

# SREE NARAYANA GURU COLLEGE OF COMMERCE

(LINGUISTIC MINORITY INSTITUTION)

RE-ACCREDITED BY NAAC (GRADE-'B'-CGPA 2.45) [2019-2024]

AFFILIATED TO UNIVERSITY OF MUMBAI & RECOGNISED BY UGC-u/s 2(f)&12B

MANAGED BY SREE NARAYANA MANDIRA SAMITI (REGD.)

P. L. LOKHANDE MARG, CHEMBUR, MUMBAI - 400 089. ☎ 9326063380 / 9326083775 ✉ sngcollege86@yahoo.co.in / sngcollegeprincipal@gmail.com

## PROGRAMME OUTCOMES

Programme Code: <b>22300005</b>	Name of the Programme: <b>Bachelor of Management Studies (B.M.S.)</b>
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### Programme Outcomes:

After successful completion of the programme, graduates will be able to;

PO1: Apply solid domain knowledge and managerial competence effectively in Management studies, utilizing various techniques and theories.

PO2: Demonstrate proficiency in academic and creative writing, oral communication, reading, and presentation skills, incorporating suitable body language.

PO3: Employ critical thinking, analytical prowess, and cognitive abilities to analyze, interpret, evaluate, and present information.

PO4: Develop research skills to identify, select, organize, and utilize research methodologies while respecting intellectual property rights.

PO5: Utilize modern tools, including basic computer applications and social media platforms, proficiently.

PO6: Engage in socially and environmentally beneficial activities, contributing positively to society.

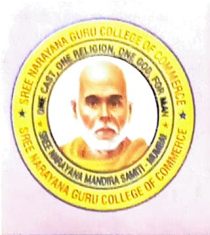
PO7: Demonstrate respect for individuals from diverse backgrounds, displaying sensitivity towards underprivileged groups, differently-abled individuals, and promoting gender diversity and conflict resolution skills.

PO8: Discuss and evaluate ethical values such as human dignity, empathy, integrity, moral courage, social justice, and inclusivity.

PO9: Cultivate individuality, teamwork, and project management skills, fostering professionalism, organizational abilities, decision-making, self-management, and problem-solving capabilities.

PO10: Foster a culture of lifelong learning, instilling confidence, resilience, creative thinking, and a proactive attitude towards continuous knowledge and skill enhancement.





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## PROGRAMME SPECIFIC OUTCOMES

Programme Code: <b>22300005</b>	Name of the Programme: <b>Bachelor of Management Studies (B.M.S.)</b>
<b>Programme Outcomes:</b> After successful completion of the programme, graduates will be able to;  PSO1: Discern and implement ethical principles in managerial positions.  PSO2:Identify their areas of interest, such as Marketing, and Human Resources.  PSO3:Apply classroom learning to real-world scenarios during internships or professional endeavors.  PSO4:Prepare research proposals and compile project reports reflecting their academic interests.  PSO5:Develop skills and knowledge required for entry-level job positions, and long-term success in a career within the industry.	



## COURSE OUTCOMES

<b>SEMESTER I</b>	
<b>COURSE CODE : UBMSFSI.1</b>	<b>COURSE TITLE: Introduction to Financial Accounts</b>
<p><b>Course Outcomes:</b> After successful completion of the course, students will be able to;</p> <p>CO1: Gain knowledge of basic accounting rules and identify the accounts (2)*</p> <p>CO2: Apply rules of Journal &amp; Ledger accounts (3)*</p> <p>CO3: Prepare subsidiary books -credit &amp; cash transactions (6)*</p> <p>CO4: Identify Capital &amp; Revenue income &amp; expenses (1)*</p> <p>CO5: Finalise accounts with Trial Balance and Final Accounts (3)*</p>	
<b>SEMESTER I</b>	
<b>COURSE CODE : UBMSFSI.2</b>	<b>COURSE TITLE: Business Law</b>
<p><b>Course Outcomes:</b> After successful completion of the course, students will be able to;</p> <p>CO1: Recall the fundamental concepts of business law.(1)*</p> <p>CO2: Understand legal principles governing business transactions.(2)*</p> <p>CO3: Evaluate the impact of legal regulations and compliance requirements on business operations.(3)*</p> <p>CO4: Analyze and resolve legal issues and disputes arising in business contexts through application of relevant laws and precedents.(4)*</p> <p>CO5: Synthesize ethical considerations and compliance requirements within the framework of business law to ensure legal and moral integrity in business practices.(3)*</p>	
<b>SEMESTER I</b>	
<b>COURSE CODE : UBMSFSI.3</b>	<b>COURSE TITLE: Business Statistics</b>
<p><b>Course Outcomes:</b> After successful completion of the course, students will be able to;</p> <p>CO1: Understand the fundamental statistical concepts, including measures, measures of dispersion, correlation and regression, probability concepts, and principles of decision theory.(2)*</p> <p>CO2: Apply measures of dispersion, correlation and regression analysis, probability rules, and decision theory to optimize business processes and outcomes.(3)*</p> <p>CO3: Analyze dispersion measures to interpret the spread and variability of data.(4)*</p> <p>CO4: Analyze correlation and regression results to interpret relationships and make informed business decisions.(4)*</p> <p>CO5: Analyze uncertain business situations using probability theory and decision theory to assess risks and evaluate alternative courses of action for optimal business decisions.(4)*</p>	



**SEMESTER I**COURSE CODE : **UBMSFSI.4**COURSE TITLE: **Business Communication - I****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Articulate legal concepts crucial for effective business communication. (3)\*

CO2: Apply legal principles to analyze and communicate about business transactions. (3)\*

CO3: Understand and communicate the impact of legal regulations on business operations. (2)\*

CO4: Develop communication strategies to address legal issues and disputes in business contexts. (3)\*

CO5: Integrate ethical considerations into business communication practices, ensuring clarity and responsibility. (3)\*

**SEMESTER I**COURSE CODE : **UBMSFSI.5.1**COURSE TITLE: **Foundation Course - I****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Recall key aspects of Indian society. (1)\*

CO2: Analyze factors contributing to societal disparities in India. (4)\*

CO3: Explain the Indian Constitution and political processes. (2)\*

CO4: Critically evaluate the relationship between societal disparities and political structures in India. (5)\*

CO5: Propose strategies for addressing disparities and fostering equitable socio-political development. (3)\*

**SEMESTER I**COURSE CODE : **UBMSFSI.6**COURSE TITLE: **Foundation of Human Skills****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Cultivate an understanding of human nature for effective interpersonal communication. (2)\*

CO2: Explore group behavior, organizational processes, and systems to enhance teamwork skills. (5)\*

CO3: Analyze organizational culture and workplace motivation to foster a productive work environment. (4)\*

CO4: Develop empathy and interpersonal skills essential for effective collaboration and leadership. (3)\*

CO5: Apply principles of human behavior to improve communication and decision-making in professional settings. (3)\*



**SEMESTER I**

COURSE CODE : **UBMSFSI.7**

COURSE TITLE: **Business Economics - I**

**Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Understand demand and supply analysis, production decisions, and production costs for comprehensive market understanding.(2)\*
- CO2: Understand various market structures and their implications on business strategies.(2)\*
- CO3:Apply pricing strategies and techniques. (3)\*
- CO4:Analyze real-world applications of demand and supply dynamics to enhance decision-making skills.(4)\*
- CO5: Develop critical thinking by examining the interplay between economic concepts and business decisions. (5)\*

**SEMESTER II**

COURSE CODE : **UBMSFSII.1**

COURSE TITLE: **Principles of Marketing**

**Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Recall basic marketing principles like target markets and promotions.(1)\*
- CO2: Understand how economics, culture, and psychology affect consumer choices.(2)\*
- CO3:Understand how product, price, place, and promotion collaborate in marketing.(2)\*
- CO4:Apply data analysis to develop well-informed marketing plans.(3)\*
- CO5: Innovate custom marketing strategies to meet specific customer demands. (6)\*

**SEMESTER II**

COURSE CODE : **UBMSFSII.2**

COURSE TITLE: **Industrial Law**

**Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Recall the foundational principles of industrial law. (1)\*
- CO2: Understand the legal framework governing employee rights and employer obligations in various industrial contexts. (2)\*
- CO3:Evaluate the role of regulatory bodies and government agencies in enforcing industrial laws and ensuring compliance with labor standards to promote fair labor practices and workplace safety.(5)\*
- CO4:Analyze and apply legal principles to address workplace disputes, discrimination issues, and grievances within the context of industrial relations.(4)\*
- CO5: Synthesize the implications of emerging trends and developments in industrial law to anticipate future challenges and opportunities in industrial relations. (3)\*



**SEMESTER II**COURSE CODE : **UBMSFSII.3**COURSE TITLE: **Business Mathematics****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Understand and analyze various functions to model real-world business scenarios, including performing operations and determining inverses.(2,4)\*
- CO2: Calculate derivatives using differentiation rules and apply them to optimize business processes and decision-making. (3)\*
- CO3:Apply time value of money concepts to financial decisions. (3)\*
- CO4:Understand matrix properties and determinants, solve linear equations using matrices, and apply them to business applications like input-output analysis and linear programming.(2,3)\*
- CO5: Apply numerical methods for equations and solutions, use integration techniques for area and volume calculations, and apply numerical analysis in financial modeling and optimization. (3)\*

**SEMESTER II**COURSE CODE : **UBMSFSII.4**COURSE TITLE: **Business Communication - II****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Recall and recognize the principles of effective business correspondence. (1)\*
- CO2: Interpret the purpose and audience of different types of business correspondence, such as emails, letters, and memos. (2)\*
- CO3:Critically assess resumes to identify strengths and weaknesses in terms of organization, content, and presentation. (5)\*
- CO4:Evaluate the impact of feedback and reflection on personal growth and development in communication and writing skills. (5)\*
- CO5: Draft different types of business correspondence. (6)\*

**SEMESTER II**COURSE CODE : **UBMSFSII.5.1**COURSE TITLE: **Foundation Course - II****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Recall fundamental concepts of human rights and stress. (1)\*
- CO2: Analyze the nature of stress and conflict. (4)\*
- CO3:Apply strategies for managing stress and resolving conflicts. (3)\*
- CO4:Critically assess the interplay between human rights, stress, and conflict. (5)\*
- CO5: Synthesize understanding of environmental importance with human rights and stress management principles. (3)\*





### SEMESTER II

COURSE CODE : **UBMSFSII.6**

COURSE TITLE: **Business Environment**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Examine the business landscape through the lenses of legality, culture, politics, technology, and nature. (5)\*

CO2: Understand thoroughly different dimensions of the business environment and its importance to the organization.(2)\*

CO3:Pinpoint key characteristics of the global business landscape and its principal institutions. (2)\*

CO4:Analyze the relationships between government and business and understand the political, economic, legal and social policies of the country. (4)\*

CO5: Gain knowledge about the operation of different institutions in an international business environment. (2)\*

### SEMESTER II

COURSE CODE : **UBMSFSII.7**

COURSE TITLE: **Principles of Management**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand concept, nature, and characteristics of management (2)\*

CO2: Understand the significance of planning and decision-making in effective managerial practices.(3)\*

CO3:Understand the concepts of directing, controlling, and coordinating to facilitate efficient organizational operations.(2)\*

CO4:Apply planning and decision-making skills in real-world managerial scenarios.(3)\*

CO5: Enhance directing, controlling, and coordinating skills through practical examples and case studies. (3)\*

### SEMESTER III

COURSE CODE : **UBMSFSIII.1.05**

COURSE TITLE: **Consumer Behaviour**

**Course Outcomes:** After successful completion of the course, students will be able to;

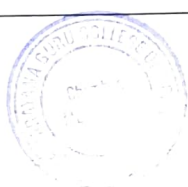
CO1: Understand the psychological factors driving consumer decisions.(2)\*

CO2: Apply various market research techniques to analyze consumer preferences.(3)\*

CO3:Evaluate the influence of social and cultural factors on consumer behavior.(4)\*

CO4:Critically assess marketing strategies' effectiveness in shaping consumer attitudes.(4)\*

CO5: Integrate ethical considerations into consumer behavior analysis and marketing practices.(3)\*



**SEMESTER III**COURSE CODE : **UBMSFSIII.1.07**COURSE TITLE: **Advertising****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Remember the key concepts and theories of advertising, including message creation, and media planning.(1)\*
- CO2: Understand how to develop effective advertising strategies and campaigns by integrating market research, consumer behavior insights, and creative concepts.(2)\*
- CO3:Apply ethical and legal considerations in advertising practices to evaluate advertising campaigns.(3)\*
- CO4:Analyze advertising techniques across various media platforms to develop comprehensive advertising campaigns.(4)\*
- CO5: Evaluate advertising campaigns to determine the effectiveness of advertising strategies and optimize future campaigns.(5)\*

**SEMESTER III**COURSE CODE : **UBMSFSIII.1.09**COURSE TITLE: **Recruitment & Selection****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1:Understand concepts, principles, and procedures of recruitment and selection in organizational settings.(2)\*
- CO2: Understand various aspects of Human Resource Management (HRM) .(2)\*
- CO3:Understand the significance of effective recruitment and selection processes in achieving organizational objectives.(2)\*
- CO4:Analyze real-world HRM practices and case studies to enhance understanding and application skills.(4)\*
- CO5: Evaluate the impact of recruitment and selection strategies on organizational performance.(5)\*

**SEMESTER III**COURSE CODE : **UBMSFSIII.1.10**COURSE TITLE: **Motivation and Leadership****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Learn about leadership strategies that inspire individuals and drive organizational change. (2)\*
- CO2: Evaluate the methods through which leaders foster group progression and tackle challenges collaboratively. (5)\*
- CO3:Apply methods to motivate and lead teams with a focus on their real-world implementation in organizational settings.(3)\*
- CO4:Navigate through obstacles and conflicts while transcending divergent viewpoints.(3)\*
- CO5: Rate themselves as a manager and know their style. (5)\*





**SEMESTER III**

<b>COURSE CODE : UBMSFSIII.2</b>	<b>COURSE TITLE: Information Technology in Business Management - I</b>
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**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the basic concepts of Information Technology (IT), its support mechanisms, and its role in management for managers. (2)\*

CO2: Apply office automation, focusing on the latest MS-Office software to enhance productivity and efficiency.(3)\*

CO3:Analyze the basic concepts of Email, Internet, websites, domains, and security measures, understanding their relevance and impact on modern business operations. (4)\*

CO4:Evaluate the security aspects of IT in business, emphasizing electronic transactions and advanced security features to ensure data integrity and confidentiality.(5)\*

CO5: Recall and apply learned knowledge to implement IT solutions that enhance organizational efficiency, security, and decision-making processes. (1,3)\*

**SEMESTER III**

<b>COURSE CODE : UBMSFSIII.3.01</b>	<b>COURSE TITLE: Foundation Course ( Environment Management ) - III</b>
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**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand environmental concepts and their significance in business contexts.(2)\*

CO2: Understand the concept of sustainable development and the role of business in promoting environmentally responsible practices. (2)\*

CO3:Understand innovative business models aimed at addressing environmental challenges. (2)\*

CO4:Analyze the impact of environmental factors on business operations and decision-making processes. (4)\*

CO5: Evaluate the effectiveness and feasibility of various sustainable business strategies and models. (5)\*

**SEMESTER III**

<b>COURSE CODE : UBMSFSIII.4</b>	<b>COURSE TITLE: Business Planning &amp; Entrepreneurial Management</b>
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**Course Outcomes:** After successful completion of the course, students will be able to;

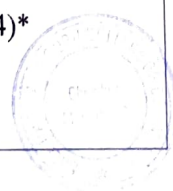
CO1: Recall key entrepreneurship concepts and types of entrepreneurs.(1)\*

CO2: Understand the scope, challenges, and steps in entrepreneurial ventures.(2)\*

CO3:Apply entrepreneurial knowledge to analyze business situations and develop ventures.(3)\*

CO4:Analyse different entrepreneurial strategies and project development processes. (4)\*

CO5: Evaluate the effectiveness of entrepreneurial approaches and trends.(5)\*



**SEMESTER III**COURSE CODE : **UBMSFSIII.5**COURSE TITLE: **Accounting for Managerial Decisions****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the fundamental principles and concepts of management accounting.(2)\*

CO2: Develop analytical and problem-solving skills by using management accounting information to support strategic planning, performance evaluation, and decision-making processes in various organizational contexts. (4)\*

CO3:Identify the role of management accounting in providing information for planning, control, and decision-making within organizations.(1)\*

CO4:Apply management accounting tools and techniques to real-world business scenarios, case studies, and simulations.(3)\*

CO5: Apply budgeting techniques, including preparation, monitoring, and variance analysis of operating budgets, capital budgets, and cash budgets. (3)\*

**SEMESTER III**COURSE CODE : **UBMSFSIII.6**COURSE TITLE: **Strategic Management****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the concepts of management and apply them in real-life situations.(2)\*

CO2: Critically evaluate the entire enterprise from top management viewpoints.(5)\*

CO3:Develop corporate-level policies and strategies to handle various real-life situations.(6)\*

CO4:Apply management concepts to analyze and improve organizational effectiveness.(3)\*

CO5: Synthesize management principles to address complex challenges faced by organizations.

**SEMESTER IV**COURSE CODE : **UBMSFSIV.1.05**COURSE TITLE: **Integrated Marketing Communication****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the nature, purpose, and complexity of planning and executing an effective Integrated Marketing Communication (IMC) program. (2)\*

CO2: Understand various tools of IMC and the significance of coordinating them for effective marketing communication.(2)\*

CO3:Analyze the components and strategies involved in developing an integrated marketing communication plan. (4)\*

CO4:Evaluate the role of consumer behavior and market research in shaping IMC strategies. (5)\*

CO5: Apply theoretical concepts of IMC to real-world scenarios and develop comprehensive communication campaigns.(3)\*

**SEMESTER IV**

COURSE CODE : **UBMSFSIV.1.07** | COURSE TITLE: **Event Marketing**

**Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Understand the strategic importance of events in marketing, mastering the 5 C's of event management.(2)\*
- CO2: Apply segmentation, targeting, and positioning strategies to design and market events effectively.(3)\*
- CO3: Evaluate pricing strategies and utilize diverse promotional tactics in event marketing, including sponsorship.(5)\*
- CO4: Analyze current trends and challenges in event marketing, including virtual and societal events, while addressing safety and crisis management concerns.(4)\*

**SEMESTER IV**

COURSE CODE : **UBMSFSIV.1.10** | COURSE TITLE: **Training & Development in HRM**

**Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Understand training and development concepts in Human Resource Management (HRM).(2)\*
- CO2: Explore various training methods and techniques used in organizational settings.(5)\*
- CO3: Analyze the importance of employee development in achieving organizational goals.(4)\*
- CO4: Examine the role of HRM in designing and implementing effective training programs.(5)\*
- CO5: Evaluate the impact of training and development initiatives on employee performance and organizational success.(5)\*

**SEMESTER IV**

COURSE CODE : **UBMSFSIV.1.11** | COURSE TITLE: **Change Management**

**Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Develop skills to facilitate organizational change using techniques grounded in behavioral science. (3)\*
- CO2: Apply knowledge of behavioral science to analyze and understand organizational dynamics and challenges. (3)\*
- CO3: Demonstrate proficiency in utilizing behavioral science methods to assess organizational culture and readiness for change.(3)\*
- CO4: Design and implement effective change management strategies informed by principles of behavioral science. (6)\*
- CO5: Evaluate the effectiveness of organizational change initiatives through the lens of behavioral science, identifying areas for improvement and refinement. (5)\*





**SEMESTER IV**COURSE CODE : **UBMSFSIV.2**COURSE TITLE: **Information Technology in Business Management - II****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand managerial decision-making processes and strategies. (2)\*

CO2: Explore Enterprise Resource Planning (ERP), Supply Chain Management (SCM), and Customer Relationship Management (CRM), along with key implementation challenges. (5)\*

CO3: Understand database management, data warehousing, and their practical applications. (2)\*

CO4: Understand various outsourcing concepts, including BPO/KPO industries, organizational structures, and the role of cloud computing. (2)\*

CO5: Understand the interplay between technology and business operations to enhance strategic decision-making skills. (2)\*

**SEMESTER IV**COURSE CODE : **UBMSFSIV.3.01**COURSE TITLE: **Foundation Course (Ethics & Governance) - IV****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Remember the fundamental principles of ethics and governance in business. (2)\*

CO2: Understand ethical dilemmas and conflicts of interest commonly encountered in business contexts, and apply strategies for ethical decision-making and behavior. (2,3)\*

CO3: Apply knowledge of corporate governance mechanisms to promote organizational integrity and ethical conduct. (3)\*

CO4: Analyze the ethical implications of business practices on stakeholders and evaluate strategies for ethical stakeholder engagement. (4,5)\*

CO5: Create solutions for ethical challenges in various business scenarios and communicate effectively about ethical issues and solutions within organizational settings. (6)\*

**SEMESTER IV**COURSE CODE : **UBMSFSIV.5**COURSE TITLE: **Business Economics - II****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the Basics of Macroeconomic Data and Theory. (2)\*

CO2: Analyze Money, Inflation, and Monetary Policy (4)\*

CO3: Examine the Constituents of Fiscal Policy. (5)\*

CO4: Explore Open Economy Theory and Issues of International Trade (5)\*

CO5: Analyze the benefits and challenges of international trade, including its impact on domestic industries, employment, and economic development. (4)\*

**SEMESTER IV**COURSE CODE : **UBMSFSIV.4**COURSE TITLE: **Business Research Methods****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Cultivate analytical skills and research abilities to enable effective problem-solving and decision-making. (4)\*

CO2: Draft research reports that have clarity, coherence, and a professional touch. (6)\*

CO3: Explore various career paths aligned with their interests, skills, and aspirations. (5)\*

CO4: Conduct career research and make informed career choices.

CO5: Foster self-reflection and goal-setting to help students align their academic pursuits with their career aspirations.

**SEMESTER IV**COURSE CODE : **UBMSFSIV.6**COURSE TITLE: **Production & Total Quality Management****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand and apply fundamental management decisions related to production and quality management.

CO2: Recognize and analyze the significant figures in the quality field and their impacts on industry.

CO3: Trace the evolutionary trajectory of Total Quality Management (TQM) and its relevance in contemporary organizational contexts.

CO4: Comprehend the significance and criteria of quality awards and certifications in ensuring operational excellence.

CO5: Implement Total Quality Management principles effectively in both manufacturing and service-oriented organizations to foster continuous quality enhancement.

**SEMESTER V**COURSE CODE : **46004**COURSE TITLE: **Services Marketing****Course Outcomes:** After successful completion of the course, students will be able to;

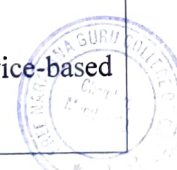
CO1: Execute optimal strategies in Services Marketing by incorporating industry best practices. (3)\*

CO2: Utilize customer relationship techniques effectively within the corporate setting. (3)\*

CO3: Assess, interpret, and resolve challenges related to service recovery. (5)\*

CO4: Engage in continuous learning and professional growth to enhance services marketing strategies throughout one's career. (2)\*

CO5: Develop and justify marketing planning and control systems appropriate to service-based activities. (6)\*



**SEMESTER V**COURSE CODE : **46007**COURSE TITLE: **E-Commerce & Digital Marketing****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand emerging trends in e-commerce and digital marketing.(2)\*

CO2: Develop effective strategies for online promotion and engagement.(3)\*

CO3:Implement e-commerce platforms for seamless online transactions.(3)\*

CO4:Measure and improve digital marketing campaign performance.(3)\*

CO5: Adhere to ethical and legal standards in online marketing practices.(3)\*

**SEMESTER V**COURSE CODE : **46010**COURSE TITLE: **Sales & Distribution Management****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand various sales and distribution strategies.(2)\*

CO2: Develop effective sales skills and techniques.(3)\*

CO3:Implement distribution channel management practices.(3)\*

CO4:Analyze sales performance and market trends.(4)\*

CO5: Apply ethical principles in sales and distribution practices.(3)\*

**SEMESTER V**COURSE CODE : **46013**COURSE TITLE: **Customer Relationship Management****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Remember the fundamental concepts of customer relationship management. (1)\*

CO2: Understand the importance of customer data management and analytics in CRM. (2)\*

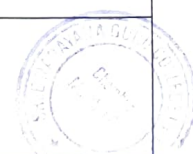
CO3: Apply ethical considerations and legal regulations in customer data management practices. (3)\*

CO4:Analyze customer interactions across various touch points to identify opportunities for personalized customer experiences and relationship-building. (4)\*

CO5: Create strategies for enhancing customer satisfaction, loyalty, and retention through effective communication, relationship-building initiatives, and feedback mechanisms. (6)\*

**SEMESTER V**COURSE CODE : **46005**COURSE TITLE: **Finance for HR Professionals & Compensation Management****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand financial principles relevant to HR management. (2)\*





CO2: Apply financial analysis techniques in compensation planning. (3)\*

CO3: Develop strategies for aligning compensation with organizational goals. (3)\*

CO4: Analyze the impact of compensation decisions on employee motivation and retention. (4)\*

CO5: Ensure compliance with financial regulations and ethical standards in compensation management. (2)\*

#### SEMESTER V

COURSE CODE : 46008

COURSE TITLE: **Strategic Human Resource Management & HR Policies**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Recall key aspects of HRM from a strategic viewpoint and remember the linkage between HRM functions and organizational strategies. (1)\*

CO2: Grasp the relationship between HRM and corporate strategies, and explain theories and concepts of strategic HRM in organizations. (2)\*

CO3: Apply SHRM theories to analyze strategic HR challenges and implement strategic HRM principles to align HR practices with strategies. (3)\*

CO4: Analyze the impact of SHRM on organizational performance and evaluate the purpose and process of HR policy development. (4)\*

CO5: Design HR policies aligned with organizational strategies and propose innovative strategic HRM approaches. (6)\*

#### SEMESTER V

COURSE CODE : 46011

COURSE TITLE: **Performance Management & Career Planning**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Comprehend the concept of performance management and its role within organizational contexts. (2)\*

CO2: Evaluate performance appraisal systems to assess their effectiveness and alignment with organizational objectives. (5)\*

CO3: Analyze the significance of career planning and its impact on organizational performance and employee satisfaction. (4)\*

CO4: Apply performance management concepts to design and implement effective performance evaluation processes. (3)\*

CO5: Develop strategies for integrating performance management and career planning practices to optimize organizational outcomes and employee development. (6)\*



**SEMESTER V**COURSE CODE : **46014**COURSE TITLE: **Industrial Relations****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Recall the basic meaning of industry and the principles of industrial relations. (1)\*

CO2: Understand the dynamics of labor-management relations. (2)\*

CO3: Evaluate the impact of labor legislation and government policies on industrial relations. (5)\*

CO4: Analyze the role of key stakeholders in industrial relations. (4)\*

CO5: Synthesize strategies for promoting harmonious labor relations and resolving conflicts in the workplace. (6)\*

**SEMESTER V**COURSE CODE : **46001**COURSE TITLE: **Logistics & Supply Chain Management****Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the core concepts and principles underlying Logistics and Supply Chain Management. (2)\*

CO2: Identify and evaluate the key activities conducted within the realm of logistics functions. (1)\*

CO3: Understand interconnections of logistics and supply chain management within the broader context of business operations and strategic decision-making. (2)\*

CO4: Establish connections between logistical decisions and their impact on firm performance and overall supply chain efficiency. (4)\*

CO5: Analyze the evolving role of technology in revolutionizing logistics and supply chain management practices. (4)\*

**SEMESTER V**COURSE CODE : **46002**COURSE TITLE: **Corporate Communication & Public Relations****Course Outcomes:** After successful completion of the course, students will be able to;

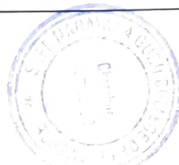
CO1: Develop effective communication strategies for corporate messaging. (3)\*

CO2: Utilize various channels for internal and external communication. (3)\*

CO3: Implement crisis communication plans to manage reputational risks. (3)\*

CO4: Cultivate relationships with stakeholders through strategic public relations initiatives. (3)\*

CO5: Evaluate the impact of communication efforts on organizational reputation and public perception. (4)\*



**SEMESTER VI**

COURSE CODE : **86003**

COURSE TITLE: **Brand Management**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the meaning and significance of Brand Management.(2)\*

CO2: Apply strategies for building, sustaining, and growing brands. (3)\*

CO3:Identify various sources of brand equity. (1)\*

CO4:Analyze case studies to illustrate effective brand management practices.(4)\*

CO5: Evaluate the impact of brand management decisions on consumer perceptions and market performance.(5)\*

**SEMESTER VI**

COURSE CODE : **86006**

COURSE TITLE: **Retail Management**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand retail industry dynamics. (2)\*

CO2:Develop proficiency in retail merchandising strategies.(3)\*

CO3:Acquire knowledge of retail operations management. (2)\*

CO4:Apply retail marketing techniques, such as promotional campaigns, branding strategies, and customer relationship management. (3)\*

CO5: Enhance skills in retail analytics and performance measurement, utilizing key metrics to evaluate store performance, assess sales trends, and make data-driven decisions. (3)\*

**SEMESTER VI**

COURSE CODE : **86009**

COURSE TITLE: **International Marketing**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the complexities of international markets and their unique dynamics.(2)\*

CO2: Develop strategies for entering and expanding into foreign markets.(3)\*

CO3:Analyze cultural, political, and economic factors influencing international marketing decisions.(4)\*

CO4:Implement market research methodologies to assess global market opportunities and consumer behavior.(3)\*

CO5:Evaluate the effectiveness of international marketing campaigns and adapt strategies accordingly.(5)\*





**SEMESTER VI**

COURSE CODE : **86015**

COURSE TITLE: **Sports Marketing**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Recall the fundamental principles and concepts of sports marketing. (1)\*

CO2: Understand the market dynamics and consumer behavior in the sports industry. (2)\*

CO3: Evaluate the effectiveness of sports marketing strategies and campaigns. (5)\*

CO4: Analyze the role of sports marketing in building brand equity, generating revenue, and enhancing the fan experience for sports organizations, teams, and athletes. (4)\*

CO5: Synthesize innovative strategies for leveraging digital technologies, social media platforms, and data analytics in sports marketing. (6)\*

**SEMESTER VI**

COURSE CODE : **86010**

COURSE TITLE: **HRM in Global Perspective**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Recall the concept of human resource management (HRM) in a global context. (1)\*

CO2: Understand the challenges and opportunities of managing a diverse workforce across different countries and cultures. (2)\*

CO3: Evaluate the impact of globalization on HRM practices. (5)\*

CO4: Analyze the role of HRM in supporting organizational strategy and achieving competitive advantage in the global marketplace. (4)\*

CO5: Synthesize strategies for effectively managing HRM functions in a global context to ensure organizational success and sustainability. (6)\*

**SEMESTER VI**

COURSE CODE : **86007**

COURSE TITLE: **Organisational Development**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand the concept of Organizational Development (OD) and its significance within organizations. (2)\*

CO2: Examine the issues and challenges inherent in OD processes amid organizational changes. (5)\*

CO3: Foster understanding of the various phases involved in implementing OD programs. (2)\*

CO4: Analyze OD interventions aimed at addressing organizational challenges and facilitating change. (4)\*

CO5: Explore ethical considerations associated with implementing OD initiatives. (5)\*

**SEMESTER VI**COURSE CODE : **86004**COURSE TITLE: **HRM in Service Sector Management****Course Outcomes:** After successful completion of the course, students will be able to;

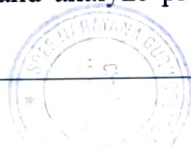
- CO1: Understand the importance of Human Resource Management (HRM) in the service sector. (2)\*
- CO2: Understand the strategies and techniques for managing human resources specifically tailored to the service sector. (2)\*
- CO3: Appreciate the critical role of the human element in enhancing service quality and ensuring customer satisfaction. (5)\*
- CO4: Identify and analyze the various issues and challenges encountered by HR professionals across different service sectors. (1)\*
- CO5: Develop solutions and strategies to address HR-related challenges in the service industry. (6)\*

**SEMESTER VI**COURSE CODE : **86019**COURSE TITLE: **Indian Ethos in Management****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: To Integrate and apply the core principles of Indian ethos into contemporary management practices. (3)\*
- CO2: Understand Indian Ethos in Management through lessons drawn from 4 Vedas and various scriptures like the Bhagvad Gita, Mahabharata, Arthashastra, Bible, Quran, etc. (2)\*
- CO3: Apply stress management techniques to effectively manage stress. (3)\*
- CO4: Understand the importance of Value Based Management System and implement the management practices based on values and ethics. (2,3)\*
- CO5: Understand the learning mechanisms of the Gurukul System, Modern System and the concept of Karma and its different laws. (2)\*

**SEMESTER VI**COURSE CODE : **86001**COURSE TITLE: **Operations Research****Course Outcomes:** After successful completion of the course, students will be able to;

- CO1: Analyze and interpret case studies effectively. (4)\*
- CO2: Understand the methodologies of operations research. (2)\*
- CO3: Formulate and solve mathematical models for real-world scenarios like production and distribution. (3)\*
- CO4: Apply suitable techniques to represent and analyze projects to manage resources, minimize costs, and address uncertainties. (3)\*



CO5: Solve numerical problems related to Transportation Models and Assignment Models.(3)\*

**SEMESTER VI**

COURSE CODE : **UBMSFSVI.5**

COURSE TITLE: **Project Work**

**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Conduct research on contemporary HR and marketing topics.(3)\*

CO2: Apply theoretical concepts to real-world HR and marketing challenges.(3)\*

CO3: Develop analytical and critical thinking skills through project work.(3)\*

CO4: Enhance communication and presentation abilities in reporting project findings.(3)\*

CO5: Gain practical experience in project planning, execution, and evaluation.(3)\*

\* Note: Numbers given in the brackets () refer to learning levels of the revised Blooms' Taxonomy (2001) as follows:

**(1): Remember, (2): Understand, (3): Apply (4): Analyse (5): Evaluate (6): Create**



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