



JNIESTRT

Yashwantrao Chavan College of Arts, Commerce & Science
Koperkhairane NAVI MUMBAI
(Permitted by Govt. of Maharashtra, Affiliated to University of Mumbai)

DEPARTMENT OF COMMERCE

COURSE: BACHELOR OF MANAGEMENT STUDIES (BMS)

PROGRAM OUTCOME (POs)

Program typically prepares students for careers in the field of management studies. The program covers a wide range of topics related to the scope of marketing, research, study of consumer behavior, financial knowledge regarding capital markets, commodity markets, various financial markets and updates regarding current market trends.

Outcomes of a BMS program include:

PO1 Enhancement of Human Skills: Acquire knowledge about management practices which facilitate them to become effective professionals.

PO2 Problem-solving skills: Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields. Analyze and interpret the financial statements and accounting activities involved in the business

PO3 Enhancement of Academic Skills: Be capable to pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance.

PO4 Development of Entrepreneurial Skills: Be adequately trained to be entrepreneurs and communicate effectively. Develop a positive attitude towards lifelong learning and research. Design and construct an innovative business model and develop entrepreneurship skills.

PO5 Develop Business Knowledge: Acquire the required skills to develop business models and be responsible global citizens with cross culturally competent behavior and ethical values. Develop a strong foundation for the industry specific skills to pursue better career prospects.

PO6 Communication skills: Students should be able to communicate effectively with colleagues and stakeholders, both verbally and in writing.

PO7 Teamwork and collaboration: Students should learn to work effectively in teams and collaborate with others to develop and implement effective outcomes.

PO8 Ethical and professional conduct: Students should be aware of ethical issues and code of conduct to demonstrate professionalism in their work.

Overall, a BMS program aims to prepare students to be competent, skilled, and ethical professionals in the field of Management Studies. Graduates of the program should be able to apply their knowledge and skills to solve real-world problems and advance in the field of management.



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PROGRAMME SPECIFIC OUTCOME (PSOs)

PSO1 Graduates will have a solid understanding of fundamental management concepts, theories, and principles.

PSO2 Graduates should be familiar with organizational behavior, including topics such as motivation, leadership, team dynamics, and workplace culture.

PSO3 Conceptualize and implement business schemes through the application of multidisciplinary knowledge comprising of Operations, HR, IT, Finance and Marketing.



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COURSE: BACHELOR OF MANAGEMENT STUDIES (BMS)

COURSE OUTCOME (COs)

FYBMS SEMESTER - I

UBMSFSI.5.1 FOUNDATION COURSE

CO1. Students understood conceptual study about Indian Society and culture.

CO2. To impart the students a thorough knowledge on social stratification based on caste, culture,

CO3. To understand the general characteristics on Indian constitution and local self-government and its implication on every Indian citizen.

CO4. To offer diverse learning opportunities to develop analytical and soft skill.

UBMSFSI.4 BUSINESS COMMUNICATION-I

CO1. Developing the effective writing and reading skills so as to enable students to write in clear, concise, persuasive and audience centered manner.

CO2. Demonstrate the effective use of communication technology.

CO3. To enhance listening, speaking, reading and writing skills to meet the challenges of the world.

CO4. Corresponding with different letter writing and understand the differences of communication in different criteria.

CO5. Taking up tutorial activities like Group Discussion, Book Reviews and Mock Interviews made the students clearly to understand the concepts.

UBMSFSI.6 BUSINESS ECONOMICS

CO1. Understand and identify the economic variables in general business atmosphere and basic economic elements.

CO2. Render capable students to identify various markets structures relevant for commercial transactions and their impact on business decision.

CO3. Provide the knowledge about economics at micro and various economics concepts such as opportunity cost, marginal concepts, demand functions and law of variable proportion.

CO4. Illustrate what elements are considerable while policy and decision making at strategic level.

CO5. Analyze operations of market under varying competitive conditions and making optimal business decisions.

CO6. Understand the identical short run and long run equilibrium of a firm and industry and also about different market structure and various pricing techniques.

UBMSFSI.3 BUSINESS STATISTICS

CO1. To learn the importance and functions of types of data.

CO1. Students will learn how to present the data in different manners.

CO1. Students will learn how to present the data in a graphical manner (Pie chart, Histogram, Bar diagram).

CO1. To learn the concept of sample space, concept of event and much more based probability and decision theory.

CO1. To understand how to deal with numeric data in real life.



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UBMSFSI.2 Business Law I

- CO1.** Appreciate the relevance of business law and the role of law in an economic, political and social framework.
- CO2.** Identify the fundamental legal principles behind contractual agreements.
- CO3.** Examine how businesses can be held liable for the actions of their employees.
- CO4.** Understand the legal and economic structure of different forms of business organizations and their responsibilities as an employer
- CO5.** Demonstrate an understanding of the Legal Environment of Business.
- CO6.** Apply basic legal knowledge to business transactions.
- CO7.** Communicate effectively using standard business and legal terminology.

UBMSFSI.6 FOUNDATION OF HUMAN SKILLS-I

- CO1.** Understand the basic behavior pattern of human, which is the most important resource of a business and to deal with them in an apt manner.
- CO2.** Deal & negotiate with different kinds of human nature with greater awareness of the human behavior
- CO3.** Understand the importance of human resources in environment as well as the need to have an optimum population in the world.
- CO4.** Understand the patterns of behavior of human psychology with reference to psychological theories.

FYBMS SEMESTER - II

UBMSFSII.1 Principals of Management

- CO1.** To create awareness in students about basic functions of planning, organizing, staffing, directing and controlling
- CO2.** To help students to distinguish the characteristics and skills of management to enable student's various tools and techniques of business decisions to be competitive
- CO3.** To create diverse learning opportunities for the development of analytical and soft skills

UBMSFSII.2 BUSINESS ENVIRONMENT

- CO1.** Student will understand areas of discipline of management & entrepreneurship
- CO2.** To develop responsibility of full line of management function of accompany with special reference to SME sector.
- CO3.** To know the various problems of Women Entrepreneurs faced in India.
- CO4.** Understand the legal and economic structure of different forms of business organizations.
- CO5.** To Know the role about the various financial institutions in Entrepreneurship development.
- CO6.** Create awareness regarding various capital Structures.



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UBMSFSII.3 Principles of Marketing

- CO1.** Understand the meaning and scope of marketing, the 4P's and 4C's of marketing.
- CO2.** Familiarize the basic concept of marketing and evolution of marketing concept.
- CO3.** Acquire the knowledge of micro environment and macro environment of business.
- CO4.** Understand the concept of MIS and its importance
- CO5.** Acquire the knowledge of branding, various pricing, physical distribution, strategies, different promotional tools.
- CO6.** To Familiarize with the concept of segmentation, targeting and positioning, New trends in marketing, concept of social marketing.

UBMSFSII.4. Foundation Course II

- CO1.** Understand the concept of LPG, growth of information technology and its impact manifested in everyday life.
- CO2.** Study the concept of Human Rights, origin and the evolution of the concept. The priority of the Indian Constitution is to provide liberty, social justice, integrity among all the citizens.
- CO3.** Provide the knowledge of environmental studies, understand the concept of ecology as well as describe the impact and causes of environmental degradation.
- CO4.** Analyze the causes and effects of stress and conflict in individuals and society.
- CO5.** Discuss in detail with significance values, ethics and prejudices in developing the individual.
- CO6.** Understand the managing stress and conflict resolution towards building peace and harmony in society as well as discussed the Maslow's theory of self-actualization.

UBMSFSII.5 BUSINESS MATHEMATICS

- CO1.** To learn elementary financial mathematics.
- CO2.** Student will calculate the simple and compound interest, Depreciation of assets, functions.
- CO3.** To learn to solve numeric based on matrices and determinants of any order.
- CO4.** Solving systems based on linear equations using Cramer's Rule.
- CO5.** To understand the concept of derivate, applications of derivate and find average cost and marginal cost to revenue.
- CO6.** To perform case study and input output analysis.

UBMSFSII.6 INDUSTRIAL LAW

- CO1.** Be aware of the present state of Industrial Relations. Social Security and Working conditions in India.
- CO2.** Be acquainted with the concepts, principles and issues connected with trade unions.
- CO3.** Understand the various processes and procedures of handling Employee Relations.
- CO4.** Know the development and the judicial setup of Labor Laws.
- CO5.** Learn the salient features of welfare and wage Legislations.



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SYBMS SEMESTER-III

UBMSFSIII.3.01 Environmental Management

- CO1.** Understand the composition of environment course and introduce to the students to study the natural resources, ecosystem and ecology.
- CO2.** Study the meaning of environment degradation, causes of degradation of agricultural land and forest and to focus on the detail study on major causes of pollution and its remedies, global warming and waste management.
- CO3.** Synthesize the sustainability of environment conservation and environment clearance act, Carbon bank and Kyoto protocol.
- CO4.** Understand the meaning and disaster management cycle.
- CO5.** Provide the innovative business models an environmental perspective. To study the non-conventional energy sources like wind, bio-fuel, solar, tidal and nuclear energy.
- CO6.** Understand the current business growth in Eco-tourism, Green marketing, Organic farming, Eco-friendly packaging and also promote to the students to involve in waste management projects for profits and other business projects for greener future.

UBMSFSIII.1.07 Advertising (Marketing)

- CO1.** Discuss the advertising as an element of marketing communication. Students will recognize and examine the growing need and importance of advertising, theories of advertising.
- CO2.** Understand the advertising planning process is managed with its key constituents and formats.
- CO3.** Understand the functions and structure of advertising agencies, opportunities available in advertising agencies.
- CO4.** Study the creativity, importance and role of source in ads and celebrities as sources in ads. Students grasp the role of different elements of ads, creating TV commercial, creating Radiocommercial, Copywriting techniques in advertising.
- CO5.** Enlighten the students about the laws and ethical practices in advertising and its management and the social and economic impact of advertising on society.
- CO6.** Explore the recent trend in advertising and career opportunities in Media and supporting firms, freelancing options for career available in advertising. Rural and Urban advertising. Digital advertising, Retail advertising and Global advertising are the good options of career in advertising.

UBMSFSIII.5 Accounting for Managerial Decisions (FINANCE)

- CO1.** Understand the provisions of Companies Act and Prepare Final Accounts as per Schedule III of the Companies Act, 2013. Analyse and interpret the Financial Statement using various techniques such as Comparative, Common size and Trend Analysis.
- CO2.** Analyze and interpret the Financial Statement by calculating various ratios.
- CO3.** Estimation of Working Capital needs of business and effective management of the same.
- CO4.** Prepare and Analyze the Cash Flow Statement



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UBMSFSIII.4 BUSINESS PLANNING AND ENTERPRENEUNAL MANAGEMENT

- CO1.** Identify the key themes in corporate finance.
- CO2.** Explain the role of finance in an organization.
- CO3.** Analyze the relationship between strategic decision making and corporate financing decisions.
- CO4.** Understand Sources of finance in corporate. Manage businesses with different tools and techniques
- CO5.** Analyze data and take a part in financial decision making. Know about corporate markets.

UBMSFSIII.6 Strategic Management

- CO1.** To understand the business policy, strategy and strategic management. Strategic intent.
- CO2.** To know strategy formulation, SWOT analysis, various types of strategies.
- CO3.** To understand various models of strategic implementation.
- CO4.** To know various steps of strategic evaluation and control techniques.
- CO5.** Understand the concept of synergy and change management.

UBMSFSIII.1.05 Consumer behavior (Marketing)

- CO1.** To know concept of consumer behavior and its importance for marketer. Profiling of consumer.
- CO1.** To understand various theories of consumer needs and motivation, their personalities. Concept of learning and attitude.
- CO1.** To study the environmental determinants of consumer behavior. Family influences, role of different members on buying behavior of person.
- CO1.** Know the concept of group dynamics and cultural influence on consumer behavior.
- CO1.** To understand the various consumer decision making models. Concept of Diffusion of innovation. E-buying behavior.

UBMSFSIII.2 IT IN BUSINESS TECHNOLOGY 2

- CO1.** To understand managerial decision making and develop perceptive of major functional area of Management Information System.
- CO2.** To provide conventional study of enterprise resource planning, supply chain management, customer relationship management.
- CO3.** To learn and understand relationship between database management and data ware house approaches, requirements and applications of data warehouse.
- CO4.** To learn outsourcing concepts BPO, KPO industries their structures, cloud computing.
- CO5.** To understand the technology used in IT organizations.

UBMSFSIII 1.05 Introduction to cost accounting (Finance)

- CO1.** Understand the basic concepts and principles of cost accounting.
- CO2.** Develop skills in analyzing and interpreting cost data to support decision-making.
- CO3.** Identify different cost systems used in business and understand their advantages and disadvantages.



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- CO4.** Analyze the relationship between cost behavior and volume, and its impact on profitability.
CO5. Develop skills in preparing and analyzing cost reports, including job costing, process costing, and activity-based costing.

UBMSFSIII 1.07 Corporate Finance

- CO1.** Identify the key themes in corporate finance.
CO2. Explain the role of finance in an organization.
CO3. Analyze the relationship between strategic decision making and corporate financing decisions.
CO4. Understand Sources of finance in corporate. Manage businesses with different tools and techniques
CO4. Analyze data and take a part in financial decision making. Know about corporate markets.

SYBMS SEMESTER IV

UBMSFSIV. 3.01 FOUNDATION COURSE-IV (Ethics and Governance-IV)

- CO1.** To understand the basic concept of Ethics and its scope with reference to various philosophies
CO2. Be acquainted with the concepts, principles and issues business ethics
CO3. Understand the importance and application of ethics in modern business practices
CO4. To know the importance of code of conduct in corporate industry
CO5. Students will learn various business models of governance.

UBMSFSIV.1.06 Rural Marketing(Marketing)

- CO1.** Identify the key features of Indian rural market.
CO2. To identify the problems, segmentation, distribution and consumption pattern of rural Market.
CO3. Analyze the various conventional and modern marketing strategies
CO4. Understand various factors influencing consumption patterns of rural marketing.
CO5. To study various marketing strategy of different companies with reference to rural marketing

UBMSFSIV.5 Business Economics

- CO1.** Understand the concept and importance of macroeconomic. Identify the given measurement of National Income and its concept; describe the economic fluctuations and Keynesian effective demand theory.
CO2. Study the determinants of money supply, demand for money and quantity theory of money.
CO3. Evaluate and analyze the inflationary situation, causes and effects.
CO4. Understand the concept of Monetary Policy, its objective and instruments.



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- CO5.** Study the role of government, concept of Fiscal Policy, its objectives and instruments of fiscal policy i.e. Taxation, Public Expenditure and Debt policy.
- CO6.** Study the theory and issues of International Trade, factors affecting international trade, FDI, Balance of Payments and Foreign Exchange Market.

UBMSFSIV 1.01 Financial Institutions and Markets(finance)

- CO1.** Familiarize with the Indian Financial Systems Which Comprises of Banking and Non-Banking Financial Institutions, Financial Markets, Financial instruments, Financial Services and Micro Finances.
- CO2.** Identify the Various Regulatory Authorities in force regulating Banking Sector, Insurance Sector, Capital Market and Companies.
- CO3.** Classify the Financial Markets and identify the instruments of Derivatives market as well.
- CO4.** Identify the Various stakeholders in Financial system and evaluate the conflicts between them and prepare a conflict resolution mechanism.

UBMSFSIV.6 Production & TQM

- CO1.** To acquire the knowledge of Manufacturing systems and its types, Product development, plant location and plant layout, concept of purchase management.
- CO2.** Understand the objectives, importance of materials management. Various inventory control techniques, Concept of EOQ and its numerical,
- CO3.** Impart the knowledge of various concepts like productivity. Further acquire the knowledge of total quality management concept, various philosophies and approaches to quality.
- CO4.** Familiarize with the concept of lean thinking.
- CO5.** Sigma.

UBMSFSIV.1.05 Integrated Marketing Communication (Marketing)

- CO1.** Understand meaning, and reasons for growth of IMC, Role of IMC in marketing, Communication process,
- CO2.** Understand the meaning of advertising, types of advertising. Acquire the knowledge of sales promotion: scope, types.
- CO3.** Familiarize with concept direct marketing, its various tools. Meaning of public relations and publicity and difference between them.
- CO4.** Acquire the knowledge about personal selling, importance of personal selling.
- CO5.** Importance of ethics in marketing communication, Current trends in IMC.

UBMSFSIV.1.102 Auditing (Finance)

- CO1.** The auditing process involves reviewing the course outcomes and comparing them with the goals and objectives set for the course.
- CO2.** The audit may involve examining student performance data, course materials, and feedback from students and instructors.
- CO3.** The audit may also involve gathering feedback from external stakeholders, such as employers or industry experts.
- CO4.** The primary goal of course outcomes auditing is to ensure that the course outcomes are aligned with the goals and objectives of the course.



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UBMSFSIV.2 IT IN BUSINESS MANAGEMENT

- CO1.** To learn basic concept of information technology, its supports and role in management for managers.
- CO2.** To understand basic concept of E-mail, Internet and websites, Domain and security Threats.
- CO3.** To recognize security aspects of IT in business.
- CO4.** To learn the electronics transactions, advance security features.
- CO5.** Students will learn the basic concept of Microsoft Services (M.S Word, M.S Office, Power Point Presentation, M.S Excel).

UBMSFSIV.4 Business Research Methods

- CO1.** Develop an understanding of the principles and processes of business research methods.
- CO2.** Identify the various research methods used in business research and their applications.
- CO3.** Analyze the strengths and weaknesses of different research methods and their suitability for different research questions.
- CO4.** Understand the importance of ethical considerations in business research and apply ethical principles in research design and implementation.

TYBMS SEMESTER V

2M00155 Direct Tax (finance)

- CO1.** To understand various definitions used in Direct tax and to understand CO2: Students Will understand the various residential status of the individual
- CO2.** Acquaints students with laws related to Income tax Act, IPR, Partnership Act 2008, and Co.
- CO3.** Students will understand various Income heads and the tax liability of the individual
- CO4.** Students will be able to assess the tax liability of an individual
- CO5.** Students will be aware of different opportunities to develop analytical and soft skills.

2M00155 Sales and Distribution Management (Marketing)

- CO1.** Develops a basic understanding about the role and scope of sales management and distribution management in a company
- CO2.** Provides Knowledge on market analysis and method of sales forecasting.
- CO3.** Understanding distribution channel management
- CO4.** Students will understand to develop or choose an effective distribution channel
- CO5.** The topics would equip them with necessary skills in sales and distribution channel of management.
- CO6.** Understand trends in sales and distribution management.



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2M00155 Investment Analysis and Portfolio Management (Finance)

- CO1.** Develop an understanding of the key concepts and principles of investment analysis and portfolio management.
- CO2.** Identify different types of investments, including stocks, bonds, mutual funds, and alternative investments, and understand their characteristics and risk-return profiles.
- CO3.** Develop skills in analyzing financial markets, including equity, fixed-income, and currency markets.
- CO4.** Analyze the impact of macroeconomic factors, such as inflation, interest rates, and economic growth, on investments

2M00155 Service Marketing (Marketing)

- CO1.** Understand the distinctive features of service and key elements in services marketing.
- CO2.** Provide an insight into ways to improve service quality and productivity.
- CO3.** Evaluate improving service quality, productivity, branding of services, Mapping, promotion and communication mix.
- CO3.** Understand marketing of different services in Indian context.
- CO4.** Synthesize elements of transnational strategy and recent trends in marketing services.
- CO5.** Apply the role of services in modern economy, consumer behavior, services marketing environment.

2M00155 Logistics & SCM (Marketing)

- CO1.** To understand the basic concept of logistics and supply chain management. Key elements of customer service.
- CO2.** To know the elements of logistics mix: Transportation, Warehousing, Material handling, Packaging.
- CO3.** To know various inventory management techniques. Logistical network analysis.
- CO4.** To understand importance of information technology in logistics and modern logistics infrastructure.
- CO5.** Familiarize with logistics outsourcing and global environment of logistics.

2M00155 Brand Building (Marketing)

- CO1.** Understand the concept of brand, brand management. Meaning and importance of brand positioning.
- CO2.** Familiarize with various brand elements, Integrating marketing programs. Leveraging secondary brand associations to Build Brand Equity.
- CO3.** Understand the concept brand value chain, various sources to measure brand Equity. Young and Rubycam's brand asset valuator.
- CO4.** Understand the meaning of brand architecture. Further understand the concept of brand extension.



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2M00155 COMMODITY AND DERIVATIVES MARKET(FINANCE)

- CO1.** Develop an understanding of commodity markets, including their structure, participants, and pricing mechanisms.
- CO2.** Understand the role of derivatives in risk management and price discovery in commodity markets.
- CO3.** Identify different types of derivatives used in commodity markets, including futures, options, and swaps, and understand their characteristics and applications.
- CO4.** Analyze the impact of macroeconomic factors, such as supply and demand, geopolitical events, and currency fluctuations, on commodity prices.
- CO5.** Develop skills in analyzing commodity price trends and volatility using statistical and technical analysis tools.

2M00155 Financial Accounting (FINANCE)

- CO1.** Acquire the knowledge in preparation of final account of companies.
- CO2.** Acquire the knowledge about the underwriting of shares and Debentures.
- CO3.** To find out the technical expertise in maintaining the books of accounts related to foreign Currency Conversion As-13
- CO4.** Familiarize the concept of investment accounting (w.r.t accounting standard-13)
- CO5.** Acquire the knowledge about ethical behavior and implications for accountants.

2M00155 Corporate Communication and Public Relations:

- CO1.** Develop an understanding of the principles and concepts of corporate communication and public relations.
- CO2.** Identify the different stakeholders of an organization and understand their communication needs.
- CO3.** Develop skills in designing and implementing effective communication strategies to meet the needs of different stakeholders.

TYBMS SEMESTER VI

2M00156 International Marketing (Marketing)

- CO1.** Understand the concept international marketing, its advantages and challenges.
- CO2.** Provide on insight on the dynamics of international marketing environment.
- CO3.** Understand the relevance of International Marketing Mix decisions and recent developments in Global Market.
- CO4.** Study the International Marketing Research, International Product Decision, Pricing Decision and International Distribution Decision.
- CO5.** Evaluate International Marketing Plan, examining international Organizational Design, Controlling International Marketing Operations.
- CO6.** Analyses the concept of International Distribution Channels, types and factors influencing selection of International Distribution Channels.



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2M00156 Brand management(Marketing)

- CO1.** Understand the concept of brand, brand management. Meaning and importance of brand positioning.
- CO2.** Familiarize with various brand elements, Integrating marketing programs. Leveraging secondary brand associations to Build Brand Equity.
- CO3.** Understand the concept brand value chain, various sources to measure brand Equity. Young and Rubycam's brand asset valuator.
- CO4.** Understand the meaning of brand architecture. Further understand the concept of brand extension.

2M00156 Retail management(Marketing)

- CO1.** To understand the concept of retail management and its scope, organized retailing
- CO2.** To understand changing profile of retail shopper, CRM & HRM in retail
- CO3.** Familiarize with concept of merchandise management and lifestyle merchandising. various pricing strategies in retail
- CO4.** Understanding the responsibilities of store manager, store design & layout.
- CO5.** Understanding the visual merchandising & its tools. Mall management

2M00156 Indirect Tax (finance)_

- CO1.** Acquire the basic knowledge of Indirect Tax. GST, CGST, SGST, IGST levy and collection of GST and Regulations of GST.
- CO2.** Familiarize and understand the concept of place of supply, Time of supply
- CO3.** Evaluate taxes subsumed under CGST and SGST. Conditions for taking input credit data
- CO4.** Acquire the knowledge of registration and computation of GST, payment of tax and computation of liability and tax.
- CO5.** Students would be aware about the working of GST portal and ECL
- CO6.** This would make understand about the Digital Signature, Certifying authorities and E-Governance.

2M00156 Innovative Financial Services(finance)_

- CO1.** To Familiarize the students with the fundamental aspects of various issues associated with various Financial Services.
- CO2.** To Give a comprehensive overview of emerging financial services in the light of globalization
- CO3.** To introduce the basic concepts, functions, process, techniques and create awareness of the role, function and functioning of financial service.
- CO4.** To Understand the concept and process of Factoring and forfeiting, its types, benefits, drawbacks



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- CO5.** Students will understand Issue Management and the concept of Securitization, special purpose of Vehicle, New guidelines on Securitization.
- CO6.** To understand the consumer finance and credit rating, Plastic money concept: credit card, Debit card its prevention of frauds and misuse.

2M00156 MEDIA PLANNING AND MANAGEMENT(Marketing)

- CO1.** Develop an understanding of the role of media planning and management in marketing communication.
- CO2.** Identify different media channels, including traditional and digital media, and understand their characteristics and effectiveness.
- CO3.** Develop skills in selecting and evaluating media channels based on target audience, communication objectives, and budget constraints.
- CO4.** Understand the importance of media mix optimization and develop skills in mediaplanning and buying.
- CO5.** Analyze the impact of media fragmentation and changing consumer behavior on media planning and management.

2M00156 Operational Research

- CO1.** Understand operations research methodologies.
- CO2.** Appropriately formulate Linear Programming models for service & manufacturing system.
- CO3.** Apply operations research techniques and algorithms to solve these LPP.
- CO4.** Determine optimal strategy for minimization of cost of shipping of products from source to destination.
- CO5.** Maximization of profits of shipping products using various methods.
- CO6.** Finding initial basic feasible and optimal solution of the Transportation Problems
- CO7.** Optimize the allocation of resources to demand points in the best possible way using various techniques.
- CO8.** Students become proficient to interpret & analysis the results obtained.
- CO9.** Appropriately formulate Network models for service & manufacturing systems.
- CO10.** Apply operations research techniques and algorithms to solve these Network Problems.

2M00156 PROJECT MANAGEMENT (FINANCE)

- CO1.** Develop an understanding of the principles and concepts of project management.
- CO2.** Identify the different phases of the project life cycle, including initiation, planning, execution, monitoring and control, and closure.



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- CO3.** Develop skills in project planning and scheduling, including work breakdown structure development, network diagramming, and critical path analysis.
- CO4.** Understand the importance of risk management and develop skills in identifying, assessing, and managing project risks.
- CO5.** Develop skills in project team management, including team building, motivation, and conflict resolution.

2M00156 Strategic Financial Management (Finance)

- CO1.** Develop an understanding of the principles and concepts of strategic financial management.
- CO2.** Identify the different types of financial decisions made by firms, including investment decisions, financing decisions, and dividend decisions.
- CO3.** Develop skills in financial statement analysis, including ratio analysis and cash flow analysis.
- CO4.** Understand the importance of risk management and develop skills in identifying, assessing, and managing financial risks.
- CO5.** Develop skills in financial forecasting and budgeting.



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Department of Commerce

Course: Bachelor of Management Studies (BMS)

Program Education Outcome (PEOs)

PEO1 Entrepreneurial Mindset:

Graduates should have an entrepreneurial mindset, understanding the principles of innovation, creativity, and risk-taking in the business world.

PEO2 Global Perspective:

Graduates should have an awareness of global business trends, international markets, and the implications of globalization on management practices.

PEO3 Adaptability and Change Management:

Graduates should be adaptable to the dynamic nature of the business environment, responding effectively to changes in markets, technologies, and organizational structures.