# Changu Kana Thakur

# Arts, Commerce and Science College,
# New Panvel (Autonomous)

*Re-accredited 'A+' Grade by NAAC (Third Cycle - 3.61 CGPA)*
*'College with Potential for Excellence' Status Awarded by*
*University Grants Commission 'Best College Award' by*
*University of Mumbai*

## DEPARTMENT OF MANAGEMENT STUDIES

## COURSE OUTCOMES

## SECOND YEAR BMS SEMESTER III

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department: Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Information Technology in Business Management I **Course Code:** UMS3IT1 | Course Coordinator: Ms. Kranti Joshi |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Demonstrate knowledge of security threats to computer systems and perform counter measures to secure it. | Level 2 - Understand |
| CO2 | Analyze the role played by six major types of information systems in organizations and their relationships to each other. | Level 4 - Analyse |
| CO3 | Define the concept and application of E-mail, Internet and Domain Name System. | Level 1 - Remember |

| CO4 | Develop and exhibit proficiency in the use of Word processing, spreadsheet and presentation applications and google forms. | Level 6 - Create |
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| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Business Planning & Entrepreneurial Management Course Code: UMS3BPM | Course Coordinator: Ms. Shweta Dubey |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain foundation of Entrepreneurship development & theories of entrepreneurship | Level 2 - Understand |
| CO2 | Identify various types & classification of entrepreneurs | Level 3 - Apply |
| CO3 | Explain Entrepreneur project development & Business plan | Level 5 - Evaluate |
| CO4 | Discuss Venture development & its importance | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Accounting for Managerial Decisions Course Code: UMS3AMD | Course Coordinator: Ms. Sunanda Dongre |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Evaluate and interpret financial statements by using trend %, common size and comparative. | Level 5 - Evaluate |

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|------|------|------|
| CO2 | Define financial ratios and it's utility in Decision making for organization | Level 1 - Remember |
| CO3 | Interpret cash inflows and cash outflows of the business from operating, investing and financial activities | Level 2 - Understand |
| CO4 | Examine financial statements with the help of tools and techniques for accounting managerial decisions. | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Strategic Management<br>Course Code: UMS3SMG | Course Coordinator: Mrs. Sneha Bandal |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define business policy and strategies and how does it affect the working of any business organizations. | Level 1 -Remember |
| CO2 | Interpret the impact of internal and external environment on strategies of an organization. | Level 2 - Understand |
| CO3 | Evaluate various corporate, business and functional level strategies. Also Explain various innovative and creative strategy making models. | Level 5 - Evaluate |
| CO4 | Examine techniques, tools, models and theories of strategic management into practical business world. | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Foundation Course III Course Code: UMS3FC3 | Course Coordinator: Ms. Shweta Dubey |
| | After completing the course, Student wil l able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define the concepts about environment, biogeochemical cycles and various types of resources available. | Level 1 - Remember |
| CO2 | Classify various types of environment degradation, pollution, and recollect the concept of waste management. | Level 2 - Understand |
| CO3 | Formulate solutions to the various environmental problems and challenges faced by us as per the legal and regulatory policies with regards to environment protection. | Level 6 - Create |
| CO4 | Explain methods and approaches for sustainable environmental planning, development and management. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Foundation Course in Physical Education III Course Code: UMS3PE3 | Course Coordinator: Mr. Anil Natki |

| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
|---|---|---|
| CO1 | Explain the principles of nutrition, dietary guidelines and also implement the same for the purpose of improvements. | Level 2 - Understand |
| CO2 | Utilizes the knowledge of health to improve physical fitness and apply the parameters to check the health status. | Level 3 - Apply |
| CO3 | Make use of knowledge to prevent sports injuries | Level 3 - Apply |
| CO4 | Analyse the the importance of sports training without using drugs for performance | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Basics of Financial Services Course Code: UMS3BFS | Course Coordinator: Ms. Menka Nalawade |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain financial markets and its various segments | Level 2 - Understand |
| CO2 | Classify different financial institutions and their functions | Level 3 - Analyse |
| CO3 | Explain the fundamentals of banking and knowledge of banking operations. | Level 2 - Understand |
| CO4 | Evaluate different instruments for investment in the financial market. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Corporate Finance Course Code: UMS3COF | Course Coordinator: Ms. Sunanda Dongre |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |

| CO1 | Explain different sources of finance | Level 2 - Understand |
|-----|--------------------------------------|----------------------|
| CO2 | Utilize tools and techniques for proper business decision making | Level 3 - Apply |
| CO3 | Analyse various investment options based on time value of money. | Level 4 - Analyse |
| CO4 | Evaluate feasibility of the business | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Consumer Behaviour Course Code: UMS3COB | Course Coordinator: Mrs. Michel Jancy |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Outline the consumer decision making process and its application in marketing function of firms. | Level 2 - Understand |
| CO2 | Build the skill of analysing consumer information to create consumer-oriented marketing strategies. | Level 6 - Create |
| CO3 | Analyse the environmental and individual influence on consumers. | Level 4 - Analyse |
| CO4 | Utilise different Consumer decision-making models in business processes. | Level 3 - Apply |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Advertising Course Code: UMS3ADV | Course Coordinator: Mrs. Sneha Bandal |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Illustrate the evolution of advertising, its different types and the ethics and laws used in advertising. | Level 2 - Understand |

| CO2 | Develop Advertising strategy and apply the same in the marketing mix. | Level 3 - Apply |
| CO3 | Design a creative advertisement campaign by making use of the different elements of advertising. | Level 6 - Create |
| CO4 | Examine the growing importance of advertising and career opportunities in advertising. | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Motivation & Leadership Course Code: UMS3M&L | Course Coordinator: Dr. Bhagyashree Bhoir |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define the concept of motivation and theories of motivation | Level 1 -Remember |
| CO2 | Illustrate the Indian scene & work life balance | Level 2 - Understand |
| CO3 | Explain Leadership & theories of leadership & types of leader | Level 5 - Evaluate |
| CO4 | Elaborate great leader & their style , activities also roles of great leader | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Recruitment & Selection Course Code: UMS3R&S | Course Coordinator: Mrs. Devashree Gadgil |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | summarize the process of recruitment & selection & various traditional & modern techniques of recruitment. | Level 2 - Understand |

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| CO2 | create a job profile by defining accountabilities, standards and competencies. | Level 6 - Create |
| CO3 | describe the skills and knowledge needed to conduct full and fair recruitment and selection. | Level 1 -Remember |
| CO4 | conclude the importance of recruitment & selection, manpower planning, preparation of job description & job analysis & soft skills required for job. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| **Subject:** Management Studies | **Course:** Information Technology in Business Management II **Course Code:** UMS4IT2 | **Course Coordinator:** Ms. Kranti Joshi |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Infer the basic concepts, scope and application of data warehouse and data mining and big data. | Level 2 - Understand |
| CO2 | Identify all components in an ERP system and the relationship among the components. | Level 3 - Apply |
| CO3 | Assess various roles MIS have towards strategic goals and operational success of an organization. | Level 5 - Evaluate |
| CO4 | Relate to the relationship between business information needs and decision making with respect to outsourcing | Level 1 - Remember |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| **Subject:** Management Studies | **Course:** Business Economics II **Course Code:** UMS4BE2 | **Course Coordinator:** Mr. Atual Dhade |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define the Keynesian concepts of national income, theory of income and employment. | Level 1 - Remember |

| CO2 | Interpret the relationship between the supply of money and demand for money for the estimation of inflation. | Level 2 - Understand |
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| CO3 | Identify the role of fiscal and monetary policies in understanding the economy. | Level 3 - Apply |
| CO4 | Analyze the impact of international trade on the domestic economy. | Level 4 - Analyse |

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| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Business Research Methods Course Code: UMS4BRM | Course Coordinator: Mrs. Michel Jancy |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define the concept and process of business research in a business environment. | Level 1 - Remember |
| CO2 | Plan the use of tools and techniques for exploratory, conclusive and causal research. | Level 3 - Apply |
| CO3 | Test the hypothesis using statistical techniques | Level 6 - Create |
| CO4 | Build the analytical abilities and research skills. | Level 6 - Create |

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| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Production & Total Quality Management Course Code: UMS4PTQ | Course Coordinator: Mrs. Sneha Bandal |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Summarize basics of productivity and total quality management. | Level 2 - Understand |

| CO2 | Identify various designing aspects of production systems in different Industries. | Level 3 - Apply |
|-----|-----------------------------------------------------------------------------------|-----------------|
| CO3 | Interpret various certifications and strategies for quality improvement. | Level 5 - Evaluate |
| CO4 | Examine Inventory control techniques and materials management System. | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Foundation Course IV  Course Code: UMS3FC4 | Course Coordinator: Ms. Shweta Dubey |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define the basic concepts of ethics and Business Ethics. | Level 1 - Remember |
| CO2 | Analyze scope of ethics in Compliance, finance, financial market, Human resources, marketing, production. | Level 4 - Analyse |
| CO3 | Evaluate the theory of corporate governance used by organizations in the day-to-day working. | Level 5 - Evaluate |

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| CO4 | Outline the development of Corporate Social Responsibility and the responsibilities of business corporations beyond profit maximization. | Level 2 - Understand |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Foundation Course in Physical Education IV Course Code: UMS4PE4 | Course Coordinator: Mr. Anil Natki |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Choose the ways and means to avoid stressful situations. | Level 3 - Apply |
| CO2 | Build the mindset through the knowledge of rules and scheme of awards of sports | Level 6 - Create |
| CO3 | Apply the yogic exercises to improve performance and concentration in their personal game and work | Level 3 - Apply |
| CO4 | How to apply good strategies for healthy life style | Level 1 - Remember |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Corporate Restructuring Course Code: UMS4COR | Course Coordinator: Ms. Menka Nalawade |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Tell about formulation and implementation of corporate restructuring. | Level 1 - Remember |
| CO2 | Develop understanding of causes, methods and types of restructuring | Level 2 - Understand |

| CO3 | Build financial statements of internal & external reconstruction of an organisation. | Level 3 - Apply |
|---|---|---|
| CO4 | Explain pre & post impact of reconstruction. | Level 2 - Understand |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Strategic Cost Management Course Code: UMS4SCM | Course Coordinator: Ms. Menka Nalawade |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Classify main elements of cost | Level 2 - Understand |
| CO2 | Estimates the cost incurred for making the product and preparation of cost sheet. | Level 5 - Evaluate |
| CO3 | Make use of tools and techniques to ascertain the cost. | Level 3 - Apply |
| CO4 | Determines the value of input units and finished goods under process costing | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Integrated Markeitng Communication Course Code: UMS4IMC | Course Coordinator: Mrs. Sneha Bandal |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain the basic principles of planning and execution in marketing communications. | Level 2 - Understand |

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| CO2 | Designing an effective advertising and develop sales promotion program. | Level 6 - Create |
| CO3 | Make use of managerial perspective and an informed decision-making ability for Effective and efficient tackling of promotional situations. | Level 3 - Apply |
| CO4 | Interpret various range of tools available for marketing communication, and the various facets of advertising, public relation and promotion management. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Rural Marketing Course Code: UMS4RUM | Course Coordinator: Mr. Kushalkumar N. Kurani |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Outline the efforts put by the government in rural development and the problems in rural market and the ways to overcome it. | Level 2 - Understand |
| CO2 | Identify the nature of competition in rural markets and the use of marketing mix by manufacturers. | Level 3 - Apply |
| CO3 | Analyse the various distribution and communication strategies used in rural markets. | Level 4 - Analyse |
| CO4 | Develop the rural aspects of marketing and consumer behaviour and the abilities to design effective strategies. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Change Management Course Code: UMS4CHM | Course Coordinator: Dr. Bhagyashree Bhoir |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define Change and its features, importance, levels & types | Level 1 - Remember |
| CO2 | Identify the impact of Change & its implementation | Level 3 - Apply |
| CO3 | Explain the resistance to change also how to overcome it & the concept of Organizational development | Level 5 - Evaluate |
| CO4 | Discuss the effects of implementation of change | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Training & Development in HRM Course Code: UMS4T&D | Course Coordinator: Mrs. Devashree Gadgil |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain the process, importance of training & development & also can interpret advantages of training & development & will also understand how to undertake training needs analysis. | Level 2 - Understand |
| CO2 | Evaluate the process of management development. | Level 5 - Evaluate |
| CO3 | Describe the counseling techniques with reference to the development of employees, society & Organization. | Level 1 -Remember |
| CO4 | Interpret the process of performance management , appraisals & ethics of appraisal. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Ms. Menka R. Nalawade |
|---|---|---|
| Subject: Management Studies | **Course:** Logistics & Supply Chain Management **Course Code:** UMS5LSM | **Course Coordinator:** Mr. Kushalkumar Kurani |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain various technical concepts used in logistics and supply chain management. | Level 2 - Understand |
| CO2 | How various warehousing management systems and transportation can be practiced in various industries? | Level 1 - Remember |
| CO3 | To apply various techniques of inventory management and their practical situations. | Level 3 - Apply |
| CO4 | Discover recent trends in logistics and supply chain management. | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | **Course:** Corporate Communication & Public Relations **Course Code:** UMS5CCP | **Course Coordinator:** Mrs. Michel Jancy |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain various technical concepts used in logistics and supply chain management. | Level 2 - Understand |
| CO2 | How various warehousing management systems and transportation can be practiced in various industries? | Level 1 -Remember |
| CO3 | To apply various techniques of inventory management and their practical situations. | Level 3 - Apply |
| CO4 | Discover recent trends in logistics and supply chain management. | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Investment Analysis & Portfolio Management Course Code: UMS5IAP | Course Coordinator: |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Identify various short term and long term investment avenues. | Level 3 - Apply |
| CO2 | Analyse different concepts of risk and return associated with various investment options. | Level 4 - Analyse |
| CO3 | Evaluate various investment portfolio using tools & techniques | Level 5 - Evaluate |
| CO4 | Make use of tools and techniques to understand risk - return relationship | Level 3 - Apply |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Commodity & Derivatives Market Course Code: UMS5C&D | Course Coordinator: |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define the meaning of financial derivatives. | Level 1 -Remember |
| CO2 | Distinguish between forward futures and options contracts | Level 4 - Analyse |
| CO3 | Interpret the concept of Derivatives and its types | Level 2 - Understand |
| CO4 | Identify about Hedging and the development position of Derivatives in India | Level 3 - Apply |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Wealth Management Course Code: UMS5WEM | Course Coordinator: Ms. Menka R. Nalawde |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Summarize various wealth management aspects through personnel investment planning, retirement planning, etc. | Level 2 - Understand |
| CO2 | Assess investment opportunities by implementing wealth management strategies | Level 5 - Evaluate |
| CO3 | Design, manage and evaluate alternative investment portfolios | Level 6 - Create |
| CO4 | Measure performance of portfolios by applying techniques | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Direct Taxes Course Code: UMS5DIT | Course Coordinator: Ms. Menka R. Nalawade |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Demonstrate the knowledge of concepts, principles and terminologies of income tax law | Level 2 - Understand |

| CO2 | Interpret provisions of income tax laws | Level 2 - Understand |
|---|---|---|
| CO3 | Assess computation of taxable income and tax liability | Level 5 - Evaluate |
| CO4 | Develop the understanding of return filing | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Services Marketing Course Code: UMS5SEM | Course Coordinator: Mrs. Sneha Bandal |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define basic concept of service marketing and how does it differs from product marketing. | Level 1 -Remember |
| CO2 | Analyse the impact of service recovery efforts on consumer loyalty and key elements of service marketing mix. | Level 4 - Analyse |
| CO3 | Identify quality aspects and importance of ethics in service marketing. | Level 3 - Apply |
| CO4 | Interpret recent trends in marketing of services in various service sectors. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: E-Commerce & Digital Marketing<br>Course Code: UMS5EDM | Course Coordinator: Ms. Nilima Nimje |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define E-Commerce, its significance, innovative uses of E-Commerce, trends in e-commerce in various sectors and M-Commerce & its trends. | Level 1 -Remember |
| CO2 | Application of E-commerce in developing competitive advantage for business and Build a website. | Level 6 - Create |
| CO3 | Interpret the importance of security, privacy, ethical issues and avenues related to E-Commerce. | Level 2 - Understand |
| CO4 | Perceive the building blocks that constitute digital marketing and the tools, techniques, knowledge to develop cohesive digital marketing strategies. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Sales & Distribution Management<br>Course Code: UMS5SDM | Course Coordinator: Ms. Nilima Nimje |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define knowledge about different components of sales and distribution management and what are the roles and responsibilities of a sales manager. | Level 1 -Remember |
| CO2 | Interpret market analysis, sales forecasting approaches and selling concepts to focus on decision making | Level 2 - Understand |

| | aspects and implementation of decisions in sales and distribution management. | |
|---|---|---|
| CO3 | Design and Implement Distribution Channel Strategy. | Level 6 - Create |
| CO4 | Evaluate sales performance by using different performance evaluation techniques also perceive ethics and trends in sales and distribution management. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Customer Relationship Management Course Code: UMS5CRM | Course Coordinator: Ms. Shweta Dubey |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain CRM goals and identify milestones in relationship management. | Level 2 - Understand |
| CO2 | Analyze the companies which focuses on relationships with customers by using techniques of marketing initiatives, customer service and data management. | Level 4 - Analyse |
| CO3 | List the shift from short term customer transactions to a long-term relationship model. | Level 1 - Remember |
| CO4 | Formulate best CRM strategies and practices. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Finance for HR Professionals & Compensation Management Course Code: UMS5FCM | Course Coordinator: Mrs. Devashree S. Gadgil |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | describe the basic compensation concepts and the context of compensation practice. | Level 1 -Remember |
| CO2 | Identify the internal and external environmental factors that have an impact on the pay structure of an organization | Level 3 - Apply |
| CO3 | illustrate different ways to strengthen the pay-for-performance link. | Level 2 - Understand |
| CO4 | design a pay structure or salary structure for employees working in the Company. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Strategic Human Resource Management & HR Policies Course Code: UMS5SHR | Course Coordinator: Dr. Bhagyashree M. Bhoir |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain Human Resource Management with a strategic perspective. | Level 2 - Understand |
| CO2 | Summarize HRM function and relate with corporate strategy in order to understand HR as strategic resource. | Level 2 - Understand |

| CO3 | Assess strategic human resource Management and it's correlation with organizational performance | Level 5 - Evaluate |
|---|---|---|
| CO4 | Apply theories and concepts relevant to strategic human resource management and utilize it for contemporary organization. | Level 3 - Apply |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Performance Management & Career Planning Course Code: UMS5PMC | Course Coordinator: Mrs. Michel Jancy |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define the different facets of performance management of an enterprise. | Level 1 - Remember |
| CO2 | Explain the features, components and evolution of performance management and its best practices. | Level 5 - Evaluate |
| CO3 | Apply the performance management process like performance planning, benchmarking, managing and performance appraisal. | Level 3 - Apply |
| CO4 | Determine the benefits and limitations of career planning and accordingly plan their career. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
|---|---|---|
| Subject: Management Studies | Course: Industrial Relations Course Code: UMS5INR | Course Coordinator: Dr. Bhagyashree M. Bhoir |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |

| CO1 | Explain the concept of industrial relation. | Level 2 - Understand |
|---|---|---|
| CO2 | Evaluate the essential concept of industrial relation at organization level and assess industrial dispute and various methods to prevent it. | Level 5 - Evaluate |
| CO3 | Analyze how trade union are helpful in effective communication between workers and management through collaborative bargaining | Level 4 - Analyse |
| CO4 | Define history & provision of various legislation related to industrial relation in India | Level 1 -Remember |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| **Subject:** Management Studies | **Course:** Operation Research **Course Code:** UMS6OPR | **Course Coordinator:** Mr. Kushalkumar Kurani |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define and formulate linear programming problems and appreciate their limitations | Level 1 -Remember |
| CO2 | Interpret and solve complex problems by minimizing cost | Level 2 - Understand |
| CO3 | Develop mathematical skills to analyze and solve networking models arising from a wide range of applications. | Level 6 - Create |
| CO4 | Identify parameters that will influence the optimal solution. | Level 3 - Apply |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| **Subject:** Management Studies | **Course:** Innovative Financial Services **Course Code:** UMS6IFS | **Course Coordinator:** |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain traditional as well as modern financial services based on fee based and fund based services. | Level 2 - Understand |
| CO2 | Select the various intermediaries between the industry and the investors and explain the process of securitization. | Level 3 - Apply |
| CO3 | Classify the facility available in the financial market regarding leasing, hire purchase, housing finance etc. | Level 4 - Analyse |

| CO4 | Summarize the financial products available in the market related to consumer durable & plastic money. | Level 2 - Understand |
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| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department: Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Project Management<br>Course Code: UMS6PRM | Course Coordinator: Mr. Kushalkumar Kurani |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Apply project management practices to the launch of new programs, products and services | Level 3 - Apply |
| CO2 | Provide outline of planning and controlling activities to effectively produce and deliver goods and services. | Level 2 - Understand |
| CO3 | Analyze appropriate business strategies and practices. | Level 4 - Analyse |
| CO4 | Evaluate knowledge about capital budgeting, capital structure and asset valuation. | Level 5 - Evaluate |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department: Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Strategic Financial Management<br>Course Code: UMS6SFM | Course Coordinator: |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Illustrate basic concepts of financial management with regards to dividend policy and advanced capital budgeting | Level 2 - Understand |

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|---|---|---|
| CO2 | Examine theories and techniques to make better decisions | Level 4 - Analyse |
| CO3 | Demonstrate the knowledge and skills in relation to investment, financing and dividend policy decisions | Level 2 - Understand |
| CO4 | Discuss corporate governance and financial management in banking sector | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Indirect Taxes<br>Course Code: UMS6INT | Course Coordinator: |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Demonstrate the basic knowledge of definitions and concepts GST law | Level 2 - Understand |
| CO2 | Examine implication of provision GST law | Level 4 - Analyse |
| CO3 | Summarize the procedures involved from registration till return filing | Level 2 - Understand |
| CO4 | Assess computation of tax liability | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Brand Management Course Code: UMS6BRM | Course Coordinator: Mrs. Sneha Bandal |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Define meaning and significance of brand management, and how to build, sustain and grow brands. | Level 1 -Remember |
| CO2 | Choose and implement various brand management programmes. | Level 3 - Apply |
| CO3 | Assess various sources of brand equity. | Level 5 - Evaluate |
| CO4 | Design Brand by using various Brand Elements. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Retail Management Course Code: UMS6REM | Course Coordinator: Ms. Nilima Nimje |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Interpret Organised Retail Sector and comprehend the ways retailers use technology to support the retail business. | Level 2 - Understand |
| CO2 | Make use of various retail strategies related to the retail sector to achieve competitive advantage. | Level 3 - Apply |

| CO3 | Appraise Merchandise Management and decide on the pricing of the products to attract the customers. | Level 5 - Evaluate |
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| CO4 | Develop a retail outlet. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: International Marketing Course Code: UMS6INM | Course Coordinator: Ms. Nilima Nimje |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Outline strategies for entering into the international market. | Level 2 - Understand |
| CO2 | Analyze environmental variables that influence international marketing and conduct research to enter a new international market. | Level 4 - Analyse |
| CO3 | Make use of strategies and tactics that can lead to successful international marketing. | Level 3 - Apply |
| CO4 | Formulate a comprehensive International Marketing Plan. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Media Planning & Management Course Code: UMS6MPM | Course Coordinator: Ms. Shweta Dubey |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |

| CO1 | Explain different features, impact and role of media in marketing. | Level 2 - Understand |
| --- | --- | --- |
| CO2 | Identify different budgeting techniques used, buying processes and tactics, and scheduling of media. | Level 3 - Apply |
| CO3 | Gather knowledge of underlying criteria for evaluating the advantages and failure in data sources, media research, media mix and media strategies. | Level 5 - Evaluate |
| CO4 | Develop a sense of judgment when evaluating media with the help of different media measurement metrics and media buys. | Level 6 - Create |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: HRM in Global Perspective Course Code: UMS6HGP | Course Coordinator: Mrs.Bhagyashree Bhoir |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Explain the key term, theories and demonstrate it in field of IHRM | Level 2 - Understand |
| CO2 | Define the basic concepts of Expatriates and Repatriates and relate it with challenges faced by Expatriates and Repatriates | Level 1 - Remember |

| CO3 | Analyse the global cross culture and workforce management and relate it with reference to Human Resource Management. | Level 4 - Analyse |
|---|---|---|
| CO4 | Evaluate HRM trend and assess its Challenges | Level 5 - Evaluate |

| **Name of the Programme:** Commerce | **Programme Coordinator:** Dr. S. B. Yadav | **Head of the Department :** Mr. Kushalkumar N. Kurani |
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| **Subject:** Management Studies | **Course:** Organisational Development **Course Code:** UMS6ORD | **Course Coordinator:** Mrs. Devashree S. Gadgil |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Interpret the basics of Organizational Development & role of OD practitioner. | Level 2 - Understand |
| CO2 | Evaluate the implementation of OD interventions and judge their usefulness against other change tools and techniques. | Level 5 - Evaluate |
| CO3 | Formulate an approach for organization development in response to appropriate organizational diagnosis, business imperatives and internal and external contextual forces. | Level 6 - Create |
| CO4 | Describe the data and explains the effectiveness of OD interventions; | Level 1 -Remember |

| **Name of the Programme:** Commerce | **Programme Coordinator:** Dr. S. B. Yadav | **Head of the Department :** Mr. Kushalkumar N. Kurani |
|---|---|---|
| **Subject:** Management Studies | **Course:** HRM in Service Sector Management **Course Code:** UMS6HSM | **Course Coordinator:** Mrs. Michel Jancy |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |

| CO1 | Define the concept and growing importance of HRM in the service sector. | Level 1 - Remember |
|-----|--------------------------------------------------------------------------|---------------------|
| CO2 | Illustrate the ways of managing human resources in the service sector. | Level 2 - Understand |
| CO3 | Adapt to the trending issues and challenges of HR in various service sectors. | Level 6 - Create |
| CO4 | Analyse the significance of the human element in creating customer satisfaction through service quality. | Level 4 - Analyse |

| Name of the Programme: Commerce | Programme Coordinator: Dr. S. B. Yadav | Head of the Department : Mr. Kushalkumar N. Kurani |
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| Subject: Management Studies | Course: Indian Ethos in Management Course Code: UMS6IEM | Course Coordinator: Mrs. Michel Jancy |
| | After completing the course, Student will able to: | Bloom Taxonomy Level ( BTL) |
| CO1 | Adapt values and practice of IE in management | Level 6 - Create |
| CO2 | Demonstrate correlation between traditional and modern management system | Level 2 - Understand |
| CO3 | Analyze the stress management techniques and discover its wide spectrum. | Level 4 - Analyse |
| CO4 | Explain concept and importance of learning and relate to system of India | Level 2 - Understand |