



SHETH LALJI DAYAL AMALGAMATED TRUST'S
LILAVATI LALJI DAYAL NIGHT COLLEGE OF COMMERCE

375/77, Sardar Vallabhbhai Patel Road, Mumbai – 400 004. Tel.: 022 – 2382 7615/ 3507 7382

E-mail: lldhs2000@gmail.com/ info@lldhs.in

Website: www.lldhscoc.in


Govt. Order No.: NGC 2018 / (100 / 18) MHSHI-4

Univ Affiliation No.: AFF / ICD / 2018-19/ 731

Ref. No. _____

Date: _____

Program Outcomes of Bachelor of Commerce (B.Com)


Sheth Lalji Dayal Amalgamated Trust's
Lilavati Lalji Dayal Night College of Commerce
Affiliated to University of Mumbai

Programme Outcome

The college is affiliated to University of Mumbai and hence the college follows the guidelines and syllabus prescribed by the Board of Studies, University of Mumbai.

PROGRAMME: BACHELOR OF COMMERCE

Programme Outcomes (POs)

PO1: Provides students with both theoretical knowledge and practical experience in various aspects of commerce, such as Accounting, Marketing, Management, and Economics.

PO2: Enhances communication skills, building the confidence necessary to tackle corporate challenges.


PO3: Improves decision-making capabilities on both personal and professional fronts.

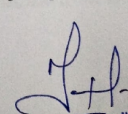
PO4: Prepares students for the industry by developing essential managerial and accounting skills for better career opportunities.

PO5: Cultivates entrepreneurial skills among students.


PO6: Strengthens abilities across diverse areas of commerce and industry, aiming for comprehensive development of students.

PO7: Upon graduation, students will have a solid understanding of the key principles in Commerce and Finance.


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400004
College Code
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(In-Charge Principal)
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Lilavati Lalji Dayal Night College of Commerce
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Program Specific Outcomes of Bachelor of Commerce (B.Com)

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Programme Specific Outcomes (PSOs)

I. B.Com

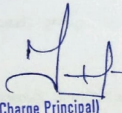
PSO1: Equips students to take up managerial roles, engage in accounting and auditing, work in the banking sector, pursue company secretaryship, teaching, stockbroking, and government jobs.


PSO2: Prepares students to excel in various professional examinations such as CA, CS, CAT, GRE, CMA, MPSC, UPSC, etc.

PSO3: Encourages students to engage in research within the field of Commerce.

PSO4: Enables students to understand and handle tax issues and forms related to individuals and businesses, facilitating the establishment of their own startups.

PSO5: Covers an extensive curriculum in commerce and accountancy, helping students acquire both practical and theoretical knowledge.


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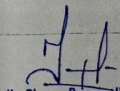
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Program Outcomes of Bachelor of Commerce (B.Com) - Semester I


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Semester I

Name of the Course	Program Code	Course Outcomes
Financial Accounting	22300002	1. Provides knowledge of accounting concepts, conventions, and policies by ICAI. 2. Teaches preparation of final accounts, hire purchase accounting, and departmental accounting.
Cost Accounting	22300002	1. Imparts knowledge on costs based on elements, behavior, and functions. 2. Helps in cost allocation and overhead determination.
Financial Management	22300002	1. Enables learning of financial management, investment, and capital investment options. 2. Discusses various finance sources.
Business Communication	22300002	1. Provides knowledge on interpersonal, group, and mass communication.
Business Economics	22300002	1. Teaches students about business economics, demand analysis, and production decisions.
Foundation Course	22300002	1. Imparts knowledge on socio-political economic environments and role of students in the environment.
Mathematics and Statistics	22300002	1. Introduces statistical techniques and probability theory for business analysis.


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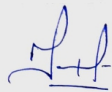
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Program Outcomes of Bachelor of Commerce (B.Com) - Semester II

Semester II		
Subject	Program Code	Course Outcomes
Commerce	22300001	<ol style="list-style-type: none">1. Teaches the fundamentals of services and strategies to enhance service trends.2. Provides knowledge about retail changes in India with a global perspective.3. Discusses BPO, KPO, and various e-commerce activities focusing on logistics.
Accountancy	22300001	<ol style="list-style-type: none">1. Builds on accounting knowledge with a focus on partnership and company accounts.2. Provides practical experience with accounting standards and procedures.
Economics	22300001	<ol style="list-style-type: none">1. Continues from Semester I, focusing on macroeconomic concepts and business applications.2. Prepares students for advanced economic analysis and policy understanding.
Foundation Course	22300001	<ol style="list-style-type: none">1. Addresses the misuse of technology and provides skills for career competitiveness.2. Discusses significant career skills and competition.
Business Law	22300001	<ol style="list-style-type: none">1. Introduces the basics of contract creation and the laws governing negotiable instruments.2. Provides remedies for dishonoured instruments and other business law basics.


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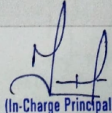
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Program Outcomes of Bachelor of Commerce (B.Com) - Semester III


Semester III

Subject	Programme Code	Course Outcomes
Financial Accounting	22300001	1. Develops understanding of partnership accounting topics. 2. Covers provisions of AS11.
Costing	22300001	1. Familiarises students with cost accounting techniques and procedures. 2. Provides an overview of cost accounting methods used in business.
Taxation	22300001	1. Introduces technical terms related to Income Tax. 2. Explains the determination of an individual's residential status and total income scope.
Foundation Course	22300001	1. Provides an overview of the financial system, including inflation and interest. I 2. mparts knowledge about financial instruments and services.
Business Law	22300001	1. Explains business and corporate law basics. 2. Discusses contracts, including different types, and sale of goods concepts.
Business Economics	22300001	1. Provides knowledge about macroeconomics, inflation, fiscal policy, and more. 2. Updates students on international trade and open economy concepts.
Information Technology	22300001	1. Offers fundamental computing knowledge and office productivity tools. 2. Introduces e-commerce infrastructure and electronic payment systems.


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
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Program Outcomes of Bachelor of Commerce (B.Com) - Semester IV

Semester IV

Subject	Programme Code	Course Outcomes
Financial Accounting	22300001	1. Prepares students for final accounts preparation in vertical form. 2. Covers the procedure and provisions for the redemption of preference shares and debentures.
Management Accounting	22300001	1. Explains functions, advantages, and limitations of management accounting. 2. Teaches basic techniques of financial statement analysis and interpretation.
Taxation	22300001	1. Updates students on various tax procedures and current taxation policies. 2. Provides knowledge on business process management in a competitive IT environment.
Information Technology	22300001	1. Teaches computerized accounting and auditing.
Foundation Course	22300001	1. Discusses the importance of management and various functions. 2. Imparts knowledge about essential management principles.
Company Law	22300001	1. Explains standards, order maintenance, dispute resolution, and rights. 2. Serves as a guide for minimally accepted behavior in society.
Research and Methodology in Accounting and Finance	22300001	1. Focuses on research-oriented study and its practical application. 2. Highlights the importance of research methodology for comprehensive development.




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**Program Outcomes of Bachelor of Commerce
(B.Com) - Semester V**

Semester V

Subject	Programme Code	Course Outcomes
Financial Accounting and Auditing Paper	22300001	1. Covers company accounts with provisions of the Companies Act. 2. Provides knowledge on the buyback of shares and investment accounting.
Cost Accounting and Auditing Paper	22300001	1. Teaches various costs based on elements, behavior, and functions. 2. Helps in material and labor cost ascertainment.
Commerce (Marketing)	22300001	1. Introduces basic marketing mix, MIS, and marketing research concepts. 2. Updates on marketing challenges and competitive strategies.
Business Economics	22300001	1. Evaluates commercial banks' performance in agricultural credit. 2. Explains economic theories related to behavior, markets, legal institutions, and policies.
Direct Taxation (Elective)	22300001	1. Provides basic concepts of direct tax and definitions related to it. 2. Teaches calculation techniques for taxability and tax liability.
Export Marketing (Elective)	22300001	1. Explains basic concepts and global frameworks for export marketing. 2. Updates on financial incentives and trends in export marketing.
Computer Systems and Applications (Elective)	22300001	1. Provides understanding of computing communication, internet, and network. 2. Introduces database structures and MS-Excel usage in the office environment.


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Program Outcomes of Bachelor of Commerce
(B.Com) - Semester VI

Semester VI

Name of the Course	Program Code	Course Outcomes
Financial Accounting and Auditing Paper	22300001	<ol style="list-style-type: none">1. Provides insight into the accounting treatment of company amalgamations and foreign currency transactions.2. Offers practical knowledge in the field of accountancy.
Cost Accounting and Auditing Paper	22300001	<ol style="list-style-type: none">1. Explains various costing techniques such as Contract, Process, Standard, and Marginal costing.2. Introduces emerging concepts in cost accounting like cycle costing and benchmarking.
Commerce (HRM)	22300001	<ol style="list-style-type: none">1. Teaches fundamental aspects of Human Resource Management (HRM), including its role, functions, and processes.2. Discusses the application of HRIS and different theories of leadership and motivation.3. Updates students on recent HRM trends and challenges faced by HR managers.
Business Economics	22300001	<ol style="list-style-type: none">1. Provides an understanding of International Trade and the roles of major international organizations.2. Explains the impact of international financial institutions on business.3. Covers the determination of exchange rates and their effects on business.
Indirect Taxation (Elective)	22300001	<ol style="list-style-type: none">1. Equips students with knowledge of Goods and Services Tax (GST).2. Teaches the process of registration, invoice creation, and tax liability computation.
Export Marketing (Elective)	22300001	<ol style="list-style-type: none">1. Provides information on product planning and pricing for export markets.2. Discusses export procedures and necessary documentation.
Computer Systems and Applications (Elective)	22300001	<ol style="list-style-type: none">1. Teaches the infrastructure and applications of E-Commerce in the digital age.2. Provides programming skills using VB scripting language.3. Enhances proficiency in using Excel and other office productivity tools.



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Program Specific Outcomes of Bachelor of Commerce (Accounting & Finance) (BAF)



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Program Specific Outcomes (PSOs)

II. B.Com (Accounting and Finance)

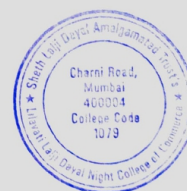
PSO1: Provides comprehensive knowledge in accounting, taxation, auditing, risk management, financial accounting, managerial economics, business law, and business communication.

PSO2: Prepares students for careers as financial experts with a thorough understanding of market dynamics and the skills required for such roles.

PSO3: Offers numerous career opportunities in investment and portfolio management, stock market analysis, mutual fund management, and various financial sectors.

PSO4: Aims to develop professional skills and a strong foundation in accounts, finance, and ethics, benefiting both the students and society at large.

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Date: _____

Program Outcomes of Bachelor of Commerce (Accounting & Finance) (**B.Com**) - Semester I

Name of the Course	Program Code	Course Outcomes
Financial Accounting	22300002	1. Provides knowledge of accounting concepts, conventions, and policies by ICAI. 2. Teaches preparation of final accounts, hire purchase accounting, and departmental accounting.
Cost Accounting	22300002	1. Imparts knowledge on costs based on elements, behavior, and functions. 2. Helps in cost allocation and overhead determination.
Financial Management	22300002	1. Enables learning of financial management, investment, and capital investment options. 2. Discusses various finance sources.
Business Communication	22300002	1. Provides knowledge on interpersonal, group, and mass communication.
Business Economics	22300002	1. Teaches students about business economics, demand analysis, and production decisions.
Foundation Course	22300002	1. Imparts knowledge on socio-political economic environments and role of students in the environment.
Mathematics and Statistics	22300002	1. Introduces statistical techniques and probability theory for business analysis.

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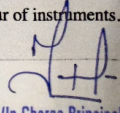
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**Program Outcomes of Bachelor of Commerce
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Semester II		
Name of the Course	Program Code	Course Outcomes
Financial Accounting	22300002	1. Enhances understanding of consignment, branch accounting methods, and accounting procedures.
Auditing	22300002	1. Imparts knowledge of audit types, principles, and techniques. 2. Enables students to gain knowledge in audit planning and documentation.
Business Mathematics	22300002	1. Introduces financial mathematics and develops skills to solve financial problems. 2. Helps understand shares, mutual funds, and investment management.
Business Communication	22300002	1. Demonstrates effective use of communication technology and develops oral skills.
Innovative Financial Services	22300002	1. Familiarizes students with financial services and emerging trends in financial services.
Foundation Course	22300002	1. Discusses control access and misuse of technology, addressing competition in career choices.
Business Law	22300002	1. Provides basic knowledge regarding contract creation and negotiable instruments. 2. Educates on remedies in cases of dishonour of instruments.



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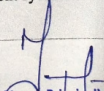
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**Program Outcomes of Bachelor of Commerce
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Semester III		
Name of the Course	Program Code	Course Outcomes
Financial Accounting	22300002	1. Assists students in understanding partnership accounting and provisions of AS11.
Costing	22300002	1. Familiarises students with various cost accounting techniques and procedures. 2. Provides an overview of different costing methods.
Taxation	22300002	1. Identifies technical terms related to income tax and residential status for tax purposes.
Foundation Course	22300002	1. Provides knowledge on financial systems, investment instruments, and financial services. 2. Educates on various financial services and instruments.
Business Law	22300002	1. Teaches students about business and corporate law, types of contracts, and the sale of goods.
Business Economics	22300002	1. Offers knowledge on macroeconomics, inflation, and fiscal policy. 2. Updates students on the open economy and international trade.
Information Technology	22300002	1. Provides computing knowledge, office productivity tools, and E-Commerce infrastructure. 2. Familiarises students with electronic payment systems.


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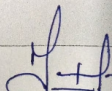
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**Program Outcomes of Bachelor of Commerce
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Semester IV		
Name of the Course	Program Code	Course Outcomes
Financial Accounting	22300002	1. Helps students prepare final accounts in vertical form and provides knowledge about redemption of preference shares and debentures.
Management Accounting	22300002	1. Enables understanding of functions, advantages, and limitations of management accounting. 2. Acquaints students with analysis and interpretation of financial statements.
Taxation	22300002	1. Helps students learn various tax procedures and updates them on current taxation policies.
Information Technology	22300002	1. Provides knowledge on business process management in a highly competitive IT environment. 2. Offers computerized accounting and auditing knowledge.
Foundation Course	22300002	1. Imparts knowledge on the importance of management and familiarises students with various management functions.
Company Law	22300002	1. Creates understanding of standards for maintaining order, solving disputes, and protecting rights. 2. Guides students on minimally accepted behavior in society.
Research and Methodology in Accounting and Finance	22300002	1. Delivers research-oriented study and practical application of research in accounting and finance. 2. Promotes understanding and proficiency in research methodology.


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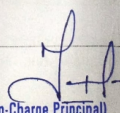
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**Program Outcomes of Bachelor of Commerce
(Accounting & Finance) (B.Com) - Semester V**

Semester V		
Name of the Course	Program Code	Course Outcomes
Financial Accounting - V	22300002	<ol style="list-style-type: none">1. Creates awareness about provisions in the Companies Act related to shares and debentures.2. Provides knowledge about accounting procedures for company reconstruction and liquidation.
Financial Accounting - VI	22300002	<ol style="list-style-type: none">1. Identifies financial transactions of banking and insurance companies.2. Provides knowledge about financial statements of LLPs and non-banking financial companies.
Cost Accounting - III	22300002	<ol style="list-style-type: none">1. Imparts knowledge about integrated and non-integrated accounting systems.2. Ensures management of various types of cost accounts like process and service costing.
Financial Management - III	22300002	<ol style="list-style-type: none">1. Provides practical knowledge of various financial aspects.2. Helps students understand the operation of the financial market in India.
Taxation - IV	22300002	<ol style="list-style-type: none">1. Provides an in-depth study of indirect tax laws and their impact on business decision-making.
Management - II	22300002	<ol style="list-style-type: none">1. Creates an understanding of what managers do and how they perform their jobs effectively.2. Provides knowledge about various functional areas of management such as production, human resources, and finance.



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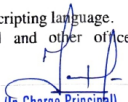
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**Program Outcomes of Bachelor of Commerce
(Accounting & Finance) (B.Com) - Semester VI**

Semester VI		
Name of the Course	Program Code	Course Outcomes
Financial Accounting and Auditing Paper	22300001	<ol style="list-style-type: none">1. Provides insights into the accounting treatment of company mergers and foreign currency transactions.2. Offers practical knowledge in the field of accountancy.
Cost Accounting and Auditing Paper	22300001	<ol style="list-style-type: none">1. Explains various costing techniques such as Contract, Process, Standard, and Marginal costing.2. Introduces emerging concepts in cost accounting like cycle costing and benchmarking.
Commerce (HRM)	22300001	<ol style="list-style-type: none">1. Teaches fundamental aspects of Human Resource Management (HRM), including its role, functions, and processes.2. Discusses the application of HRIS and different theories of leadership and motivation.3. Updates students on recent HRM trends and challenges faced by HR managers.
Business Economics	22300001	<ol style="list-style-type: none">1. Provides an understanding of International Trade and the roles of major international organizations.2. Explains the impact of international financial institutions on business.3. Covers the determination of exchange rates and their effects on business.
Indirect Taxation (Elective)	22300001	<ol style="list-style-type: none">1. Equips students with knowledge of Goods and Services Tax (GST).2. Teaches the process of registration, invoice creation, and tax liability computation.
Export Marketing (Elective)	22300001	<ol style="list-style-type: none">1. Provides information on product planning and pricing for export markets.2. Discusses export procedures and necessary documentation.
Computer Systems and Applications (Elective)	22300001	<ol style="list-style-type: none">1. Teaches the infrastructure and applications of E-Commerce in the digital age.2. Provides programming skills using VB scripting language.3. Enhances proficiency in using Excel and other office productivity tools.


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Program Specific Outcomes of Bachelor of Management Studies (BMS)



Sheth Lalji Dayal Amalgamated Trust's
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Programme Specific Outcome (PSOs)

III. BMS (Bachelor's in Management Studies):

PSO1 - The programme helps the students to apply sound domain knowledge and competence in Management studies with respective techniques and theories constructively.

PSO2 - The programme develops and puts into practice effective academic and creative writing, oral communication, reading and presentation skills and use appropriate body language.

PSO3 - The programme enables the students to analyse, interpret, evaluate and present texts.

PSO4 - The programme helps to identify, select, organize and use research techniques to carry out research and value intellectual property rights.

PSO5 - The programme helps to choose and use basic computer applications and social media.

PSO6 - The programme focuses to serve and assist in socially/ environmentally useful and productive work.

PSO7 - The programme discusses and assesses values of human dignity, empathy, integrity, moral courage, social justice, inclusivity.

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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester I

Course	Program Code	Course Outcome
Introduction to Financial Accounts	22300005	<ol style="list-style-type: none">1. Understand Accounting principles and Standards.2. Conduct accounting transactions, classify expenditures and receipts, maintain profit & loss accounts.3. Prepare various types of accounts.
Business Law	22300005	<ol style="list-style-type: none">1. Familiarize with different business-related Acts and Laws.
Business Statistics	22300005	<ol style="list-style-type: none">1. Gain basic knowledge of statistical tools and data handling.
Business Communication	22300005	<ol style="list-style-type: none">1. Enhance communication skills through business correspondence.2. Improve writing skills and prepare resumes.
Foundation Course - I	22300005	<ol style="list-style-type: none">1. Overview of Indian society.2. Identify reasons for societal disparity.3. Basic knowledge of the Indian Constitution and key political processes.
Foundation of Human Skills	22300005	<ol style="list-style-type: none">1. Understand human nature.2. Introduction to group behavior, organizational processes, and systems.3. Understand organizational culture and workplace motivation.
Business Economics - I	22300005	<ol style="list-style-type: none">1. Familiarize with demand and supply analysis, production decisions and costs, market structures, and pricing practices.

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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester II

Semester II		
Course	Program Code	Course Outcome
Principles of Marketing	22300005	<ol style="list-style-type: none">1. Understand fundamental marketing concepts.2. Analyze the marketing environment and consumer behavior.3. Learn about the components of the marketing mix.
Industrial Law	22300005	<ol style="list-style-type: none">1. Gain an overview of laws related to industrial relations and disputes.2. Learn about laws concerning health, safety, welfare, and compensation management.3. Understand social legislation.
Business Mathematics	22300005	<ol style="list-style-type: none">1. Calculate simple and compound interest.2. Understand asset depreciation.3. Learn about derivatives and their applications.
Business Communication - II	22300005	<ol style="list-style-type: none">1. Enhance presentation skills.2. Improve group communication skills.3. Refine business correspondence abilities.4. Develop language and writing skills.
Foundation Course - II	22300005	<ol style="list-style-type: none">1. Understand human rights, stress, and conflict.2. Develop skills to manage stress and conflict in contemporary society.3. Recognise the importance of environmental awareness
Business Environment	22300005	<ol style="list-style-type: none">1. Understand the fundamental concepts of the business environment.2. Learn about the political, legal, social, and technological aspects of the business environment.3. Gain an overview of the international business environment.
Principles of Management	22300005	<ol style="list-style-type: none">1. Learn about the concept, nature, and characteristics of management.2. Understand the significance of planning and decision-making.3. Familiarise with the principles of directing, controlling, and coordinating.

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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester III

Semester III

Course	Program Code	Course Outcome
Environmental Management	22300005	1. Understand environmental concepts. 2. Learn the importance of sustainability in business. 3. Explore innovative business models.
Business Planning & Entrepreneurial Management	22300005	1. Grasp the core concepts of entrepreneurship and its significance. 2. Take on full management responsibility, particularly in the SME sector.
Accounting for Managerial Decisions	22300005	1. Understand fundamental accounting principles. 2. Develop financial analytical skills. 3. Learn the basic concepts of finance and its business applications.
Strategic Management	22300005	1. Learn management concepts and their real-world applications. 2. Critically evaluate the entire enterprise from a top management perspective. 3. Develop corporate-level strategies to handle various real-life situations.
Information Technology in Business Management - I	22300005	1. Understand core IT concepts and their managerial applications. 2. Gain hands-on experience with the latest MS-Office software. 3. Learn the basics of emails, internet, websites, domains, and security. 4. Recognise IT security aspects in business.
Finance Specialisation		
Basics of Financial Service	22300005	1. Grasp core business finance concepts and their significance in business management. 2. Understand the finance function framework. 3. Learn about tools, types, and instruments of the Indian Financial Market.
Equity & Debt Markets	22300005	1. Explore the development of various financial market aspects. 2. Formulate financial policies, instruments, and strategies during crises.
Marketing Specialisation		


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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester IV

Consumer Behaviour	22300005	<ol style="list-style-type: none">1. Comprehend the consumer decision-making process and its marketing applications.2. Gain basic knowledge of consumer behavior issues and dimensions.3. Develop skills to analyze consumer information for creating consumer-focused marketing strategies.
Advertising	22300005	<ol style="list-style-type: none">1. Recognise the increasing importance of advertising.2. Learn to create effective advertisements.3. Understand advertising's role in the modern market.4. Acquire advertising skills for career development.

Semester - IV

Course	Program Code	Course Outcomes
Foundation Course - IV (Ethics & Governance)	22300005	<ol style="list-style-type: none">1. Recognize the importance of ethics and ethical practices in business for national progress.2. Apply ethics in marketing, finance, and human resource management.3. Understand the need and significance of good governance and corporate social responsibility (CSR).4. Study ethical business practices, CSR, and corporate governance in various organizations.
Business Research Methods	22300005	<ol style="list-style-type: none">1. Develop analytical and research skills.2. Prepare research reports and explore career opportunities in research.
Production & Total Quality Management	22300005	<ol style="list-style-type: none">1. Learn basic management decisions related to production and quality management.2. Understand the design aspects of production systems.3. Apply theoretical knowledge in practical scenarios.
Business Economics - II	22300005	<ol style="list-style-type: none">1. Introduce macroeconomic concepts.2. Understand the concept of money, causes of inflation, and government measures to control it.3. Learn various theories related to international trade.
Information Technology in Business Management - II	22300005	<ol style="list-style-type: none">1. Understand the role of managerial decision-making.2. Study Enterprise Resource Planning, Supply Chain Management, and Customer Relationship Management.3. Learn about the relationship between database management and data warehousing and their applications.4. Understand outsourcing concepts, including BPO, KPO industries and cloud computing.

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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester IV

Finance Specialisation		
Auditing	22300005	<ol style="list-style-type: none">1. Gain a thorough understanding of various auditing concepts.2. Practice and apply different auditing techniques for financial management.
Strategic Cost Management	22300005	<ol style="list-style-type: none">1. Develop analytical skills for evaluating and synthesising cost and management accounting.2. Learn about decision-making and controlling operations within an organization.
Marketing Specialisation		
Rural Marketing	22300005	<ol style="list-style-type: none">1. Prepare for emerging challenges in agricultural and rural marketing environments.2. Understand consumer and market characteristics to contribute effectively.
Event Marketing	22300005	<ol style="list-style-type: none">1. Understand the fundamental concepts of event marketing.2. Gain knowledge of different categories of events.3. Learn about recent trends and challenges in event marketing.

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
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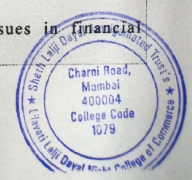
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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester V

Semester V		
Course	Program Code	Course Outcome
Logistics & Supply Chain Management	22300005	<ol style="list-style-type: none">1. Understand the basic concepts of logistics and supply chain management.2. Learn key logistics activities.3. Gain insight into supply chain functions and systems.4. Explore global trends in logistics and supply chain management.
Corporate Communication & Public Relations	22300005	<ol style="list-style-type: none">1. Gain a foundational understanding of corporate communication and public relations concepts.2. Explore various elements of corporate communication and their roles in organizational management.3. Learn how to coordinate different aspects of corporate communication for effective messaging.4. Develop a critical understanding of the diverse practices associated with corporate communication.
Finance Specialisation		
Investment Analysis & Portfolio Management	22300005	<ol style="list-style-type: none">1. Learn various finance concepts.2. Understand financial terms frequently encountered in news and publications for practical application.3. Study models and techniques for security and portfolio analysis.
Commodity & Derivatives Market	22300005	<ol style="list-style-type: none">1. Understand the fundamentals of commodities and derivatives markets.2. Explore aspects of options and futures.3. Learn trading, clearing, and settlement mechanisms in the derivatives market.
Wealth Management	22300005	<ol style="list-style-type: none">1. Gain an overview of wealth management aspects.2. Understand the role and importance of insurance in wealth management.3. Learn about taxation issues in wealth management.4. Explore components of retirement planning.
Direct Taxation	22300005	<ol style="list-style-type: none">1. Enhance skills and knowledge for long-term financial sustainability.2. Understand the evolving banking sector and its career opportunities.3. Explore contemporary issues in financial management.


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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester V

Marketing Specialisation		
Service Marketing	22300005	<ol style="list-style-type: none">1. Understand the distinctive features of services and key elements of services marketing.2. Learn ways to improve service quality and productivity.3. Study the marketing of various services in the Indian context.
E-Commerce & Digital Marketing	22300005	<ol style="list-style-type: none">1. Understand the significance and applications of E-Commerce in business and various sectors.2. Gain insight into digital marketing activities on social media and their business impact.3. Explore latest trends, practices, challenges, and opportunities in E-Commerce and digital marketing
Sales & Distribution Management	22300005	<ol style="list-style-type: none">1. Develop an understanding of sales and distribution processes in organizations.2. Learn concepts, approaches, and practical aspects of sales management and distribution channel management.
Customer Relationship Management	22300005	<ol style="list-style-type: none">1. Understand the concept and implementation of Customer Relationship Management (CRM).2. Gain insight into CRM marketing initiatives, customer service, and strategy design.3. Learn about new trends, challenges, and opportunities in CRM for organizations.

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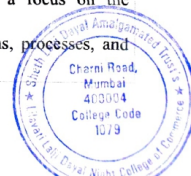

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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester VI

Semester VI		
Course	Program Code	Course Outcome
Operation Research	22300005	1. Understand methodologies of operations research. 2. Solve various practical problems. 3. Develop proficiency in case analysis and interpretation.
Project Work	22300005	1. Develop analytical and research skills. 2. Encourage application for internships and report writing based on internship experiences. 3. Conduct specialized research and write research reports.
Finance Specialisation		
International Finance	22300005	1. Familiarise with fundamental aspects of international finance. 2. Provide a comprehensive overview of international finance in the context of international business. 3. Introduce basic concepts, functions, processes, techniques, and create awareness of the role of international finance in the global market.
Innovative Financial Services	22300005	1. Familiarise with fundamental aspects of various financial services issues. 2. Provide a comprehensive overview of emerging financial services in the light of globalisation. 3. Introduce basic concepts, functions, processes, techniques, and create awareness of the role of financial services.
Strategic Financial Management	22300005	1. Enhance students' skills and knowledge for long-term sustainability. 2. Address the evolving landscape in the banking sector, making financial management studies essential for aspiring bankers. 3. Familiarise learners with current issues in financial management.
Indirect Taxation	22300005	1. Familiarise with fundamental aspects of risk management and control. 2. Provide a comprehensive overview of risk governance and assurance, with a focus on the insurance sector. 3. Introduce basic concepts, functions, processes, and techniques of risk management.

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Program Specific Outcomes of Bachelor of Management Studies (BMS) - Semester VI

Marketing Specialisation		
Brand Management	22300005	<ol style="list-style-type: none">1. Understand the meaning and importance of brand management.2. Learn how to build, sustain, and grow brands.3. Identify various sources of brand equity.
Retail Management	22300005	<ol style="list-style-type: none">1. Familiarise with retail management concepts and operations.2. Understand types of retailers and retail management.3. Learn retail management terminology including merchandise management, store management, and retail strategy.4. Understand legal and ethical aspects of retail management.5. Become aware of emerging trends in retail management.
Media Planning & Management	22300005	<ol style="list-style-type: none">1. Understand media planning, strategy, and management in the current business scenario.2. Learn the basic characteristics of all media for effective use of advertising budgets.3. Gain insight into media planning, budgeting, scheduling, and evaluating different media buys.
International Marketing	22300005	<ol style="list-style-type: none">1. Understand the advantages and challenges of international marketing.2. Gain insight into the dynamics of the international marketing environment.3. Learn about international marketing mix decisions and recent global market developments.


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