrate awareness of global, historical, and institutional forces.
5. Apply economic theories and concepts to contemporary social issues, as well as formulation and analysis of policy.

SEMESTER: III

COURSE NAME: PERSONAL EFFECTIVENESS MANAGEMENT

COURSE OUTCOME-

1. Learner should be able to analyse their current effectiveness in terms of time management, communication and building confidence.
2. The learner will be able to build an action plan to enhance personal effectiveness at work.

COURSE NAME – BUSINESS PLANNING AND ENTREPRENEURIAL MANAGEMENT

COURSE OUTCOME-

1. The subject helps the learner to distinct entrepreneurial traits.
2. It makes the learner understand the parameters to assess business opportunities and constraints for new business ideas and write a business plan

COURSE NAME - ACCOUNTING FOR MANAGERIAL DECISIONS

COURSE OUTCOME-

1. It helps the learner to discuss the roles of finance and accounting in a business.
2. Students are able to outline the variety of accounting concepts, accounting standards and overall effects of transactions.

COURSE NAME – STRATEGIC MANAGEMENT

COURSE OUTCOME-

1. The course should help the learner to understand the strategy formulation, implementation and evaluation activities.
2. The course explains the benefits of good business in strategic management

**COURSE NAME – INFORMATION TECHNOLOGY IN BUSINESS
MANAGEMENT-I**

COURSE OUTCOME-

- 1.The student is able to learn various IT concepts and office productivity software .
2. Students will be equipped to handle various security threats in organization

COURSE NAME – (GROUP A : FINANCE) EQUITY AND DEBT MARKET

COURSE OUTCOME-

- 1.The learner receives in-depth understanding of debt capital markets
2. It makes the learner familiar with primary and secondary market for government securities and debt market.

COURSE NAME: CORPORATE FINANCE

COURSE OUTCOME-

- 1.The subject will help students to perform asset valuation and project evaluation
2. The learner should analyse how risk and the cost of capital impact on investment appraisal

COURSE NAME: BASICS OF FINANCIAL SERVICES

COURSE OUTCOME-

1. The learner will understand the various financial products, services and strategies offered by the variety of financial service institutions.
2. The learner will analyse how the financial services components interact

COURSE NAME: INTRODUCTION TO COST ACCOUNTING

COURSE OUTCOME-

- 1.The learner will collect knowledge about principles and application of cost accounting.
2. The learner will develop, restructure and apply cost accounting approaches to solve practical problem.

COURSE NAME: (GROUP B : MARKETING) CONSUMER BEHAVIOUR

COURSE OUTCOME-

1. The learner is able to establish the relevance of consumer behaviour theories and concepts for marketing decisions.
2. It Recognize social and ethical implications of marketing actions in consumer behaviour

COURSE NAME: PRODUCT INNOVATIONS MANAGEMENT

COURSE OUTCOME-

1. At the end of the course students will be able to assess and interpret innovation processes
2. Diagnose different innovation challenges and make recommendations for resolving them

COURSE NAME: ADVERTISING

COURSE OUTCOME-

- 1.It helps the learner to design effective visual communication for various advertising approaches using various forms of media.
2. The learner is able to analyze different advertising buying and planning strategies

COURSE NAME: SOCIAL MARKETING

COURSE OUTCOME-

- 1.It will help the learner to identify ethical issues in business and to develop effective social media strategies for various types of industries and business.

2.Put together a social marketing plan and track progress in achieving goal.

SEMESTER: IV

COURSE NAME: BUSINESS ECONOMICS- II

COURSE OUTCOME-

1. Learners develop an understanding about different concepts in Business Economics. Learners got in-depth knowledge about Monetary policy and Fiscal policy.
2. Learners get insider of international trade

COURSE NAME – BUSINESS RESEARCH METHODS

COURSE OUTCOME-

- 1.Learners develop understanding on various types of research, objectives of doing research, research process, research design and sampling.
2. Learners develop understanding on data measurement and scaling techniques. Learners understand basics of data analysis and report writing.

COURSE NAME - CHANGE MANAGEMENT

COURSE OUTCOME-

1. Learners develop understanding of change process, change reaction and change acceptance Learners develop critical thinking on addressing negativity associated with change
- 2.Learners get practical way for implementing organizational change.

COURSE NAME – PRODUCTION AND TOTAL QUALITY MANAGEMENT

COURSE OUTCOME-

1. Learners understand different principles of Production and Quality management. Learners develop critical analysis of strategic issues in quality management and to devise and evaluate quality implementation plans.
2. Learners develop critical understanding about application and processes of various Quality Awards . Learners gaining insight on how ISO 9000-2000 works

COURSE NAME – INFORMATION TECHNOLOGY IN BUSINESS

MANAGEMENT-II

COURSE OUTCOME-

1. Learners understand the concepts and features of MIS,ERP,DWH and outsourcing Learners develop critical understanding of issues and decisions need to be made with selection and implementation of ERP/CRM,DWH and Outsourcing.
2. Learners get insight in Strategic advantages of successful IT implementation to Business

COURSE NAME – (GROUP A : FINANCE) STRATEGIC COST MANAGEMENT

COURSE OUTCOME-

- 1.Learners develop necessary skills to improve the effectiveness of cost management initiatives
2. Learners develop critical understanding of costs, using it for planning(Budgeting), pricing and for cross functional decision making.

COURSE NAME: CORPORATE RESTRUCTURING

COURSE OUTCOME-

1. Learners develop critical understanding on valuation methods used for corporate restructuring transactions.
2. Learners develop an understanding on Economic, financial and strategic reasons for corporate restructuring.

COURSE NAME: FINANCIAL INSTITUTIONS & MARKETS

COURSE OUTCOME-

1. Learners understand the role of regulatory bodies in regulating capital. Learners explore different types of equity securities and debt securities for raising capital and how equity securities can be listed and traded on NSE, BSE.
2. Learners learn to apply different company valuation techniques to determine share prices. Learners gain basics of derivative instruments.

COURSE NAME: AUDITING

COURSE OUTCOME-

1. Learners understand various auditing concepts such as 'independence', 'audit evidence', 'audit risk'. Learners develop an understanding of the steps in audit process like planning, determining scope, conducting audit, report writing etc.
2. Learners understand the need for internal audit and controls. Learners critically understand various auditing techniques.

COURSE NAME: (GROUP B : MARKETING) INTEGRATED MARKETING COMMUNICATION

COURSE OUTCOME-

1. Learners understand a company and its marketing communication activities.
2. Gain comprehensive understanding of marketing communication concepts and theories.

COURSE NAME: EVENT MARKETING

COURSE OUTCOME-

1. Learners learn different categories of events.
2. Learners develop critical understanding of segmenting, targeting and positioning in the context of Event Marketing. Learners get well versed with opportunities and challenges in Event Marketing.

COURSE NAME: RURAL MARKETING

COURSE OUTCOME-

1. Learners gain conceptual knowledge about rural marketing with special reference to Indian context.
2. Learners develop critical understanding about rural market distribution. Learners get enhanced knowledge about the consumer behaviour and trends in rural marketing.

COURSE NAME: TOURISM MARKETING

COURSE OUTCOME-

1. Learners understand the key concepts and principles of marketing as applied to tourism experience. Understanding the current issues associated with Indian Tourism.

SEMESTER: V

COURSE NAME: Logistics and supply chain Management

COURSE OUTCOME

1. Learn logistics concepts and basic activities.
2. Learn how to reduce logistics cost to minimum by applying technics of industrial engineering.
3. Know the relationship between logistics and supply chain.
4. To establish a logistics distribution system.

COURSE NAME : Analytical Skills for Manager

COURSE OUTCOME

1. Apply knowledge of management theories and practises to solve business problems.
2. Foster analytical and critical thinking abilities for data based decision making.
3. Ability to understand, analyse and communicate global, economic, legal and ethical aspect of business.

COURSE NAME : Investment Analysis and Portfolio Management

COURSE OUTCOME:

1. Provide students with basic introduction to portfolio theory and study various methods of modelling the risk associated with investment.
2. Encourage students to apply stocks and option valuation models in portfolio management.
3. Introduce students to stock market stocks options and approaches to invest in stock market.

COURSE NAME: Wealth Management

COURSE OUTCOME:

1. Explain the financial environment within which organisation operate.
2. Evaluate factors affecting investment decision and opportunities presented to an organisation.
3. Provide advice on personal wealth management and pension planning.

COURSE NAME: Direct Tax

COURSE OUTCOME:

1. Students will be able to explain different types of incomes and their taxability, expenses and their deductibility.
2. To learn various direct taxes and their implications in practical situation.
3. Students will be able to use of various deductions to reduce the taxable income.

COURSE NAME : Commodity and Derivatives Market

COURSE OUTCOME

1. Understand the intricacies of operating in commodity derivative market.
2. Manage risk through hedging strategies.
3. Understand the functioning of the trading mechanism used by brokers.

COURSE NAME : Financial Accounting

COURSE OUTCOME

1. Identify the main financial statement and their purposes.
2. Explain the general purpose and functions of accounting.
3. Describe main elements of financial accounting.
4. Resolve practical problems.

COURSE NAME : Risk Management

COURSE OUTCOME:

1. Understand the approach of risk management.
2. Understand reputational risk.
3. Understand operational risk and how to manage it.

COURSE NAME : Service Marketing

COURSE OUTCOME:

1. Examine the nature of services and distinguish between products and services.
2. Identify the major elements needed to improve the marketing of services.
3. Develop and understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.

COURSE NAME : E-Commerce and Digital Marketing

COURSE OUTCOME:

1. Explaining the role and importance of digital marketing in a rapidly changing business landscape.
2. Discuss the key elements of a digital marketing strategy.
3. Demonstrate advanced practical skills in common digital marketing.

COURSE NAME : Sales and Distribution Management

COURSE OUTCOME:

1. Recognize and demonstrate the significant responsibilities of sales person as a key individual.
2. Describe and formulate strategies to effectively manage company's sales operations.
3. Evaluate the role of sales manager and his / her responsibilities in recruiting, motivating, managing and leading sales team.

COURSE NAME : Customer Relationship Management

COURSE OUTCOME:

1. Explain the value of a relationship management strategy.
2. Review several features and benefits of various CRM system.
3. Assist groups in determining how they will measure the success of their relationship management efforts.

COURSE NAME : Industrial Marketing

COURSE OUTCOME:

1. Define industrial marketing concepts.
2. Analyse consumer and industrial market.
3. Understand industrial marketing mix strategies.

COURSE NAME : Strategic Marketing Management

COURSE OUTCOME:

1. Think strategically about marketing issues.
2. Successfully work as a team.
3. Prepare a marketing plan.

Semester: VI

COURSE NAME : Operations Research

COURSE OUTCOME:

1. Develop linear programming (LP) models for shortest path, maximum flow, critical path, minimum cost flow, and transshipment problems.
2. Use CPM and PERT techniques, to plan, schedule, and control project activities.
3. Set up decision models and use some solution methods for nonlinear optimization problems.
4. Propose the best strategy using decision making methods under uncertainty and game theory

COURSE NAME : International Finance

COURSE OUTCOME:

1. Demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.
2. Demonstrate the ability to select global financing strategies and propose solutions that will take advantage of opportunities in the global financial markets to the benefit of relevant stakeholders.
3. Apply knowledge of foreign exchange hedging to identify and manage the foreign exchange risks faced by globally active firms.
4. Demonstrate the ability to work in a team setting to coordinate analysis of a case study to arrive at a sound financial decision regarding an issue in capital raising and international valuation.

COURSE NAME : Innovative Financial Services

COURSE OUTCOME:

1. Demonstrate broad and coherent knowledge of the theoretical and professional disciplines of banking, finance, investment analysis, portfolio management, accountancy, economics, quantitative methods, law, and the Financial Services Industry.
2. A capacity to integrate technical and conceptual knowledge, and interpersonal skills to work effectively within the Financial Services Industry.
3. Communicate and explain specialised technical advice, knowledge and ideas, to professionals and non-experts involved with the Financial Services Industry.

COURSE NAME : Indirect Tax

COURSE OUTCOME:

1. Understand various concepts of Goods & Service Tax.
2. Gain an insight on the recording and analysing the transactions for compliance under GST.
3. Getting familiar with the technology and the flow of return filing under GST
4. To gain working knowledge on GST and application of the same in the organizations. Understand and make use of knowledge of GST rules in taking managerial decisions in various tax related matters.

COURSE NAME : Project Management

COURSE OUTCOME:

1. Analyze and evaluate appropriate business strategies, practices, and theories that inform and guide organizations to ensure sustainability.
2. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.

3. Apply project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.
4. Devise a capital budgeting strategy based on the principles capital budgeting, capital structure, cost of capital, corporate financing, and asset valuation.

COURSE NAME : Strategic Financial Management

COURSE OUTCOME:

1. Consolidate knowledge of and apply the technical language and practices of financial management.
2. Evaluate, synthesise and apply the contemporary theories and empirical evidence concerning financial management to a range of problems and situations.
3. Identify and assess the potential impact of emerging issues in finance and financial management.

COURSE NAME : Financial Rural Management

COURSE OUTCOME:

1. Gain insight into the socio-economic structure of rural India and understand the prospects and problems of rural development in India.
2. Understand the manner in which microfinance may be utilized to accelerate the expansion of local microbusinesses in rural India.
3. Gain insight into managing risk in rural banking.

COURSE NAME : Brand Management

Course Outcome

1. Demonstrate knowledge of the nature and processes of branding and brand management.
2. Evaluate the scope of brand management activity across the overall organisational context and analyze how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
4. Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.
5. Formulate and justify brand development decisions.

COURSE NAME : Retail Management

COURSE OUTCOME:

1. Describe how the consumers' decision process affects retailers.
2. Develop a retail strategy that appeals to a specific target market.
3. Explain the design, implementation, and assessment of retailing strategies based on consumer needs and market changes.
4. Describe the process of conceiving, producing, and selling fashion products for in-store and on-line retailing.
5. Explain how factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of organizations in a global environment.

PROGRAMME NAME: Bachelor of Management Studies

PROGRAMME CODE: UBMS

COURSE NAME : Sports Marketing

COURSE OUTCOME:

1. Understanding the operational environment in sport-related organizations; functional areas and analytical instruments. Specific characteristics of marketing activities in the sport industry.
2. Understanding, analysing and applying marketing and sponsorship strategies; creating development, launch, and positioning strategies for new products; and decision making related to product, price, distribution and communication variables.
3. Develop and present a proposal for the sponsorship of a sports-related sponsorship property (e.g., league, team, or athlete).
4. Understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting.

COURSE NAME : Media Planning Management

COURSE OUTCOME:

1. Critically evaluate the theories and principles underlying media planning strategy and tactics.
2. Apply relevant theories and models for the development of a media strategy-driven plan that includes advanced media planning tactics.
3. Interpret, analyse and solve structured and unstructured media problems.
4. Research into alternative media – interactive and web-based technologies, social networking platforms.

COURSE NAME : International Marketing

COURSE OUTCOME:

1. Developed an understanding of major issues related to international marketing.
2. Developed skills in researching and analysing trends in global markets and in modern marketing practice.
3. Be able to assess an organization's ability to enter and compete in international markets.

COURSE NAME : Marketing for Non-Profit Organization

COURSE OUTCOME:

1. Define what marketing is within the non-profit environment.
2. Explain the service-intensive nature of non-profit program activities.
3. Discuss the role of ethics in non-profit marketing.
4. Describe the importance of a non-profit marketing plan.
5. Describe how target markets can be identified for donors and Explain how new service products are developed by non-profits.



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