

ZSCT's Thakur Shyamnarayan Degree College

Learning Outcomes

Department of BMS

Sr. No.	Course	Learning Objectives	Course Outcome	Program Outcome
1.	Introduction to Financial Accounts	1. To create awareness amongst student about the basics of Accounting standards & International accounting standards 2. To give insights about depreciation accounting and Capital & Revenue, Income/Expenses. 3. To make students understand the Trial balance & Final Accounts of a sole Proprietor 4. To create awareness about accounting in computerized environment	1: State the uses and users of accounting information 2: Explain and apply accounting concepts, principles and conventions; 3: Calculate the basic accounting transactions and prepare annual financial statements 4: Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.	1: To develop managerial skills like team building, leadership, motivation & decision making to achieve organizational goals. 2: Develop the ability to critically analyze the management concepts & theories 3: Demonstrate effective oral and written communication skills 4: Acquire the expertise in the domain areas to apply the management tools & techniques & offer creative solutions to the real life corporate problems & Issue 5: Recognize Business ethics & values & follow effective corporate governance for decision making related to Business issues & problems
2.	Business Law	1. To understand the Indian Contract Act & Sales of goods Act 2. To study the Negotiable Instruments act & Consumer protection Act 3. To familiarize the students with various aspects of Company Law 4. To understand various types of Intellectual Property Rights	1: Explain various section of Indian contract act & Sales of goods act 2: Define & explain various types of negotiable instruments 3: Describe the defects & deficiencies of goods & services 4: Explain the incorporation of Company 5: Analyze different types of Intellectual Property Rights	6: Demonstrate the ability to develop entrepreneurial skills & take initiatives towards societal development as job creators. 7: Capability to recognize environmental issues & develop innovative solutions for sustainable development 8: Acquire the ability to engage in independent & life-long learning according to the economic, social & technological changes.
3.	Business Statistics	1. To familiarize the students with the basic concepts of Statistics 2. To study the concepts of	1: Calculate the problems related to simple & compound interest, depreciation of assets & Algebraic Functions 2: Explain the concept of derivatives and apply	

		Dispersion, Co-Relation & Linear Regression 3. To understand the time series and Index number. 4. To create awareness about Probability & decision theory	the derivatives to calculate Maxima, Minima, Average Cost and Marginal Cost 3: Produce appropriate graphical & numerical descriptive statistics for different types of data. 4: Assess the measures of dispersion and decision theory	
4	Business Communication - I	1. To study different methods & modes of communication 2. To understand the barriers to Communication 3. To study the Theory of Business letter writing 4. To familiarize the learners with Paragraph writing	1: Explain the methods & modes of Communication 2: Analyze the obstacles to communication in Business World 3: Examine the Principles of effective letter writing & e-mail writing 4: Assess the Paragraph writing of the learners	
	5. Foundation of Human Skills	1 To study the different types of Personality models , thinking levels, attitude & perception 2 To understand the group behaviour & team development 3 To familiarize students with motivational theories 4 To understand various ways of enhancing creativity in an organization & managing organizational stress	CO1 : Explain the various Personality Models & Functions & Levels of thinking CO2 : Analyze the Group behaviour & Team development CO3 : Compare & evaluate various motivational theories CO4 : Design ways to enhance creativity in an organization	
	6. Business Economics - I	1. To identify and explain economic concepts and theories related to economy and economic functioning 2. To integrate theoretical knowledge with quantitative and qualitative evidence in order explain past economic events and predict the future	CO1 : Identify and diagnose different economic problems. CO2 : Define demand, supply and be able to solve related numerical problems CO3 : Explain the concepts of production and cost and will be able to evaluate business structures in general Board of Studies-in-Management	

		<p>3. To evaluate the consequences of economic activities institutions</p> <p>4. To evaluate the functioning of markets and the market and pricing strategies</p>	<p>Studies,Thakur College of Science & Commerce41</p> <p>CO4 : Identify different market structure and be able to calculate market related problems.</p> <p>CO5 : Analyze market competition, strategies and its degree of influence on the economy.</p>	
	7. Foundation Course - I	1. To make the students aware about the social problems and their persona.	<p>CO1: Explain Multicultural Diversity of India & multi-ethics diversity of Indian society</p> <p>CO2: Analyzethe various conflicts arising in society.</p> <p>CO3:Explain the concept of disparity out of gender and sex with special reference to violence against women</p> <p>CO4 : Evaluate the effect of Globalization on Indian Economy -agricultural, industrial and tertiary sector</p>	
Se m-II	1. Principles of Marketing	<p>The basic objective of this course is to provide the students with a broad introduction to the fundamentals of marketing management. It focuses on the need for Market Research and understanding of Consumer Behaviour as well as to identify the environmental factors which influence consumer and organizational decision-making processes. Students will be introduced to the marketing mix components and marketing strategies developed by firms. The course also</p>	<p>CO1. Identify and relate the fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions.</p> <p>CO2. Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces</p> <p>CO3. Discuss the scope and managerial importance of marketing research and its role in the development of marketing strategy.</p> <p>CO4. Develop an understanding of the</p>	

		<p>mentions the new technology trends adapted to strategize new marketing plans.</p>	<p>underlying concepts, strategies and the issues involved in planning of the Product Mix, the product life cycle stage and steps to undertake new product development.</p> <p>CO5. Describe various Pricing strategies adopted to gain market presence, Distribution concepts and Promotion Mix tools with a view to control the marketing mix variables in order to achieve organizational goals.</p> <p>CO6. Evaluate the role of Branding in creating a value to a product/service company.</p> <p>CO7. Examine the role of Segmentation, Targeting and Positioning methods to ensure meeting the right target audience with the right company image.</p> <p>CO8. Formulate a marketing plan including marketing objectives, marketing mix, strategies and evaluation criteria.</p> <p>CO9. Appraise the new age marketing trends adapted by companies in tune with the dynamic environment and VUCA world.</p>	
	2. Industrial Law	<p>1 To understand the laws related to Industrial relations & Industrial disputes</p> <p>2 To study the laws related to Health , safety & Welfare</p> <p>3 To study the social legislation</p> <p>4 To understand the laws related to Compensation management</p>	<p>CO1: Explain the laws related to Industrial relations & Industrial disputes</p> <p>CO2 : Describe the provisions related to Health, safety & welfare & explain the provisions related to Worker's Compensation act.</p> <p>CO3: Explain the Employee state Insurance act 1948</p> <p>Board of Studies-in-Management Studies,Thakur College of Science &</p>	

			<p>Commerce41</p> <p>CO4 :Identify the schemes , administration & determination of dues of Miscellaneous provisions act 1948</p> <p>CO5 :Describe the objectives ,definitions & authorised deductions of Payment of wages act 1948</p> <p>CO6 :Explain the provisions related to Payment of Bonus Act 1965 & the Payment of Gratuity act 1972</p>	
	3. Business Mathematics	<p>1 To understand the concept of Matrices and determinants</p> <p>2 To study the Probability & Numerical Analysis</p> <p>3 To understand the correlation & Linear regression analysis</p> <p>4 To study the time series & Index number</p>	<p>CO1 : Solve the numericals related to determinants of a matrix of order two or three</p> <p>CO2 : Solve the probability related problems & Perform Numerical Analysis</p> <p>CO3 : Calculate the correlation & Linear regression using least square method</p> <p>Board of Studies-in-Management Studies,Thakur College of Science & Commerce41</p> <p>CO4 : Solve the numerical related to time series , avg Prices ,weighted average price relatives & chain base Index numbers</p>	

	<p>4. Business Communication - II</p>	<p>1 To understand how to make power point presentation 2 To study the types of Interviews, Group Communication & letter writing 3 4 To study the various types of Business reports 5 To create awareness about trade letters</p>	<p>CO1 : Evaluate the Presentation Skills of the learners Board of Studies-in-Management Studies,Thakur College of Science & Commerce41 CO2 : Assess the performance of learners in Group Discussion & Mock Interview CO3 : Evaluate the Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Informati(RTI) Act CO4 : Identify the main and supporting/sub points & presentation in a cohesive manner</p>	
	<p>5. Business Environment</p>	<p>To study the different types of Personality models , thinking levels, attitude & perception 2 To understand the group behaviour & team development 3 To familarize students with motivational theories 4 To understand various ways of enhancing creativity in an organization & managing organizational stress</p>	<p>CO1 : Identify the key issue & perspectives to assess the impact of Business Environment on Business. CO2 : Analyze the complexity associated with Business & Business Environment, & how to deal with it CO3 : Analyze the learner’s ability to manage Business under different situation. CO4 : Evaluate the essence of Environment Scanning. CO5 : Assess the essence of International Business Environment & its impact on Business Decision</p>	
	<p>6. Principles</p>	<p>1. To help the students gain</p>	<p>CO1: Identify the concepts related to Business</p>	

	of Management	<p>understanding of the functions and responsibilities of managers.</p> <p>2. To provide them tools and techniques to be used in the performance of the managerial job.</p> <p>3. To enable them to analyze and understand the environment of the organization.</p> <p>4. To help the students to develop cognizance of the importance of management principles</p>	<p>and state the roles, skills and functions of manager in an organisation.</p> <p>CO2: Describe the various management theories since evolution and understand the insights of management, functions of a manager, process of planning and the concept of MBO</p> <p>CO3: Identify the key competencies needed to be an effective manager and Provide the students with the capability to Apply theoretical knowledge in simulated and real-life settings</p> <p>CO4: Evaluate social responsibility and ethical issues involved in business situations and logically articulate own position</p> <p>Board of Studies-in-Management Studies,Thakur College of Science & Commerce41 on such issues.</p> <p>CO5: Evaluate leadership styles to anticipate the consequences of each leadership style</p> <p>CO7: Develop the effective green management system.</p>	
	7. Foundation Course - II	<p>1. To study the Indian constitution</p> <p>2. To understand the political process in India</p> <p>3. To familiarize learners about Indian legislature</p> <p>4. To create awareness among the learners about Human Rights in India</p>	<p>CO1 : Explain the structure of constitution , preamble , fundamental rights & directive principles of state policy</p> <p>CO2 : Describe the political process in India</p> <p>CO3 : Explain the structure of Indian Polity</p> <p>CO4: Explain the human right at domestic & global level</p>	
	1. Information Technology	1 To learn basic concepts of Information Technology, its support and	<p>CO1 : To explain the various Information systems and its major components</p> <p>CO2 : To acquire the capability for office</p>	

	<p>in Business Management - I</p>	<p>role in Management, for managers 2 Module II comprises of practical hands on training required for office automation. It is expected to have practical sessions of latest MS-Office software 3 To understand basic concepts of Email, Internet and websites, domains and security therein 4 To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features</p>	<p>automation using MS-Office CO3 : To explain basic concepts of Email, Internet and websites, domains and security therein CO4 : To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features</p>	
	<p>3. Business Planning & Entrepreneurial Management</p>	<p>1) To familiarise students with overview of entrepreneurship management. 2) To impart knowledge on competencies required to be an entrepreneur and provide input for starting a new venture. 3) To acquaint students with new forms of entrepreneurship in 21st century.</p>	<p>Identify entrepreneurial activity • Prepare successful business plan and do feasibility study. • Make analysis of the environment for entrepreneurship • It will equip students with knowledge to start their own enterprise or to run their family business • The course will provide valuable input to work in a growth-oriented company.</p>	
	<p>4. Accounting for Managerial Decisions</p>	<p>To acquaint management learners with basic accounting fundamentals. 2 To develop financial analysis skills among learners. 3 The course aims at explaining the core concepts of business finance and its importance in managing a</p>	<p>CO1 : To analyze and interpret the financial statements of limited companies CO2 : To analyze the financial ratios and perform the interpretation CO3 : To explain the cash flow statement CO4 : To estimate the working capital and receivables management</p>	

		business		
	5. Strategic Management	<p>This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis.</p> <p>The primary objective of the course deals with managerial decisions and actions that affect the performance and survival of business enterprises.</p> <p>The key strategic business decisions of concern in this course involve selecting competitive strategies, creating and defending competitive advantages, defining firm boundaries and allocating critical resources over long periods. Decisions such as these can only be made effectively by viewing a firm holistically, and over the long term.</p> <p>The course teaches the students about understanding the a general management perspective, viewing the firm as a whole, and examining how policies in each functional area are integrated into an overall competitive strategy.</p>	<p>CO 1. Define the basic concepts and principles of strategic management to study the internal and external environment of business</p> <p>CO.2. Identify and recognise the various levels at which strategic decision making happens in an organization</p> <p>CO.3. Discuss and define the factors that shape the SWOT analysis of a firm and develop an environment appraisal that will lead to formulation of strategic plans.</p> <p>CO.4. Demonstrate a clear understanding of the various concepts of strategies used by executives to sustain in this dynamic and competitive business world.</p> <p>CO.5. Evaluate to select strategies for exploiting international business opportunities including foreign entry strategies.</p> <p>CO.6. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.</p> <p>CO.7. Examine and revise programs and procedures through effective control techniques in order to achieve organizational goals;</p> <p>CO.8. Design and formulate organisational strategies that will be effective for current business environment to achieve an organisation's vision, mission and goals</p> <p>CO.9. Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision</p>	

			through real-world scenarios.	
	Foundation Course-III Environmental Management I	<p>1. The paper will introduce students to the basic structure and composition of the Environment and will explore various surface processes and their impact on and role in living systems. It will also deal with the interactive processes in the inner as well as outer Earth's surface.</p> <p>2. To create an Environmental awareness among future managers highlighting the links between environment, economy and society.</p> <p>3. To provide an insight into various environmental issues like Degradation, Disaster Management, Waste Management and Environmental Legislations towards Sustainability.</p> <p>4. To translate Environment Knowledge into action to achieve outcomes in the way landscapes, societies and natural ecosystems are used and managed.</p>	<p>CO1: Describe the knowledge and understanding of Environment, Ecosystem and Biogeochemical Cycles and the interplay between patterns of Resource Production and Consumption.</p> <p>CO2: Examine the effect of Development and Population increase on the Environment.</p> <p>CO3: Explain the Environmental Degradation Problems associated with Development and Globalization.</p> <p>CO4: Develop a sound understanding of Land Management and Waste Management and underlying socio-economic drivers.</p> <p>CO5: Analyze Environmental Management in relation to major principles of Sustainable Development.</p> <p>CO6: Apply the knowledge for ensuring Environmental Conservation and its Sustainability and Conduct Environmental Auditing for Projects.</p> <p>CO7: Formulate critical thinking skills for Creating New Business Projects for a Greener Future and Environmental Protection.</p> <p>CO8: Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.</p> <p>CO9: Students will apply knowledge of the sciences within an interdisciplinary context in solving environmental issues such as food and agriculture, energy, waste and pollution, climate change, population, resource management, and loss of biodiversity.</p>	

	Finance	Introduction top cost accounting		
	Finance	Corporate finance		
	Marketing	Consumer behavior		
	Marketing	advertising		
	Human Resource	Recruitment & selection		
	Human Resource	Motivation & Leadership		
	1. Information Technology in Business Management-II	<p>To understand managerial decision-making and to develop perceptive of major functional area of MIS</p> <p>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.</p> <p>3 To learn and understand relationship between database management and data warehouse approaches , the requirements and applications of data warehouse</p> <p>4 To learn outsourcing concepts. BPO/KPO industries, their structures , Cloud computing</p>	<p>CO1 : To explain the managerial decision making and functional area of MIS</p> <p>CO2 : To explain ERP,CRM and SCM and trends in enterprise applications</p> <p>CO3 : To analyze the relationship between database management and dataware approaches</p> <p>CO4 : To explain the outsourcing concepts, BPO/KPO industries, their structures,Cloud Computing</p>	
	2. Business	To outline the subject matter of	Learners will be able to relate the basic	

	Economics - II	<p>macro-economic theory</p> <ul style="list-style-type: none"> ● To explain the functioning of the economy in general and various variables associated with it ● To identify and contrast Economic Growth and Development ● To illustrate the functioning of the government policies and their role in Indian economy ● To explain the functioning of trade and trading patterns in the world as well as international organisations ● To analyse the functioning of foreign exchange markets 	<p>concepts of macro-economic theory</p> <ul style="list-style-type: none"> ● Learners will be able integrate the functioning of the economy and its components ● Learners will be able to differentiate between Growth and Development ● Learners will be able to recognise the functioning of the government policies and its implications on Indian economy ● Learners will be able to identify the trading patterns and networking of global financial markets and its components 	
	3. Business Research Methods	<p>The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods.</p> <ul style="list-style-type: none"> • The course aims at introducing them to various research methodologies and their approaches. It includes discussions on sampling techniques, research designs and techniques of analysis, the importance of ethical research conduct, and considerations of sampling and fieldwork to assist them with designing an appropriate method for their research. 	<p>CO1. Define the concept / fundamentals of research and understand the relevance of each Research type. CO2. To identify various sources of information for literature review and data collection CO3. Analyse the wide range of research designs and data collection methods available to the business researcher, and develop skills in the application of these methods. CO4. Relate the research process, identifying researchable problems and developing a defensible conceptual framework for research; CO5. Develop necessary critical thinking skills in order to evaluate and choose appropriate sampling techniques. CO6. Examine primary data collection methods and develop a survey instrument needed to</p>	

		<ul style="list-style-type: none"> • Students will be trained in the presentation of results, exposition of processes and methods used and conclusions drawn. 	gather relevant information. CO7. Judge the hypothesis framework designed for the purpose of Business Research. CO8. Demonstrate knowledge and understanding of data analysis and interpretation which includes various parametric test and non parametric test CO9. Devise a research proposal, suitable for a business-related undergraduate dissertation and understand technique of report writing.	
	4. Foundation Course-IV Ethics & Governance	1) To highlight the importance of Ethical Commitment in the conduct of Business. 2) To develop an insight about ethical theories and its application in business and significance of Corporate Social Responsibility. 3) To help the students increase their awareness about the statutory and legal compliances involved in Corporate Governance. 4) To describe the role of Corporate Governance practices in maintaining Transparency in Business Transactions.	CO1: To Develop an understanding of Ethical Practices in Businesses with special reference to Ethical Performance in Businesses in India CO2: To Apply the knowledge base of Ethics in the three functional areas of Finance, Marketing and Human Resource Management CO3: To State the various theories of Corporate Governance and Analyse the importance of Good Governance in an Organisation. CO4: To Compare and Contrast the Anglo American, German, Japanese and Indian Models of Corporate Governance. CO5: To Analyse and evaluate situations in which governance problems arise and give recommendations for solutions. CO6: To Ascertain the need to integrate Corporate Social Responsibility to ensure long term business value creation and Critically evaluate existing CSR initiatives. CO7: To Evaluate the development and evolution of corporate social responsibility and infer the political, social, and economic drivers	

			behind CSR.	
	5. Production & Total Quality Management	1) To be familiar with the concept of Production & Quality. 2) To understand the importance of Production and Quality Management for Business. 3) To study the various aspects of Production and Quality Control in Business. 4) To acquaint with techniques & process of Production & Quality improvement.	CO1: Explain the various aspects of Production & Quality for Product Development. CO2: Develop the Learners ability how to manage Production & Quality in organisation. CO3: Identify the reasons and modes of improving Productivity in organisation. CO4: Analyse of various Methods & Techniques of Quality Management.	
	Finance			
	Finance			
	Marketing			
	Marketing			
	Human Resource			
	1. Logistics & Supply Chain Management			
	2. Corporate Communication & public Relation			
	Finance	Wealth management		
	Finance	Commodity & derivatives markets		
	Finance	Financial accounting		
	Finance	Direct taxes		
	Marketing	Ecommerce & digital marketing		
	Marketing	Service marketing		
	marketing	Distribution management		
	marketing	Relationship Mangement		
	1. Operation			

<p>Research 2. Project Work 3. Elective 1- Group-A Finance/Grou p-B Marketing /Group-C Human Resource 4. Elective 2- Group-A Finance/Grou p-B Marketing /Group-C Human Resource 5. Elective 3- Group-A Finance/Grou p-B Marketing /Group-C Human Resource 6. Elective 4- Group-A Finance/Grou p-B Marketing /Group-C Human Resource</p>			
---	--	--	--