

BACHELORS IN MANAGEMENT STUDIES (B.M.S.)

❖ PROGRAMME OUTCOME (PO)-BMS

1. Acquire knowledge about management practices which facilitate them to become effective professionals.
2. Be capable to pursue higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management.
3. Be adequately trained to be entrepreneurs and communicate effectively.
4. Develop a positive attitude towards lifelong learning and research.
5. Acquire the required skills to develop business models and be responsible global citizens with cross-cultural competent behavior and ethical values.

❖ PROGRAMME SPECIFIC OUTCOME (PSO)-BMS

The course will help the students to obtain the knowledge and skills needed to assume management positions in different organizations and helps students to understand how organizations work and managed. The degree aims to develop undergraduate students to be leaders and managers capable of taking on the challenges and rigors of the global marketplace. There will be better job opportunities after passing this course. The students of BMS can choose a combination of 2 disciplines (Human Resource, Marketing, Finance) to specialize in.

❖ COURSE OUTCOMES

B.M.S. FIRST YEAR (SEMESTER I & II)

SEMESTER-I

• 1001-PRINCIPLES OF MANAGEMENT

1. Discuss and communicate the management evolution and how it will affect future managers. 2. Observe and evaluate the influence of historical forces on the current practice of management.
2. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
3. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
4. Practice the process of management's four functions: planning, organizing, leading, and controlling.
5. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
6. Evaluate leadership styles to anticipate the consequences of each leadership style.
7. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control method

- **1002-BUSINESS COMMUNICATION**

1. Discuss the importance of effective communication in business Effective Communication in Business
2. Differentiate between different methods of communication Methods of Communication
3. Discuss the importance of ethical communication Ethics in Business Communication
4. Discuss the importance of staying connected with colleagues, other professionals, and customers in the digital age Staying Connected.

- **1003-FINANCIAL ACCOUNTING**

1. Use debit and credit accounting to record and adjust basic business transactions.
2. Prepare multi-step income statements, classified balance sheets, and statements of retained earnings.
3. Use basic financial statement ratio analysis to evaluate financial performance.
4. Demonstrate knowledge of each step in the accounting cycle.
5. Know and apply organizational internal control components.
6. Use Generally Accepted Accounting Principles (GAAP) to record common business transactions involving merchandise inventory, cash, and accounts receivable transactions.

- **1004-PRINCIPLES OF MARKETING**

1. Explain the role of marketing in organizations and society and how it impacts individuals
2. Explain how a marketing strategy supports an organization's corporate strategy
3. Use marketing information and research to develop marketing strategies for organizations.
4. Identify issues organizations face and approaches they use when marketing to different countries and cultures

- **1005-ECONOMICS**

1. strong background in microeconomic and macroeconomic theory
2. knowledge about economic institutions
3. knowledge in various applied areas of economics
4. ability to use the analytical tools of economics in problem solving
5. knowledge of relevant mathematical and statistical techniques
6. expertise in the use of computers for the analysis of data

SEMESTER II

- **2001-MARKETING MANAGEMENT**

1. Establish a professional presence online incorporating the key disciplines of social media, search engine optimization, analytics, online navigation and user experience in order to drive traffic to an organization's website.
2. Employ digital tools to analyze the effectiveness of a marketing campaign.
3. Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.

4. Write a business plan for an entrepreneurial start-up venture.
5. Develop pricing strategies that take into account perceived value, competitive pressures and corporate objectives.
6. Develop strategies for the efficient distribution of products and services.
7. Apply the principles of business ethics and corporate social responsibility.
8. Determine strategies for developing new products and services that are consistent with evolving market needs.
9. Evaluate the viability of marketing a product or service in an international market or markets.
10. Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.
11. Prepare and deliver a sales presentation.
12. Communicate marketing information persuasively and accurately in oral, written and graphic formats.

- **2002-ORGANISATIONAL BEHAVIOR**

1. Identify personal dimensions of personality. Job satisfaction, motivation and learning.
2. Students will be able to analyze the group formation and management process.
3. Discuss group and group dynamics.
4. Examine group types and team working techniques.
5. May describe the basic subjects for improving the performance of employees and organizations.
6. Evaluate the developments of basic conflict resolutions.
7. Discuss the main problems about stress, power and politics and ethics.
8. Improve and develop strategies about organizational change and development.

- **2003-ECONOMICS-II**

1. Understand the roles of managers in firms
2. Understand the internal and external decisions to be made by managers
3. Analyze the demand and supply conditions and assess the position of a company
4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
5. Analyze real-world business problems with a systematic theoretical framework.
6. Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

- **2004-MANAGEMENT INFORMATION SYSTEM**

1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
3. Effectively communicate strategic alternatives to facilitate decision making.

- **2005-QUANTITATIVE TECHNIQUE**

1. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
2. Students will have basic knowledge on qualitative research techniques
3. Students will have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
4. Students will have basic awareness of data analysis-and hypothesis testing procedures.

B.M.S. SECOND YEAR (SEMESTER III & IV)

SEMESTER III

- **3001-BUSINESS LAW**

1. Students will be able to appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
2. They will be able to identify the fundamental legal principles behind contractual agreements.
3. They will be able to examine how businesses can be held liable in tort for the actions of their employees.
4. Students will be able to understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

- **3002-COST & MANAGEMENT ACCOUNTING**

1. This subject provides students with an understanding of management accounting concepts related to the management functions of planning, control, and decision making.
2. It covers management accounting fundamentals and introduces a range of management accounting tools, including job and process costing, variance analysis, activity based costing and the balanced scorecard, as well as behavioral responses to management accounting information.
3. Students are introduced to the application of management accounting tools for pricing, budgetary control, cost allocation and performance evaluation as well as new developments in management accounting knowledge and techniques and how to assess these through cost-benefit analysis.

- **3003-HUMAN RESOURCE MANAGEMENT**

1. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
2. Administer and contribute to the design and evaluation of the performance management program.
3. Develop, implement, and evaluate employee orientation, training, and development programs.
4. Facilitate and support effective employee and labour relations in both non-union and union environments.

5. Research and support the development and communication of the organization's total compensation plan.
6. Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.
7. Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
8. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
9. Present and evaluate communication messages and processes related to the human resources function of the organization.
10. Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.
11. Facilitate and communicate the human resources component of the organization's business plan.
12. Conduct research, produce reports, and recommend changes in human resources practices.

- **3004-FUNDAMENTALS OF PRODUCTION & OPERATION MANAGEMENT**

1. Helps in understanding the basics of production function.
2. Understanding of plant layout, plant location, plant maintenance, etc.
3. Students learn how to select the location and layout depending on various factors to be considered in the environment.
4. 3005-Quantitative Technique
5. Understand various quantitative & statistical methods
6. Understand data and draw inference from data
7. Calculate and interpret statistical values by using statistical tool (correlation & regression)
8. Demonstrate an ability to apply various statistical tool to solve business problem

SEMESTER IV

- **4001-STRATEGIC MANAGEMENT**

1. Understand the basic concepts and principles of strategic management analyse the internal and external environment of business
2. Develop and prepare organizational strategies that will be effective for the current business environment
3. Devise strategic approaches to managing a business successfully in a global context.

- **4002-FINANCIAL MANAGEMENT**

1. Describe the dimensions of performance and risk relevant to financial firms.
2. Calculate contemporary measures of financial measures of performance and risk.
3. Describe contemporary managerial risk management oversight processes.
4. Explain how the financial services component industries (insurance, banking, securities, real estate and financial planning) interact.

5. Design hedging strategies to manage market risks (e.g., currency, commodity, economic and political).
6. Evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions.
7. Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry.

- **4003-CONSUMER & BUYER BEHAVIOUR**

1. Identify the major influences in consumer behaviour
2. Distinguish between different consumer behaviour influences and their relationships
3. Establish the relevance of consumer behaviour theories and concepts to marketing decisions
4. Implement appropriate combinations of theories and concepts
5. Recognize social and ethical implications of marketing actions on consumer behaviour.

- **4004-QUALITY MANAGEMENT**

1. Students will be able to effectively plan and execute project, while controlling the quality of the outcome to provide value to the customer.
2. Students will understand the basic quality principles
3. Differentiate between various terms used in Quality Management.
4. Understand 'Value' for Customer.
5. Get one step closer to provide 'value' to the customer.

- **4005(a) – ENTREPRENEURSHIP DEVELOPMENT AND EVENT MANAGEMENT**

1. Advanced knowledge about key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage.
2. Assess the commercial viability of new technologies, business opportunities and existing companies.
3. Display an understanding of the production, implementation and impacts of tourism development locally, nationally and internationally.
4. Define the basic concepts related to event management.
5. Analyze financial management in events.
6. Evaluate the event management process.

- **4005 (d) - ENTREPRENEURSHIP DEVELOPMENT AND TOURISM MANAGEMENT**

7. Advanced knowledge about key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage.
8. Assess the commercial viability of new technologies, business opportunities and existing companies.

9. Display an understanding of the production, implementation and impacts of tourism development locally, nationally and internationally.
10. Demonstrate cultural and environmental sensitivity through an appreciation for various forms of diversity in our worlds.
11. Possess skills and experience relating to the management and production of tourism in a professional setting.

B.M.S. THIRD YEAR (SEMESTER V & VI)

SEMESTER V

- **5001 - AUDITING & TAXATION**

1. Apply different audit procedures to a variety of scenarios.
2. Prepare simple computations for major taxes.
3. Compare aspects of the tax system with possible alternative systems.
4. Have knowledge about audit planning and execution.
5. Learn linkage between auditing, accounting and financial statement analysis.
6. Be aware of basics of international financial reporting standards.

- **5002 - BANKING & FINANCIAL SERVICES**

1. Describe the basic concepts and theories that explain the function and evolution of banking and finance.
2. Demonstrate insight into the properties and role of money and other financial assets within a modern monetary economy.
3. Examine the operations of modern banking and financial institutions as influenced by different market structures, regulatory regimes and degrees of international openness.
4. Critically evaluate the functions and operations of modern central banks and international financial institutions.
5. Analyze the functioning of international banking and financial markets and the interrelationships between theories, policy and impact of external shocks on the banking and financial sector.

- **5003 - INTEGRATED MARKETING COMMUNICATION**

1. Outline the nature of IMC and describe its environment;
2. Explain how to set IMC objectives and formulate an IMC budget;
3. Evaluate creative strategies in the light of given marketing objectives and strategies;
4. Analyze and evaluate the cost effectiveness of various forms of media;
5. Explain the behavioral factors that influence the effectiveness of communications;
6. Describe the various control mechanisms to evaluate activities.

- **5004 - BRAND MANAGEMENT**

1. Helps to create awareness of brand names.
2. Students can understand the importance of the brand name.
3. Helps to understand the various aspects of branding like leverage, equity, portfolio, etc.
4. Helps to understand how brand strategies are to be build.

- **5005 - INDUSTRIAL RELATIONS**

1. Demonstrate descriptive knowledge of the field of industrial relations.
2. Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.
3. Recognize and consider the social, historical and equity issues within industrial relations.
4. Investigate solutions to industrial relations problems based on research and assessment of current practices.
5. Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.

- **5006 - HUMAN RESOURCE DEVELOPMENT**

1. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
2. Develop, implement, and evaluate employee orientation, training, and development programs.
3. Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.
4. Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
5. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
6. Present and evaluate communication messages and processes related to the human resources function of the organization.
7. Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.

- **5007 - ADVANCED QUANTITATIVE METHODS FOR BUSINESS**

1. Introduce you to the quantitative analysis of multivariate data using computers; to help you to become a thoughtful and informed consumer of the quantitative management and finance literature.
2. Discuss in detail the sorts of problems that can be addressed quantitatively in management and finance with multivariate data analysis.
3. Comprehend and critically evaluate the use of multivariate data in the published academic management and finance literature.
4. Encourage the development of it skills and in particular the manipulation of data using statistical software packages.

5. Students will also improve their ability to translate abstract theoretical concepts into practical solutions to financial problems.

SEMESTER VI

- **6001 - SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

1. Understand the various alternatives available for investment.
2. Learn to measure risk and return. Find the relationship between risk and return.
3. Value the equities and bonds and gain knowledge of the various strategies followed by investment practitioners.

- **6002 - ADVANCED FINANCIAL MANAGEMENT**

1. Maintain an adequate and consistent cash flow system.
2. Ensure adequate returns to the shareholders depending upon the earning capacity, and the current market price of the share.
3. Ascertain sufficient funds utilization.
4. Ensure safety on investment.
5. Plan a sound capital structure in order to maintain a balance between debt and equity capital.

- **6003 - INTERNATIONAL BUSINESS**

1. Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.
2. Conduct, evaluate and present market research to support an organization's international business decision-making.
3. Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.
4. Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives.
5. Analyze the impact of an organization's integrative trade initiatives on its human resources management strategies, policies and practices.
6. Recommend strategies to support principles of corporate sustainability, corporate social responsibility and ethics associated with an organization's integrative trade initiatives and evaluate their effectiveness.
7. Select and apply current technologies to support an organization's integrative trade initiatives.

- **6004- RETAIL MANAGEMENT**

1. Describe retailing, the entities involved, and the impact of decisions on a retail business the concept of strategic planning within the retail management decision process
2. Explain the design, implementation, and assessment of retailing strategies based on consumer needs and market changes.

3. Explain how factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of organizations in a global environment.
4. Demonstrate the skills needed to develop ideas and make decisions based on ethics, proper research, analysis, and critical thinking.
5. Describe the key actions to be taken to effectively and efficiently utilize organizational resources to achieve stated purpose and goals.
6. Describe the actions taken to acquire and retain customers; produce goods and services; and measure/track financial performance.

- **6005 - INTERNATIONAL HRM**

1. Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM
2. Obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices
3. Appreciate the implications of increasing globalisation for the management of human resources, with particular reference to IHRM in multinational corporations
4. Develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)
5. Identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.

- **6006 - TALENT MANAGEMENT**

1. Understand what is required to align human resource strategy with strategic objectives of your business.
2. Examine strategies to fill critical needs identified through a gap analysis.
3. Identify key requirements to attract and acquire skilled talent and explore best practices for developing talent.
4. Understand the key elements to engage and retain skilled resources.
5. Examine HR metrics and measures of success for your talent management strategy.
6. Acquire the skills and knowledge to build an effective talent management strategy for your own organization.

- **6007 - PROJECT**

1. Identify and utilize relevant previous work that supports their research.
2. Articulate a timely and important research question or creative objective.
3. Identify and utilize appropriate methodologies to address the research question or creative objective.
4. Meet the relevant field's standards for the responsible conduct of research, and effectively navigate challenges that arise in the research process.
5. Present the research effectively in a conference setting and a written publication.

6. Reflect constructively on their research experience, identifying what was learned, personal strengths and opportunities for growth, and how the experience informs their future educational and career goals.