



Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (West), Mumbai, 400 064

ISO 9001:2015 Certified

Name of the Program: BACHELOR OF MANAGEMENT STUDIES (BMS)

Programme Outcomes

PO1	Demonstrate comprehensive knowledge and understanding in the fundamentals of Commerce, Accounting, Economics and all the courses undertaken.
PO2	Develop and apply skills and techniques of communication – listening, reading, writing and presenting their ideas logically.
PO3	Analyse independently and critically concepts in relation to Commerce, Accounting, Economics and all the courses undertaken.
PO4	Identify anomalies and solve problems and draw valid conclusions of the courses undertaken.
PO5	Work effectively in teams; as members and as leaders motivating and inspiring the team members through coordinated cooperation.
PO6	Understand and apply ICT in relevant learning situations.
PO7	Acquire independent working skills and exhibit their ability through fruitful completion of the given project.
PO8	Gain and showcase an understanding of the value of diversity and multicultural experience.
PO9	Recognise the ability to identify ethical issues and avoid unethical behaviour by engaging in objective, unbiased and truthful actions in all aspects of work.

Prof. Durgesh Kenkre
Co-Ordinator BMS

Prof. Subhashini Naikar
Vice-Principal SFC

Dr. Kiran Mane
I/C Principal

DI/O-PO/TLP/01



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Programme Specific Outcome

PSO1	Acquire knowledge about management thoughts and practices which will help them to become effective management professionals.
PSO2	Students will be capable to pursue Doctoral/ Post- graduate studies in diverse fields of Management such as Marketing, Finance and Human Resource.
PSO3	To create future successful entrepreneurs by providing a platform to students to develop various business models
PSO4	Develop a positive attitude towards lifelong learning and research

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COURSE OUTCOME

NAME OF THE PROGRAMME: FYBMS – SEMESTER I

1. Introduction to Financial Accounting:

After completing the course, the learner will be able to:

CO1	Understand the accounting principles, concepts and conventions.
CO2	Understand the accounting standards relevant to accounting
CO3	Prepare Journal, Ledger, subsidiary books and bank reconciliation statements.
CO4	Explain the classification of expenditure and incomes into capital and revenue.
CO5	Understand depreciation and do its calculation.
CO6	Explain how to prepare a trial balance.
CO7	Prepare final accounts of a sole trader.

2. Business Law:

After completing the course, the learner will be able to:

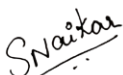
CO 1	Understand the legal framework of Indian Contract Act, 1872 and Sale of Goods Act, 1930.
CO 2	Explain the Negotiable Instrument Act, 1981 and Consumer Protection Act, 1986
CO 3	Understand the Companies Law- basics
CO 4	Examine the Intellectual Properties Rights.


3. Business Statistics:

After completing the course, the learner will be able to:

CO1	Understand the basic Statistical Tools that will help them to analyse business data.
CO2	Measure dispersion, correlation and regression.


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CO3	Explain time series and index number
CO4	Understand Probability and Decision Theory and apply it in business decision making

4. Business Communication- I:

After completing the course, the learner will be able to:

CO1	Understand the theories of communication, methods and modes of communication
CO2	Analyse the barriers to communication
CO3	Examine the parts, structure and layouts of business correspondence.
CO4	Develop Language & Writing Skills

5. Foundation Course- I:

After completing the course, the learner will be able to:


CO1	Understand the multi-cultural diversity of Indian society through its demographic composition
CO2	Understand the concept of disparity arising out of stratification and inequality
CO3	Examine inequalities manifested due to caste system and inter-group conflicts
CO4	Understand the Philosophy of the Constitution - its structure, body and schedules
CO5	Understand the fundamental duties of the Indian Citizen
CO6	Study the party system in Indian politics; local self government in urban and rural areas


6. Foundation of Human Skills:

After completing the course, the learner will be able to:

CO1	Understand the human nature and human behaviour in an organisation.
CO2	Understand group behaviour and effectiveness of teams
CO3	Examine the organisational processes and systems
CO4	Analyse organisational culture and motivation at workplace


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CO5	Understand the concept of organisational change, creativity, development and work stress
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7. Business Economics- I:

After completing the course, the learner will be able to:

CO1	Understand the scope and importance of business economics in current scenario
CO2	Analyse Demand function, its estimation and forecasting
CO3	Examine production function and study the cost concepts.
CO4	Understand the various market structures and explain them
CO5	Understand how various companies price their products and services.

First Year BMS - SEMESTER II

1. Industrial Law:

After completing the course, the learner will be able to:


CO1	Understand the Laws related to Industrial Relations and Industrial disputes
CO2	Explain derivatives and its applications
CO3	Analyse the ESI Act and EPF Act
CO4	Understand the features of Payment of Bonus Act and Payment of Gratuity Act


2. Business Mathematics:

After completing the course, the learner will be able to:

CO1	Calculate simple and compound interest
CO2	Analyse Demand function, its estimation and forecasting
CO3	Understand matrices and determinants
CO4	Understand the various market structures and explain them
CO5	Understand how various companies price their products and services.


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3. Business Communication- II:

After completing the course, the learner will be able to:

CO1	Improve his presentation skills
CO2	Understand group communication - prepare for interview, meetings, conference and Public Relations
CO3	Enhance his writing skills in Trade letters
CO4	Explain Reports & improve his language & writing skills.

4. Foundation Course- II:

After completing the course, the learner will be able to:

CO1	Understand the concept of liberalization, privatization and globalization
CO2	Analyse human rights as mentioned in the Constitution
CO3	Understand the concepts of environment, ecology and study their interconnection
CO4	Study the reasons that cause stress and conflicts in an organisation
CO5	Identify various types of conflicts, stress and how to resolve conflicts and manage stress

5. Business Environment:

After completing the course, the learner will be able to:

CO1	Understand the business environment in micro and macro environment and explain it
CO2	Explain the role of political institutions and legal environment in the economy
CO3	Analyse the social, cultural, technological and competitive environment
CO4	Explain the objectives and functions of GATT, WTO and FDI

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6. Principles of Management:

After completing the course, the learner will be able to:


CO1	Understand the various levels of management, concept and importance of Planning, organisation, directing, coordinating, staffing and controlling in achieving the business objectives.
CO2	Analyse various techniques of decision making
CO3	Explain importance of departmentalisation and delegation
CO4	Understand various styles of leadership
CO5	Explain recent trends in management


7. Principles of Marketing:

After completing the course, the learner will be able to:

CO1	Explain the various concepts of marketing
CO2	Analyse the micro and macro environment that affects marketing
CO3	Explain how marketing affects consumer behaviour
CO4	Understand the various Marketing mix
CO5	Explain segmentation, targeting and positioning in marketing


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Second Year BMS - SEMESTER III

1. Introduction to Cost Accounting:

After completing the course, the learner will be able to:

CO1	Explain the basic concepts and tools used in cost accounting
CO2	Understand the principles and procedures of cost accounting and to apply them to different practical situations

2. Corporate Finance:

After completing the course, the learner will be able to:

CO1	Develop a conceptual framework of finance function and to understand the tools, techniques and processes of financial management in the realm of decision making
CO2	Explain the core concepts of corporate finance and its importance in managing the business
CO3	Understand the nature, importance, structure of finance related areas and to impart knowledge relating to sources of finance

3. Consumer Behaviour:

After completing the course, the learner will be able to:


CO1	Develop an understanding about consumer decision making process and its application in marketing function
CO2	Understand and analyse consumer information and use it to create consumer oriented marketing techniques


4. Social Marketing:

After completing the course, the learner will be able to:

CO1	Understand the concept of social marketing, compare and contrast marketing in profit oriented corporate and non profit social environment
CO2	Analyse the impact of environment on social marketing and study various models for social change
CO3	Study the basis of segmentation, targeting and positioning and identify marketing mix
CO4	Explain the overview of social marketing in various key sectors


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CO5	Identify basic ethical issues in social marketing and appreciate the careers in Social marketing
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5. Motivation and Leadership:

After completing the course, the learner will be able to:

CO1	Gain knowledge of leadership strategies for motivating people and changing organisations
CO2	Understand how leaders facilitate group development and problem solving
CO3	Analyse practical approaches to motivation and leadership

6. Organisational behaviour and HRM:

After completing the course, the learner will be able to:

CO1	Understand the fundamentals of various issues associated with HRM as a whole
CO2	Explain the basic concepts, functions, of HRM and OB

7. Information Technology in Business Management:

After completing the course, the learner will be able to:

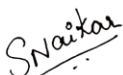
CO1	Learn the basic concepts of Information technology and its role in management
CO2	Acquire practical knowledge in the office automation through MS Office software
CO3	Use internet, email, websites, domains and security therein
CO4	Recognize the importance of security aspects of IT in business.


8. Foundation course- III (Environmental Management)

After completing the course, the learner will be able to:

CO1	Understand the environmental concepts, ecosystem and biogeochemical cycles.
CO2	Explain renewable and non-renewable resources
CO3	Identify causes of pollution and remedies to reduce the same
CO4	Understand the importance of waste management


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CO5	Explain innovative business models from environment perspective
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9. Business Planning and Entrepreneurial Management:

After completing the course, the learner will be able to:

CO1	Understand the foundations and theories of Entrepreneurship
CO2	Explain the classification of entrepreneurs
CO3	Examine the steps in starting a venture that would help him and others to start a new venture

10. Accounting for Managerial Decisions:

After completing the course, the learner will be able to:

CO1	Understand the basic accounting fundamentals.
CO2	Develop financial analytical skills
CO3	Explain the importance of Receivables and working capital management for a business
CO4	Calculate various ratios that help the management in decision making

11. Strategic Management:

After completing the course, the learner will be able to:

CO1	Understand management policies and strategies at every level.
CO2	Examine the management of entire enterprise
CO3	Develop skills in corporate level policy and strategy formulation areas

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Second Year BMS - SEMESTER IV

1. Financial Institutions and Markets:

After completing the course, the learner will be able to:

CO1	Understand the structure, role and functioning of financial institutions and markets in the financial system in India.
CO2	Explain the financial systems of developed countries like UK, USA, Japan and Germany

2. Strategic Cost Management:

After completing the course, the learner will be able to:

CO1	Understand the concept and objectives of strategic cost management
CO2	Explain Activity based costing
CO3	Calculate material variances, labour variances, overheads variances, sales variances and profit variances

3. Event Marketing:

After completing the course, the learner will be able to:


CO1	Understand the basic concepts of Event marketing and categories of events
CO2	Explain segmenting, targeting and positioning in the context of Event marketing
CO3	Identify trends and challenges in Event marketing

4. Tourism Marketing:

After completing the course, the learner will be able to:

CO1	Understand the basic concepts and strategies of Tourism Marketing
CO2	Explain the types of tourism
CO3	Explain segmenting, targeting and positioning in the context of Tourism marketing
CO4	Identify trends and challenges in Tourism marketing


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5. Training & Development in HRM:

After completing the course, the learner will be able to:

CO1	Understand the basic needs of the organisations in training and development activities
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6. Conflict & Negotiation:

After completing the course, the learner will be able to:

CO1	Understand the nature of conflicts, their causes and outcomes.
CO2	Study the aspects of conflict management and how to handle them effectively
CO3	Explain the importance of negotiations and role of third party negotiation

7. Information Technology in Business Management-II:

After completing the course, the learner will be able to:

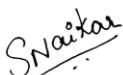
CO1	Understand managerial decision making and functional areas of MIS
CO2	Explain emerging trends in ERP, CRM, SCM
CO3	Analyse the relationship between database management and data warehouse approaches
CO4	Explain concepts like BPO, KPO and cloud computing


8. Foundation course-IV (Ethics and Governance):

After completing the course, the learner will be able to:

CO1	Understand the nature of significance of ethics and ethical practices in business that are necessary for the progress of a country
CO2	Apply ethics in functional areas like marketing, finance and HRM
CO3	Explain the importance of CSR and Corporate governance practised by various organisations


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9. Business Economics-II:

After completing the course, the learner will be able to:

CO1	Understand the concept of macroeconomics, circular flow of aggregate income and expenditure.
CO2	Explain inflation and monetary policy
CO3	Understand Fiscal Policy- its instruments and the importance of Union Budget
CO4	Understand the concept of balance of payments and FDI

10. Business Research Methods:

After completing the course, the learner will be able to:

CO1	Understand the importance, objectives and types of research
CO2	Apply the research approaches, techniques and strategies in the appropriate manner for managerial decision making

11. Production & Total Quality Management:

After completing the course, the learner will be able to:

CO1	Understand the concept, objectives and importance of production management and materials management.
CO2	Apply the basic principles of Total Quality Management
CO3	Evaluate various Quality improvement strategies used in businesses.

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Third Year BMS - SEMESTER V

1. Investment Analysis and Portfolio Management:

After completing the course, the learner will be able to:

CO1	Understand the various concepts of finance and capital markets
CO2	Explain the relationship between risk and return
CO3	Evaluate various models and techniques of security and portfolio analysis

2. Financial Accounting:

After completing the course, the learner will be able to:

CO1	Prepare final accounts of companies
CO2	Explain the concept and provisions related to underwriting of shares and debentures
CO3	Demonstrate the accounting for personal investments and foreign currency

3. Risk Management:

After completing the course, the learner will be able to:


CO1	Understand the fundamental aspects of risk management and control
CO2	Explain the concepts, functions, process and techniques of risk management


4. Direct Taxes:

After completing the course, the learner will be able to:

CO1	Understand the provisions of determining the residential status of individuals
CO2	Explain the various heads of income
CO3	Compute taxable income of individuals


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5. Service Marketing:

After completing the course, the learner will be able to:

CO1	Understand the features of services and key elements in services marketing
CO2	Evaluate ways to improve service quality
CO3	Analyse the marketing of different services in the Indian context.

6. E- Commerce and Digital Marketing:

After completing the course, the learner will be able to:

CO1	Understand the importance of E- Commerce and Digital marketing in various sectors
CO2	Analyse the latest trends in E-Commerce and Digital marketing

7. Sales and Distribution Management:

After completing the course, the learner will be able to:

CO1	Understand the sales and distribution processes in organisations
CO2	Analyse the various approaches in sales and distribution management channel

8. Customer Relationship Management:

After completing the course, the learner will be able to:


CO1	Understand the concept and implementation of CRM
CO2	Explain various CRM strategy
CO3	Analyse the latest trends, challenges and opportunities in CRM


9. Strategic HRM and HR Policies:

After completing the course, the learner will be able to:

CO1	Understand HRM from strategic perspective
CO2	Link Hrm functions to corporate strategies
CO3	Apply the theories and concepts relevant to HRM in contemporary organisations


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CO4	Explain the relationship between strategic HRM and organisational performance
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10. Performance Management and Career Planning:

After completing the course, the learner will be able to:

CO1	Understand the concept of performance management in organisation
CO2	Review performance appraisal systems
CO3	Explain the significance of career planning and practices

11. Talent and Competency Management:

After completing the course, the learner will be able to:

CO1	Understand the concepts of talent and competency management
CO2	Explain the role of talent and competency management in providing a competitive advantage to an organisation

12. Stress Management:

After completing the course, the learner will be able to:


CO1	Understand the nature and causes of stress in organisations
CO2	Explain the stress prevention mechanism
CO3	Evaluate various strategies that help to cope up with stress
CO4	Interpret effective strategies, plans and techniques to tackle stress


13. Logistics and Supply Chain Management:

After completing the course, the learner will be able to:

CO1	Understand the basic concepts of Logistics and supply chain management
CO2	Examine the activities performed by logistics function
CO3	Explain the nature of supply chain with reference to its functions
CO4	Understand global trends in logistics and supply chain management


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14. Corporate communication and Public Relations:

After completing the course, the learner will be able to:

CO1	Understand the basic concepts of corporate communications and public relations
CO2	Explain various elements of corporate communication and its effective coordination in managing an organisation successfully
CO3	Analyse the different practices associated with corporate communication

Third Year BMS - SEMESTER VI

1. International Finance:

After completing the course, the learner will be able to:

CO1	Understand the fundamental aspects of international finance
CO2	Explain structure of foreign exchange markets, exchange rate, types of transactions and settlement date
CO3	Understand the concept of foreign exchange risk and appraisal
Co4	Explain Euro currency Bonds, FEDAI and international capital budgeting

2. Project Management:

After completing the course, the learner will be able to:

CO1	Understand the basic concepts of project management and issues related with it
CO2	Analyse Project Feasibility
CO3	Explain project monitoring, controlling and project termination

3. Strategic Financial Management:

After completing the course, the learner will be able to:

CO1	Understand the basic concepts of Financial Management and upgrade his skill and knowledge in this area
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CO2	Analyse the changing scenario in banking sector and think of choosing banking as a career option
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4. Indirect Taxes:

After completing the course, the learner will be able to:

CO1	Understand the basics of GST
CO2	Explain the process of registration and computation of GST
CO3	Able to file returns in GST thereby having a source of revenue for himself

5. Brand Management:

After completing the course, the learner will be able to:

CO1	Understand the meaning and significance of brand management
CO2	Explain the process of building brands, sustaining it and growing it
CO3	Analyse the different sources of brand equity

6. Retail Management:

After completing the course, the learner will be able to:


CO1	Understand the basic concepts and operations in retail management
CO2	Explain different types of retailers
CO3	Analyse the legal and ethical aspects in retail management
CO4	Understand the importance of creating awareness about emerging trends in retail management


7. International Marketing: I

After completing the course, the learner will be able to:

CO1	Understand the international marketing -its advantages and disadvantages
CO2	Understand the dynamics of international marketing


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CO3	Understand the relevance of international marketing mix decisions and recent developments in Global Market
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8. Media Planning and Management:

After completing the course, the learner will be able to:

CO1	Understand media planning, strategy and management with reference to current business scenario
CO2	Explain the basic characteristic of all media
CO3	Evaluate different media buys

9.HRM in Global Perspective:

After completing the course, the learner will be able to:

CO1	Understand the concepts, theoretical framework and issue of HRM in global perspective
CO2	Explain global workforce management
CO3	Analyse international HRM trends and challenges

10. Organisational Development:

After completing the course, the learner will be able to:


CO1	Understand the concept of organisational development and its relevance in the organisation.
CO2	Explain the issues and challenges of organisational development
CO3	Examine the phases of organisational development programme
CO4	Understand the ethical issues in organisational development

11. HRM in Service Sector Management:

After completing the course, the learner will be able to:

CO1	Understand the basic concepts and growing importance of HRM in service sector
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CO2	Explain how to manage human resource in service sector
CO3	Examine the significance of human element in creating customer satisfaction through quality service

12. Indian Ethos in Management:

After completing the course, the learner will be able to:

CO1	Understand the concepts of Indian ethos in management
CO2	Link the traditional management system to modern management system
CO3	Explain the techniques of stress management
CO4	Analyse the evolution of learning systems in India

13. Operations Research:

After completing the course, the learner will be able to:


CO1	Understand the operations research methodologies
CO2	Solve various problems practically
CO3	Analyse and interpret case studies proficiently


14. Project Work:

After completing the course, the learner will be able to:

CO1	Understand the topic selected thoroughly and use it in practical situations
CO2	Identify the fundamental aspects of research
CO3	Use primary data and secondary data for the purpose of his research and make a proper analysis of the same.


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