

1) BMS

Programme outcomes, program specific outcomes, and course outcomes offered:

Name of the programme/course	Outcome
Fybms/Intro to financial Accounts	<ul style="list-style-type: none"> ✓ To understand distinctive features and principles of accounting.
Business law	<ul style="list-style-type: none"> ✓ To understand distinctive features, principles of contract Act, company Act, Negotiable instruments Act and intellectual property rights.
Business statistics Business Communication Foundation course	<ul style="list-style-type: none"> ✓ To understand distinctive features and principles, of measures of central tendency, probability and decision theory and various statistical tools. ✓ To understand increasing significance of business communication and it's implications in business and various other sectors. ✓ To develop understanding of multi cultural diversity of Indian society .To get familiarized with philosophy and structure of Indian constitution. And develop understanding of significant aspects and Indian political process.
Foundation of Human Skills Business Economics	<ul style="list-style-type: none"> ✓ To develop understanding of individual and group ✓ behavior, personal attitude, thinking learn and perception ✓ To get acquainted with economic concepts. To develop understanding of demand analysis .To understand cost and production analysis and market structure and pricing practices.

<p>SYBMS/Business planning and Entrepreneurship Management</p> <p>Accounting For Managerial Decision</p> <p>Information Technology in Business Management</p> <p>Advertising</p> <p>Consumer behavior</p> <p>Strategic Management</p>	<ul style="list-style-type: none"> ✓ This course introduces entrepreneurship to budding managers ✓ To develop entrepreneurs and to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector ✓ To acquaint management learners with basic accounting fundamentals. ✓ To develop financial analysis skills among learners. <p>To learn basic concepts of IT, its support and role in management.</p> <p>To understand basic concepts of Email, internet and websites, domains and security therein.</p> <p>To understand and examine the growing importance of advertisement</p> <p>To understand the construction of an effective advertisement</p> <p>To understand the future and career in advertising.</p> <p>To develop an understanding about the consumer</p> <p>Decision making and its application in marketing function of firms</p> <p>To equip undergraduate students the basic knowledge about issues and dimensions of consumer behavior</p>
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	<p>To understand the nature and importance of Business policy and strategy</p> <p>To acquaint the students business environment and SWOT analysis.</p> <p>To understand models of strategy making.</p>
<p>Tybms/logistics and supply chain management</p> <p>Corporate communication and public Relations</p> <p>Service Marketing</p> <p>E E-commerce and digital marketing</p> <p>Sales and Distribution Management</p> <p>Customer Relationship Management</p>	<ul style="list-style-type: none"> ✓ To provide students with basic understanding of concepts of logistics and supply chain management. To introduce students to the key activities performed by the logistics function To understand global trends in logistics and supply chain management. ✓ To provide students with the basic understanding of the concepts of corporate communication and public relations management. To introduce the various elements of corporate communication and consider role in managing organization. ✓ To understand distinctive features of services and key elements in service marketing. To understand marketing of different services in Indian context. ✓ To understand increasing significance of E e-commerce and it's applications in business and various other sectors. To understand Latest Trends and Practices in E E-commerce and digital marketing, along with its challenges and opportunities for the organization. ✓ To develop understanding of the processes in organizations. To get acquainted with concepts approaches and practical aspects of the key decision making variables in sales management and distribution channel management. ✓ To understand concepts of customer relationship management and implementation of Customer Relationship Management. To understand new trends

	<p>in customer relationship management, challenges and opportunities for the organizations.</p>
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