

**Program Outcome of B.M.S**  
**(Bachelor of Commerce-Management Studies)**

Bachelor of Management Studies or BMS is a programme for studies in Management at the undergraduate level. Students who complete the course will have the knowledge and abilities necessary to hold managerial roles in a variety of businesses. At the undergraduate level, the Bachelor of Management Studies programme incorporates concepts and actions in the fundamental functional areas of business management. Additionally, it discusses entrepreneurship, the legal environment of business, information technology, globalisation, and economic integration. The course's goal is to give students the chance, support, and appropriate readings/reference materials they need to obtain formal academic orientation with a focus on the working world. The objective is to make sure that students are more creative as well as more effective. The electives give students the chance to learn more in-depth information about their chosen fields of study, such as finance, marketing, human resource management, and international business management. In addition to teaching business management, this course will give students the tools they need to comprehend how companies function, how they are managed, and how to be sensitive to both domestic and global settings. Students' instruction is centred on developing the knowledge and skills necessary for independent problem solving and lifelong learning. The new Bachelor of Management Studies curriculum provides students with key papers that aid in developing their managerial foundation. Students can pursue a management specialty thanks to the selection of general electives and skill-improving courses. Each course's material has been carefully crafted to give students the knowledge and skill sets they need to become industry-ready as well as to promote inventive and entrepreneurial thinking. The MOOCS programme being created by MHRD includes Online Courses (OLC), which are available on NPTEL or SWAYAM portals, in order to comply with the education policy of the Government of India. The students would develop the habit of independent study at their own speed through the online courses, and they would become accustomed to new learning technologies.

**Course Outcomes**  
**Business Economics**  
**Semester I**

**Learning Objectives:**

1. To make the students understand the basic elements of commerce and economics.
2. To understand the basic concept of demand and supply analysis in business applications.
3. To make the students understand about various market structures relevant for commercial transactions and their impact on business decisions.
4. To make students understand about the different elements of economics that are considered while making policies and decisions in the real world.

**Learning Outcomes:**

1. Students will be able to understand and identify the economic variables in general business atmosphere.

2. Students will perceive the knowledge about Economics at Micro level and various economic concepts such as Opportunity Cost, Marginal Concepts, Demand Function and Law of Variable Proportion.
3. Learners will understand the relationship between various policies of business.
4. Student will conclude the identical Short Run and Long Run Equilibrium of a firm and industry and also about different market structure and various pricing techniques.

### **Business Law Semester I**

#### **Learning Objectives:**

1. To illuminate the students with knowledge of the legal environment in which consumers and businesses operate.
2. To sensitize the students towards legal principles governing aspects of Business operation.
3. To inform students about the purpose and importance of Intellectual Property Rights.
4. To educate the students about the details of a Company, its incorporation and ways of carrying business activities.

#### **Learning Outcomes:**

1. The learner will aware about the law and social responsibility relevant to managing an organization within and outside India.
2. Students will acquaint the corporate governance system, including the law related to agency, Contract Act, Sale Act and Promissory Note.
3. Learners will understand the meaning of a typical Company and its intricate commercial details
4. Learners will be well versed with IPR such as Trademark, Patenting, and Copyright.

### **Business Statistics Semester I**

#### **Learning Objectives:**

1. To encourage the students to make use of statistics in day -to - day life.
2. To develop the students ability to deal with numerical and quantitative issues in business.
3. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
4. To have a proper understanding of Statistical applications in Economics and Management.

#### **Learning Outcomes:**

1. Students will be able to recognize the importance and value of mathematical and statistical thinking, training and approach to problem solving.
2. Students will be familiar with a variety of examples where mathematics or statistics helps accurately explain abstract or physical phenomena.
3. Students will able to summarize data visually and numerically. Also students will understand the mathematical and probabilistic foundations of statistical inference.
4. Students will be able to frame problems using multiple mathematical and statistical representations of relevant structures and relationships and solve using standard techniques.

## **Introduction to financial Accounts Semester I**

### **Learning Objectives:**

1. To provide students with a specialist education in accounting and finance.
2. To have global perspective on investment markets and asset classes, provide practical as well as theoretical knowledge on the processes and mechanics underlying investment.
3. To make the students understand about various market structures relevant for commercial transactions and their impact on business decisions.
4. To make students evaluate economic trends, set financial policy, build long term plans for business activity and identify projects or companies for investment.

### **Learning Outcomes:**

1. Students will be able to know and apply accounting and finance theory, explain the accounting information system and demonstrate how it is used to record and report common business transactions.
2. Students will evaluate financial statement information and compare different investments.
3. Students will be able to analyse and solve valuation and investment problems and also to work with large volumes of numerical data, solve research problems.
4. Student will be able to prepare a classified balance sheet. Calculate and compare liquidity and solvency ratios using financial reports of companies.

## **Business Communication Semester I**

### **Learning Objectives:**

1. To study the components of effective communication and soft skills.
2. To understand commercial terms used in Business Communication like self-editing, paragraph writing, preparation of drafts. Etc.
3. To understand business ethics, this can be used at personal and business levels.
4. To have knowledge of business correspondence including theory of business letter writing, effective Email writing, personnel correspondence.

### **Learning Outcomes:**

1. .On the completion of this course students will be able to develop awareness of the complexity of the Communication process.
2. Students will develop effective communication skills to comprehend instructions and become a critical listener.

3. Students will develop effective oral and presentation skills to speak interpersonally as well as in a large group.
4. Students will develop ability to communicate effectively with the help of electronic media.

## **Foundation Course - I**

### **Semester I**

#### **Learning Objectives:**

- To provide the students with an overview of an Indian society
- To Familiarize the students with the concepts of Disparity 1 and 2
- To provide an understanding on the Indian constitution
- To provide the students with an understanding on the significant aspects of political processes

#### **Learning Outcome:**

After studying this course students will be able to:

- To understand the pluralistic nature of Indian society
- To understand the multi-religious, multilingual nature and caste dimension in Indian society
- To bring out the significance of gender as a demographic variable
- To analyse the regional variations and problems of rural, urban and tribal areas.
- To sensitize about gender inequality in society.
- To create awareness regarding the problems and violence faced by women.
- To analyse the representation of women in the media.
- To understand the difficulties and problems faced by physically and mentally challenged people.
- To understand diversity as difference and disparity as inequality.
- To study intergroup conflicts among various groups in India.
- To examine causes, consequences and measures to control communalism and casteism.
- To bring out the causes, consequences and measures to alleviate linguistic and regional differences.
- To understand the philosophy of the Constitution of India
- To study the structure of the Constitution of India.
- To know the Fundamental Duties of Indian Citizens.
- To understand the basic features of the Indian Constitution.
- To understand the party system and the changes occurred in it since independence.
- To study the structure and functioning of Local Self Government in India.
- To know the role played by women in Indian politics.

### **Foundation of Human Skills**

## **Semester I**

### **Learning Objectives:**

- To acquaint the students to understand and appreciate the basis of Human Skills in general and in certain specific situations.
- To assist the students, identify and nurture necessary skills for resolving interpersonal issues
- To explain human nature and its impact on business circumstances
- To familiarize the students about differences in human behaviour in an individual and group setup

### **Learning Outcomes:**

- Students will be able to perceive individual and others personality attributes and helps them align to organization goals and objectives.
- It would help the student to learn practical knowledge of soft skills and Behavioural skills and development required to engage Human Capital as per the industry needs.
- The course will help student to better analyse human behaviour.
- Students will be able to understand individual, group and organizational behavioural dynamics.

## **Business Communication Semester II**

### **Learning Objectives:**

- To inculcate effective communication skills in students with regards to both verbal and non-verbal formats
- To sensitize students towards different methods of effective communication strategies and their impact on the business environment.
- To penetrate theoretical aspects of the day to-day workings of the business organization
- To improve the communication skills of students for formal interactions.

### **Learning Outcomes:**

1. Students will acquire knowledge about the effective use of OHP, Transparencies and to prepare Power Point Presentation
2. Students will understand the importance of being an effective business communicator in today's changing workplace

3. Students will be able to communicate effectively with colleagues in meetings by employing individual strengths and implementing knowledge of different working styles
4. Students will be able to deliver professional oral presentations.
5. Students will excel to interpret and illustrate Group Discussion, prepare for an Interview, Conduct Meeting and Group Dynamics, understand the importance of Conference and about modern methods like Video and Tele Conferencing
6. Students will be able to express their professional views and communicate effectively

### **Business Environment Semester II**

#### **Learning Objectives:**

- To analyse the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.
- To critically assess the business environment of an organization using selected strategic tools.
- To conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization.
- To construct and present scenarios that synthesize business environment information.

#### **Learning Objectives:**

- Familiarize with the nature of business environment and its components.
- The students will be able to demonstrate and develop conceptual framework of business environment generate interest in international business.
- Understand the definition of ethics and the importance and role of ethical behavior in the business world today
- Learners will get knowledge about business, its nature and scope, types of business organizations, SWOT analysis
- Learners will comprehend the objectives and evolution of GATT, WTO, Globalization and FDI

### **Business Mathematics Semester II**

#### **Learning Objectives:**

- To demonstrate accurate translation of descriptive problems into mathematical formulae for solving business problems
- To aid students integrate acquired knowledge and skills with practical problems in economic practice.
- To explain basic methods of business calculus, types and methods of interest account and their basic applications in practice.

- To solve problems in the areas of business calculus, simple and compound interest account, use of compound interest account, loan and consumer credit
- To discuss effects of various types and methods of interest account.

**Learning Outcomes:**

- Students will comprehend business mathematics concepts which are necessary in the real world, and would be able to communicate the underlying business concepts and mathematics.
- Students will solve sums related to simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation problems in various situations.
- Students will apply correct mathematical terminology, notation and symbolic processes in order to be prepared for future coursework in business and mathematics.

**Foundation Course - II**

**Semester II**

**Learning Objective:**

- To make students aware about the Indian society, human rights & the environment
- To make them understand about the meaning of stress & conflict, its effects on humans & how can we manage & overcome them
- To make the students aware about the importance of environment studies in the current development.
- To make the students aware about conflict resolution and efforts towards building peace and harmony in society.

**Learning Outcome:**

- Learners will absorb about the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides
- Learners would be aware of LPG and growth of IT sector.
- Awareness on Human Rights.
- Learn ecological environment and participate in its activities and issues.
- Aware of conflict and stress and how to cope with it.
- Managing stress to maintain peace and harmony.

**Industrial Law  
Semester II**

**Learning Objectives:**

- To enable students to comprehend the legal framework governing Industrial Law
- To expose students to the principles relating to Labour law, unfair labour practices, and health and safety laws in the workplace.
- To explain the relevant laws governing organizational operations
- To help students to understand laws related to Compensation Management.

**Learning Outcomes:**

- Learners will comprehend the Industrial Dispute Act 1947, Trade Union Act 1926 and various legal concepts such as Awards, Settlement, Strikes, Lockdowns, Lay -off and Retrenchment
- Learners will be acquainted with the Payment of Wages Act 1948, Payment of Bonus Act 1965 and Payment of Gratuity Act 1972
- Learners will procure the knowledge of Factory Act 1948, Workmen Compensation Act 1923, Employee State Insurance Act 1948 and Miscellaneous Provision Act 1948

**Principles of Management  
Semester II**

**Learning Objectives:**

- To explain the evolution of Management and its principles
- To discuss the functions of management and their importance in business.
- To propose the application of the principles of management in an organizational setup.
- To make students aware about the concepts related to Business and the roles, skills and functions of management.

**Learning Outcomes:**

- Learners will absorb various management concepts such as planning, organizing, implementing, staffing, coordinating, controlling, motivating and Managerial Grid
- Learners will recognize the human skills and conceptual skills as per industry requirements about basic management skills.
- Learners will diagnose various styles and qualities of efficient leadership, Coordination, Controlling, Green Management and Corporate Social Responsibility
- Recognize the role of a manager and how it relates to the organization's mission. 2. Define management, its four basic functions and skills.
- Know critical management theories and philosophies and how to apply them. 3. Recognize the concept of social responsiveness and its benefits.
- Explain the relationship between strategic, tactical, and operational plans. 4. Identify the stages of team development and the skills a team must acquire to become effective 5. Recognize the part communication plays in the management function.

**Principles of Marketing**



## **Semester II**

### **Learning Objectives:**

1. To examine the marketing concepts, advantages, scope and evolution of marketing.
2. To discuss about the micro and macro business environment and importance of marketing research, MIS and also about importance and factors affecting Consumer Behaviour
3. To investigate the marketing mix, Product mix, Product Lifecycle, Branding – Packaging, Promotion.
4. To explain concepts of segmentation, e-marketing, internet marketing and various trends of marketing.

### **Learning Outcomes:**

1. The students will evaluate 4P's and 4C's of marketing, Concepts of Marketing Production Concept, Product concept, selling concept and marketing concept, social relationship, Holistic marketing.
2. The students will comprehend micro environment of business, Macro environment, Marketing research, MIS, Consumer Behaviour
3. The students will classify elements of Marketing Mix, Product mix, Lifecycle, Branding - Packaging, Promotion
4. The students will identify segmentation, e-marketing, internet marketing and marketing using social networks and social marketing.
5. Critically analyse the marketing theories and concepts and understand the relevance in perspective to current business scenario in India.
6. To develop basic marketing skills among students in order to cater to the marketing industries.

## **Advertising Semester III**

### **Learning Objectives:**

- To discuss the advertising as an element of marketing communications.
- To explain how the advertising planning process is managed with its key constituents and formats
- To enlighten students about the laws and ethical practices in advertising and its management
- To explore the recent trends in advertising and career opportunities in advertising.
- To understand and examine the growing importance of advertising.
- To understand the construction of an effective advertisement.
- To understand the role of advertising in contemporary scenario.
- To understand the future and career in advertising.

**Learning Outcomes:**

- Students will be able to recognize and examine the growing need and importance of advertising, Theories of Advertising.
- Students will be able to emphasize the construction of an effective advertisement and able to articulate Advertising Planning process and Strategy.
- Students will be able to comprehend Ethics and Laws in Advertising and the Social and Economic Impact of Advertising on society
- Students will be able to explore the current trends in advertising and career opportunities available in advertising.
- Students will be able to appreciate the ways that communication through advertising influences and persuades consumers
- Discuss the role of the advertising agency and its client relationships.
- Discuss the decisions which need to be made in budgeting and planning for promotion

**Consumer Behaviour  
Semester III****Learning Objectives:**

- To understanding concepts and theories of consumer behaviour.
- To interpret psychological and environmental influences those are relevant for understanding consumer behaviour.
- To apply important concepts and theories in developing viable marketing strategies.
- To understand, develop and categorize appropriate marketing strategies for different segments of consumers

**Learning Outcomes:**

- Students will be able to develop an understanding about the consumer decision making process and its application in marketing functions of firms.
- Students can discuss individual determinants of consumer behaviour with reference to consumer needs and motivation, personality, self-concept, consumer perception learning and attitude
- Discuss environmental determinants of consumer behaviour with reference to role of different members in family, social class, group dynamics, and cultural influence in buying behaviour.
- Students can identify different consumer decision making models.
- Students can discuss diffusion of innovation process.
- Students can understand E- buying behaviour and influence on E- buying by consumers.

**Equity and Debt Market  
Semester III**

**Learning Objectives:**

- To understand the evolution, working and role of Debt Market in India.
- To understand the role, functions of the various intermediaries and regulatory bodies.
- To provide an overview of the Indian equity market, growth and development.
- To understand the various components of primary and secondary market for equity in India
- To understand the role and functions of the various intermediaries and regulatory bodies in the Indian Equity Market.

**Learning Outcomes:**

- This would develop good understanding of the evolution, functioning and growth of fixed income securities.
- Students would be aware of the different regulatory agencies and how they affect the daily operations of all business.
- Students will be able to develop good understanding of the primary market and secondary market in equity market.
- The students will understand the role and functioning of the market
- Students would be aware of the legislative, executive and judicial functions of such regulatory authorities.

**Foundation Course III  
Semester III**

**Learning Objectives:**

- To develop a basic understanding about issues related to human rights violations, ecology and urban-rural disparities in access to health and education.
- To gain an overview of significant skills required to address competition in career choices.
- To appreciate the importance of developing a scientific temper towards technology and its use in everyday life.
- To discuss the learning of an organisation as a collective system and its role towards environmental Management
- To explain the constituents of ecological system and adverse effects on environment by organisations.
- To inform students about sustainable business practices that can benefit both the organisation and the environment.

**Learning Outcomes:**

- Learners will diagnose the Concept and water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid.
- Learners will explore what is Environmental clearance for establishing and operating Industries in India

- Learners will discuss Innovative Business Models: Eco-tourism, green marketing, Organic farming, Eco-friendly packaging, Waste management projects for profits, other business projects for greener future
- Learners will comprehend the basic constituents of environment and natural resources

### **Information Technology in Business Management - I Semester III**

#### **Learning Objectives:**

- To learn basic concepts of Information Technology, its support and role in Management, for managers
- To have practical sessions of latest MS-Office software
- To understand basic concepts of Email, Internet and websites, domains and security therein
- To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

#### **Learning Outcomes:**

- Students will be able to design, document and develop robust, extensible and highly maintainable data intensive applications using cutting edge technologies tailored to the specific needs of any business scenario.
- Students will be able to explain and apply the core aspects of information technology principles and tools, and manage their implementation in a business context

### **Introduction to Cost Accounting**

#### **Semester III**

#### **Learning Objectives:**

- To build an understanding of various cost accounting systems and practices and impact on pricing policies
- To explain the principles and procedure of cost accounting
- To discuss the evaluation of the costs and benefits of different conventional and contemporary costing systems
- To scrutinize the operations of organizations through the application of Cost and Management accounting techniques

#### **Learning Outcomes:**

- Students will comprehend basic concepts of cost accounting, its elements and different types of cost classification
- Learners will apply comprehend different practical situations and also various emerging concepts of cost accounting

- Learners will solve Material Costing, Labour Costing, Overheads, Cost Sheet and Reconciliation of Financial Accounting and Cost Accounting
- Learners will compute the cost price of the product which is produced by the company and also allocate and evaluate expenses in detail.
- Students will be able to identify the dynamics of human behaviour and the basic factors that influence the consumers' decision process.
- Students will be able to demonstrate how concepts may be applied to marketing strategy

### **Motivation and Leadership Semester III**

#### **Learning Objectives:**

- To share knowledge of various theories of motivation and its implementation
- To share knowledge of the leadership strategies for managing people and changing organizations
- To study how leaders facilitate group development and problem solving at work
- To acquaint learners with practical approaches to motivation and leadership & its application in the Indian context

#### **Learning Outcomes:**

- Learners will familiarise knowledge of the leadership strategies for motivating people and changing organizations.
- Learners will be able to analyse how leaders, facilitate group development and problem solving.
- The course will be able to equip the students about practical approaches to Motivation and Leadership & its application in the Organisation.
- Students will understand work through problems and issues as well as transcend the differences.

### **Recruitment and Selection Semester III**

#### **Learning Objectives:**

- The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.
- To give an in depth insight into various aspects of Human Resource

#### **Learning Outcomes:**

- Helps to create a talent pool of potential candidates for the benefits of the organization.
- To increases the pool of job seeking candidates at minimum cost.
- It helps to increase the success rate of selection process by decreasing the no of visits qualified or over qualified job applicants.
- The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.

- It gives an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject
- Students will be able to face the modern and innovative techniques and dynamics of recruitment and selection practices that prevail in the industry.

### **Strategic Management Semester III**

#### **Learning Objectives:**

- To discuss the concepts in strategy and its application under various management functions
- To identify the macro and micro aspects of general management and their integrated impact on business operations
- To explain students on how to integrate and apply their prior learning to various business situations

#### **Learning Outcomes:**

- Learners will comprehend the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world
- Learners can critically examine the management of the entire enterprise from the Top Management viewpoints and they will be able to demonstrate knowledge and implementation of Strategy, Strategic Analysis and Choices and implementation
- Learners would develop conceptual skills in this area as well as their application in the corporate world and will be able to understand Strategic Evaluation and Control Techniques and also, about Change Management.

### **Accounting and Managerial Decisions Semester III**

#### **Learning Objectives:**

- To enumerate the fundamental concepts of managerial accounting appropriate for all organizations
- To discuss appropriate financial information to make operational decisions.
- To demonstrate usage of accounting data in critical management situations
- To acquaint management learners with basic accounting fundamentals.
- To develop financial analysis skills among learners.
- To explain the core concepts of business finance and its importance in managing a business.

#### **Learning Outcomes:**

- Understand the utility of Ratio Analysis, Financial Statements and Cash Flow Analysis in any organization.

- Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs
- Learners will absorb about basic accounting fundamentals and to prepare Vertical Financial Statements as per Indian Companies Act 2013
- Learners will mature in financial analysis skills and learn to prepare Cash Flow Statement, Estimated Working Capital and Receivables management
- Learners will analyse ratios and core concepts of business finance and its importance in managing a business

### **Business Planning and Entrepreneurial Management Semester III**

#### **Learning Objectives:**

- To explain concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act
- To qualify students to analyse the various aspects, scope and challenges under an entrepreneurial venture
- To explain classification and types of entrepreneurs and the process of entrepreneurial project development
- To discuss the steps in venture development and new trends in entrepreneurship.

#### **Learning Outcomes:**

- Learners will pick up about Foundation of Entrepreneurship Development and its theories
- Learners will explore the entrepreneurial skills and management function of a company with special reference to the SME sector
- Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture
- Learners will understand various steps involved in starting a venture and explore marketing methods & new trends in entrepreneurship

### **Business Economics- II**

#### **Semester IV**

#### **Learning Objectives:**

1. To explain macro and micro economic factors impacting business functionality.
2. To explore how markets and other governance structures core economic activities influence business growth and operations.
3. To explain the constituents of fiscal policy and the role of the government.
4. To discuss the theory and issues of international trade.

**Learning Outcomes:**

Students will learn how the economy functions, how trade with the rest of the World affects the Country, different macro-economic models of different economists and how they apply to the real World and the role-played by the Government and Central Banks in stabilizing the economy under different condition

**Business Research Methods  
Semester IV****Learning Objectives:**

5. The course is designed to inculcate the analytical abilities and research skills among the students
6. The course intends to give hands on experience and learning in Business Research.

**Learning Outcomes:**

Learners are expected to demonstrate an understanding of research methodology.

1. Identify the overall process of designing a research study from its inception to the report stage.
2. Imbibe data collection, analysis, and interpretation and presentation skills at par with globally accepted standards.
3. It provides a solid foundation for development of rational problem solving skills and analytical thinking that can last throughout their education and subsequent professional careers.

**Foundation Course –IV Ethics & Governance****Semester IV****Learning Objectives:**

7. To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
8. To learn the applicability of ethics in functional areas like marketing, finance and human resource management
9. To understand the emerging need and growing importance of good governance and CSR by organisations
10. To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

**Learning Outcomes:**

1. Create and address relevance of social responsibility to the students
2. Making students understand the good corporate governance and its importance
3. Students understand the global challenges in business ethics.



**Auditing**  
**Semester IV**

**Learning Objectives:**

1. To enable students get acquainted with the various concepts of auditing.
2. To ensure students understand and practice the various techniques of auditing while managing their finances.

**Learning Outcomes:**

1. Student will understand auditors legal liabilities, and be able to apply case law in making a judgment whether auditors might be liable to certain parties.
2. Student will understand to describe the various levels of persuasiveness of different types of audit evidence and explain the broad principles of audit sampling techniques.
3. Student will understand to discuss the need for an independent or external audit and describe briefly the development of the role of the assurance provider in modern business society.
4. Student will be able describe the quality control procedures necessary to ensure that a Competent assurance engagement is performed, and apply professional ethics including Code of Conduct to specific scenarios.
5. Student will explain the internal audit process including the professional standards applicable to the internal audit profession.

**Strategic Cost Management**  
**Semester IV**

**Learning Objectives:**

1. Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting.
2. The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.

**Learning Outcomes:**

1. Understand the relationship between strategic analysis and strategic implementation
2. Comprehend the distinction between firms and markets
3. Apply strategy principles to understand the benefits and costs of diversification
4. Understand the international dimensions of strategic management
5. Study the major contemporary trends in strategic management

**Information Technology in Business Management-II**  
**Semester IV**

**Learning Objectives:**

1. To understand managerial decision-making and to develop perceptiveness of major functional area of MIS.
2. To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.
3. To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse.
4. To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing.

**Learning Outcomes:**

1. It will help student to be a professional when it comes to working with the banking sector and corporate world or even they can plan to take a full time course from the given topic mentioned in the syllabus.
2. Since the basic of the course is design in such a way that they will be able to understand the topic and will not be wasting time in learning Basic of the topic again.
3. They are well equipped with the hands-on skill for the industry.
4. We are making them professional in a way that one can be qualified to be a Literate in the Field of Information technology what is needed for the current industry and academia
5. Student skills are developed in such a way that industry must absorb them after they finish their final year
6. Today we want our students to be market oriented so we have a module to know more about ERP. Digital Marketing and Power BI.

**Human Resource Management  
Semester IV**

**Learning Objective:**

1. To give the students the knowledge they need to comprehend HR Management and Systems at Different Levels in Various Industries or Organizations.
2. To aid students in focusing on, analysing, and developing the skills needed to choose and develop human resources
3. To acquire the relevant abilities required for use in HR-related issues
4. To help students link their knowledge of numerous HR concepts with the concept of the domain in order to make wise business judgements.

**Learning Outcome:**

On completion of this course, the students will be able;

1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
2. To develop necessary skill set for application of various HR issues.

3. To analyse the strategic issues and strategies required to select and develop manpower resources.
4. To integrate the knowledge of HR concepts to take correct business decisions.
5. To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
6. To analyse the strategic issues and strategies required to select and develop manpower resources.
7. To integrate the knowledge of HR concepts to take correct business decisions.

### **Production & Total Quality Management Semester IV**

#### **Learning Objectives:**

1. To acquaint learners with the basic management decisions with respect to production and quality management
2. To make the learners understand the designing aspect of production systems
3. To enable the learners apply what they have learnt theoretically.

#### **Learning Outcomes:**

1. Learners will become aware of the importance of Production and Quality Management in the sustainable working of an organization.
2. Learners will be able to enhance knowledge of Inventory Management and Purchase techniques.
3. Learners will be equipped with knowledge of Six Sigma, Lean Thinking and TQM.

### **Training and Development Semester IV**

#### **Learning Objective:**

1. This paper has been designed, keeping in view the needs of the organizations.
2. This paper acquaint the successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour.
3. Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them.
4. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.

#### **Learning Outcome:**

Learners will be acquainted to the successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour.

1. It will help students to understand the rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them.
2. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.
3. To integrate the knowledge of HR concepts to take correct business decisions.

### **Integrated Marketing Communication Semester IV**

#### **Learning Objectives:**

- To explain the principles and practices of marketing communications, involving tools used by marketers to inform consumers
- To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program
- To discuss all the elements of IMC
- To explain the process of evaluation of and ethics in marketing communication

#### **Learning Outcomes:**

- Learners will recognize about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
- Learners will identify various aspects of Advertising and Sales promotion and will understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.
- Learners will identify elements of IMC including Advertising, Sales Promotion, Direct Marketing, PR, Public relation, Direct marketing and digital marketing
- Learners will evaluate marketing communication tools and beware of ethics in IMC

### **Bachelor of Management Studies (BMS) Programme Elective Course Auditing Semester IV**

**Learning Objectives:**

- To explain the various concepts, principles and types of audits
- To discuss the various techniques of auditing while managing their finances
- To elaborate internal audit techniques and checks
- To explain auditing techniques of vouching and verification

**Learning Outcomes:**

- Learners will comprehend the basic concepts of audit, objectives, principles, advantages and disadvantages and types of audits
- Learners will comprehend the basic concepts of audit, objectives, principles, advantages and disadvantages and types of audits
- Learners will identify internal audit and control techniques
- Learners will comprehend auditing of income, expenditure, assets and liabilities