



## **JAI HIND COLLEGE**

Basantsing Institute of Science & J. T. Lalvani College of Commerce.

And Sheila Gopal Raheja College of Management

**Affiliated to University of Mumbai**

**Autonomous**

**Bachelor In Management Studies (BMS)**

## Semester I

<b>Course Code: CBMS101</b>	<b>Course Title: Introduction to Financial Accounts</b>
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### **Learning Objectives:**

- To enhance the ability of the student to recognize economic events
- To help them about that need to be recorded in the accounting records
- To train them about financial accounts

### **Learning Outcome:**

- recognize economic events
- Track accounting records
- Practicals financial accounts

## Semester I

<b>Course Code: CBMS102</b>	<b>Course Title: Business Law</b>
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### **Learning Objectives:**

- To expose the students to the objects & broad framework of legislative enactments within which business operates
- To make them aware about rules of business law
- To help them to understand laws and regulation in business.

### **Learning Outcome:**

- Summarize broad framework of legislative enactments within which business operates
- Analyse rules of business law
- make laws and regulations in business.

### Semester I

<b>Course Code:</b> <b>CBMS103</b>	<b>Course Title: Business Statistics</b>
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#### **Learning Objectives:**

- To familiarize the students with the basic concepts to business
- To train them with application in relation to business
- To make them understand about the business statistics

#### **Learning Outcome:**

- define basic concepts to business
- Summarize the application in relation to business
- Practice business statistics

### Semester I

<b>Course Code:</b> <b>CBMS104</b>	<b>Course Title: Business Communication</b>
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#### **Learning Objectives:**

- To train to develop a foundation for designing effective communication.
- To sensitize them with both written and oral communication.
- To train them with concept to delivery, including vocabulary and body language.

#### **Learning Outcome:**

- develop a foundation for designing effective communication.
- practice both written and oral communication.
- Apply concepts of delivery, including vocabulary and body language.

## Semester I

<b>Course Code: CBMS105</b>	<b>Course Title: Foundation Course-I(Conflict &amp; Negotiation)</b>
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### **Learning Objectives:**

- To understand the nature of conflicts, their causes and outcomes
- To study the aspects of conflict management and how to handle them effectively.
- To get insight into negotiations and negotiation process

### **Learning Outcome:**

- Summarize nature of conflicts, their causes and outcomes
- apply concept on conflict management and how to handle them effectively.
- practice negotiations and negotiation process

## Semester I

<b>Course Code: CBMS106</b>	<b>Course Title: Principles of Management</b>
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### **Learning Objectives:**

- Introduction to fundamentals of business management.
- To develop practical management, including the ability to work in teams, to communicate clearly, both for managerial and scientific purposes.
- To equip students with managerial skills alongside with their knowledge of the subject, making them better leaders

### **Learning Outcome:**

- Define fundamentals of business management.
- develop practical management, including the ability to work in teams, to communicate clearly, both for managerial and scientific purposes.

- Apply managerial skills alongside with their knowledge of the subject, making them better leaders

### **Semester I**

<b>Course Code:</b> <b>CBMS107</b>	<b>Course Title: Managerial Economics</b>
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#### **Learning Objectives:**

- to make them    Develop the ability to explain core economic terms, concepts, and theories.
- To help them to produce well trained professionals with inter and multi-disciplinary skills for Applied Economic analysis
- To sensitize them with managerial economy

#### **Learning Outcome:**

- Develop the ability to explain core economic terms, concepts, and theories.
- produce well trained professionals with inter and multi-disciplinary skills for Applied Economic analysis
- Practice managerial economy

## Semester II

<b>Course Code: CBMS201</b>	<b>Course Title: Principles of Marketing</b>
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### **Learning Objectives:**

- This course provides an introduction to basic marketing concepts.
- Students will develop a comprehensive understanding of the subject
- to help them to apply course concepts to real or imaginary products.

### **Learning Outcome:**

- Summarize introduction to basic marketing concepts.
- develop a comprehensive understanding of the subject
- apply course concepts to real or imaginary products.

## Semester II

<b>Course Code: CBMS202</b>	<b>Course Title: Business Environment</b>
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### **Learning Objectives:**

- Train them To develop the understanding about business and its integration and synthesis of various functions within the complex ENVIRONMENTAL settings.
- To make them develop analytical skills for better understanding of business environment.
- To make them operate in, with a special emphasis on stakeholders needs and interests.

### **Learning Outcome:**

- develop the understanding about business and its integration and synthesis of various functions within the complex ENVIRONMENTAL setting
- develop analytical skills for better understanding of business environment.
- operate in, with a special emphasis on stakeholders needs and interests.

**Semester II**

<b>Course Code: CBMS203</b>	<b>Course Title: Industrial Law</b>
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**Learning Objectives:**

- To emphasize on the practical aspect and uses of Industrial Law by the Organisation
- To make students aware about industrial laws
- To sensitize them with implementation of industrial laws and ethics

**Learning Outcome:**

- Practice the practical aspect and uses of Industrial Law by the Organisation
- Apply industrial laws in making rules for organisation
- Implement industrial laws and ethics

**Semester II**

<b>Course Code: CBMS204</b>	<b>Course Title: Business Mathematics</b>
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**Learning Objectives:**

- Make the student to understand how to process and interpret information to arrive at logical conclusions.
- To help them to understand common business math applications.
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- To make them Develop proficiency in the application to solve business math problems, connect acquired knowledge and skills with practical problems in economic practice Use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related

**Learning Outcome:**

- Use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related
- Summarize common business math applications
- 
- process and interpret information to arrive at logical conclusions.

**Semester II**

<b>Course Code: CBMS205</b>	<b>Course Title: Cost Accounting</b>
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**Learning Objectives:**

- To help them apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making
- To train them with cost accounting
- To help them to analyse rules and regulations in accounting.

**Learning Outcome:**

- apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making
- Practice cost accounting
- analyze rules and regulations in accounting.



**Semester II**

<b>Course Code: CBMS206</b>	<b>Course Title: Corporate Communications &amp; Public Relations</b>
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**Learning Objectives:**

- To provide a basic understanding of the concepts of corporate communication and public relations.
- To o introduce the various elements of corporate communication.
- To make them aware about considering their roles in managing organizations

**Learning Outcome:**

- Use concepts of corporate communication and public relations.
- Apply various elements of corporate communication.
- Analyse public relation practices considering their roles in managing organizations

**Semester II**

<b>Course Code: CBMS207</b>	<b>Course Title: Foundation Course II( Change Management)</b>
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**Learning Objectives:**

- Provide an overview of the change process.
- To prepare students as organizational change facilitators using the knowledge and techniques of behavioural science
- to make them Describe various ways people react to a change

**Learning Outcome:**

- Provide an overview of the change process.
- analyse organizational change facilitators using the knowledge and techniques of behavioural science
- Describe various ways people react to a change.

### Semester III

<b>Course Code: CBMS301</b>	<b>Course Title: Entrepreneurship</b>
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#### **Learning Objectives:**

- To train students with types of Entrepreneurship
- To help them with challenges in Entrepreneurship
- To sensitize them with success and failure in Entrepreneurship

#### **Learning Outcome:**

- Describe types of Entrepreneurship
- analyse challenges in Entrepreneurship
- Differentiate success and failure in Entrepreneurship

### Semester III

<b>Course Code: CBMS302</b>	<b>Course Title: Business Economics</b>
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#### **Learning Objectives:**

- To train them with business economics
- To help them with rules in business economics
- To inculcate knowledge on business economics
- OUTCOME
- Analyse business economics
- Solve problems on rules in business economics
- Use knowledge on business economics

### Semester III

<b>Course Code: CBMS303</b>	<b>Course Title: Information Technology in Business Management</b>
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#### **Learning Objectives:**

- To train them with significance of IT
- To make them aware about IT in management
- To help them with IT its role in business management

#### **Learning Outcome:**

- Define significance of IT
- Analyse IT in management
- Summerize IT and its role in business management

### Semester III

<b>Course Code: CBMS304</b>	<b>Course Title: Accounting for Managerial Decisions</b>
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#### **Learning Objectives:**

- To train them with accounting for managerial decisions
- To help them to understand about effect of roles and responsibilities for managerial decision
- To help them to analyze the managerial decision and accounting.

#### **Learning Outcome:**

- Practice accounting for managerial decisions
- Define effect of roles and responsibilities for managerial decision
- analyze the managerial decision and accounting.

### Semester III

<b>Course Code: CBMS305</b>	<b>Course Title: Environmental Management</b>
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#### **Learning Objectives:**

- To train them with environmental management
- To help them to understand types of environmental management
- To make them familiarize with environmental component

#### **Learning Outcome:**

- define environmental management
- Use knowledge understand types of environmental management
- summarize environmental component

### Semester III

<b>Course Code: CBMS306</b>	<b>Course Title: Consumer Behaviour</b>
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#### **Learning Objectives:**

- To train them with consumer behavior
- To help them to understand consumer behavior and types of problems
- To make them familiarize with behavioral aspect of consumer for marketization

#### **Learning Outcome:**

- Solve problems about consumer behavior
- summarize consumer behavior and types of problems
- Analyse behavioral aspect of consumer for marketization

**Semester III**

<b>Course Code: CBMS307</b>	<b>Course Title: Corporate Finance</b>
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**Learning Objectives:**

- To train them with corporate finance
- To help them to understand corporate finance and types of problems
- To make them familiarize with concepts and precautions in corporate finance.

**Learning Outcome:**

- Define corporate finances
- Elaborate roles and responsibilities of corporate finance in business
- Summarize rules of corporate finance.

### Semester IV

<b>Course Code:</b> <b>CBMS401</b>	<b>Course Title: Foundation Course – Business Ethics</b>
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#### **Learning Objectives:**

- To train them with business ethics
- To help them to understand ethical issues and examples
- To make them familiarize with rules and role of government in design business ethics

#### **Learning Outcome:**

- Define business ethics
- analyse ethical issues and examples
- summarize rules and role of government in design business ethics

### Semester IV

<b>Course Code:</b> <b>CBMS402</b>	<b>Course Title: Strategic Management</b>
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#### **Learning Objectives:**

- To train them with strategic management
- To help them to understand strategic management examples
- To make them familiarize with rules and regulation of strategic management

#### **Learning Outcome:**

- Practice strategic management
- Define strategic management examples
- Make rules and regulation of strategic management

**Semester IV**

<b>Course Code: CBMS403</b>	<b>Course Title: Business Research Methods</b>
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**Learning Objectives:**

- To train them with research methods and methodology
- To help them with business research methods
- To make them aware about business research methods

**Learning Outcome:**

- Implement research methods and methodology
- analyse business research methods
- Summarize business research methods

**Semester IV**

<b>Course Code: CBMS404</b>	<b>Course Title: Information Technology in Business Management</b>
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**Learning Objectives:**

- To train them with information technology
- To help them with role of IT in business management.
- To make them aware about difficulties in making rules for business management

**Learning Outcome:**

- Use information technology
- Define role of IT in business management.
- Solve difficulties in making rules for business management



**Semester IV**

<b>Course Code: CBMS405</b>	<b>Course Title: Direct Tax</b>
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**Learning Objectives:**

- To train them with direct tax
- To help them with role of direct tax
- To make them aware about difficulties in making rules for direct tax and implementation of tax

**Learning Outcome:**

- Implement information technology in business
- Define IT in business management.
- summarize difficulties in making rules for business management

**Semester IV**

<b>Course Code: CBMS406</b>	<b>Course Title: Rural Marketing</b>
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**Learning Objectives:**

- To train them with role of rural marketing
- To help them with significance of marketing in rural and urban area
- To make the aware about difficulties in rural marketing.

**Learning Outcome:**

- Analyse role of rural marketing
- Define the significance of marketing in rural and urban area
- Solve problems in sorting difficulties in rural marketing.

## Semester IV

<b>Course Code:</b> <b>CBMS407</b>	<b>Course Title: Strategic Cost Management</b>
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### **Learning Objectives:**

- To make them aware with role of Strategic Cost Management
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- To help them with significance of Strategic Cost Management
- 
- To make the aware about cost management

### **Learning Outcome:**

- define role of Strategic Cost Management
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- Elaborate significance of Strategic Cost Management
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- Train people about cost management

## Semester V

<b>Course Code: CBMS501</b>	<b>Course Title: Logistics and Supply Chain Management</b>
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### **Learning Objectives:**

- To provide students with basic understanding of concepts of logistics and supply chain management
- To introduce students to the key activities performed by the logistics function
- To provide an insight in to the nature of supply chain, its functions and supply chain systems

### **Learning Outcomes:**

- Analyse Supply Chain Management and explains their application in real-time.
- plan and manage growth, quality and stream of goods and services in a professional environment as a supply chain manager
- Summerize nature of supply chain, its functions and supply chain systems

## Semester V

<b>Course Code: CBMS502</b>	<b>Course Title: Corporate Communication and Public Relations</b>
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### **Learning Objectives:**

- To provide a basic understanding of the concepts of corporate communication
- To train with public relations .
- to introduce them with the various elements of corporate communication and considering their roles in managing organizations

**Learning Outcomes:**

- Summarize the management, strategic planning and implementation of marketing,
- Practice communication, and public relations techniques to resolve corporate dilemmas
- Analyse various elements of corporate communication and considering their roles in managing organizations

**Semester V**

<b>Course Code: CBMS503</b>	<b>Course Title: Investment Analysis and Portfolio Management</b>
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**Learning Objectives:**

- To acquaint the students with various concepts of finance.
- To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world.
- To understand various models and techniques of security and portfolio analysis.

**Learning Outcomes:**

- Select the right portfolio through security analysis
- Perform the proper asset allocation.
- Analyse various concepts of finance.

**Semester V**

<b>Course Code: CBMS504</b>	<b>Course Title: Commodity and Derivatives Market</b>
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**Learning Objectives:**

- To understand the concepts related to Commodities and Derivatives market
- To study the various aspects related to options and futures
- To acquaint learners with the trading, clearing and settlement mechanism in derivatives market.

**Learning Outcomes:**

- Design different financial products such as forwards, futures and options .
- explain how to hedge the portfolio against the price risk.
- Elaborate the options and futures

**Semester V**

<b>Course Code: CBMS505</b>	<b>Course Title: Wealth Management</b>
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**Learning Objectives:**

- To provide an overview of various aspects related to wealth management
- To study the relevance and importance of Insurance in wealth management
- To acquaint the learners with issues related to taxation in wealth management

**Learning Outcomes:**

- Summarize various methods to create and manage wealth through investment planning.
- Practice insurance planning, tax planning.
- Explain about retirement and estate planning

### Semester V

<b>Course Code:</b> <b>CBMS506</b>	<b>Course Title: Risk Management</b>
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#### **Learning Objectives:**

- To familiarize the student with the fundamental aspects of risk management and control
- To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
- To introduce the basic concepts, functions, process, techniques of risk management

#### **Learning Outcomes:**

- assess various types of risk .
- identify methods to reduce or mitigate the risk.
- Summerize basic concepts, functions, process, techniques of risk management

### Semester V

<b>Course Code:</b> <b>CBMS507</b>	<b>Course Title: : Services Marketing</b>
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#### **Learning Objectives:**

- To understand distinctive features of services and key elements in services marketing.
- To provide insight into ways to improve service quality and productivity.
- To understand marketing of different services in Indian context

#### **Learning Outcomes:**

- 1.practice fundamentals of services marketing from a practical point of view focusing on the needs of the customers,
2. Design service marketing for a business to prosper
3. Evaluate the service quality and productivity.

## Semester VI

<b>Course Code: CBMS601</b>	<b>Course Title:: Operations Research</b>
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### **Learning Objectives:**

- The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
- The course aims to give a comprehensive overview of International Finance as a separate area in International Business
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market.

### **Learning Outcome:**

- Define fundamental aspects of various issues associated with International Finance
- Describe overview of International Finance as a separate area in International Business
- Analyse functioning of International Finance in this Globalised Market.

## Semester VI

<b>Course Code: CBMS603</b>	<b>Course Title:: Indirect tax</b>
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### **Learning Objectives**

- To understand the basics of GST
- To study the registration and computation of GST
- To acquaint the students with filing of returns in GST

**Learning Outcome:**

- Define the basics of GST
- elaborate registration and computation of GST
- Train people about filing of returns in GST

**Semester VI**

<b>Course Code: CBMS604</b>	<b>Course Title:: International Finance</b>
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**Learning Objectives:**

- The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
- The course aims to give a comprehensive overview of International Finance as a separate area in International Business
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International
- Finance in this Globalised Market.

**Learning Outcome:**

- Practice fundamental aspects of various issues associated with International Finance
- define comprehensive overview of International Finance as a separate area in International Business
- analyse basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market.



## Semester VI

<b>Course Code: CBMS605</b>	<b>Course Title:: Innovative Financial Services</b>
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### **Learning Objectives**

- To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services
- To give a comprehensive overview of emerging financial services in the light of globalization.
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services.

### **Learning Outcome:**

- Define fundamental aspects of various issues associated with various Financial Services
- analyse overview of emerging financial services in the light of globalization.
- Elaborate basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services.

**Semester VI**

<b>Course Code: CBMS606</b>	<b>Course Title:: Strategic Financial Management</b>
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**Learning Objectives**

- To make them match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability
- To help them Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.
- To acquaint learners with contemporary issues related to financial Management

**Learning Outcome:**

- define skills and knowledge for long term sustainability
- identify Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.
- Define contemporary issues related to financial Management.

**Semester VI**

<b>Course Code: CBMS607</b>	<b>Course Title:: Brand Management</b>
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## **Learning Objectives**

- To make them understand the meaning and significance of Brand Management
- To help them Know how to build, sustain and grow brands
- To make them aware on the various sources of brand equity

## **Learning Outcome:**

- Define meaning and significance of Brand Management
- apply knowledge on how to build, sustain and grow brands
- Analyse the various sources of brand equity

## **Semester VI**

<b>Course Code: CBMS608</b>	<b>Course Title: Retail Management</b>
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## **Learning Objectives**

To familiarize the students with retail management concepts and operations

To provide understanding of retail management and types of retailers

To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.

## **Learning Outcome:**

Practice retail management concepts and operations  
analyse retail management and types of retailers  
develop an understanding of retail management terminology including merchandize management, store management and retail strategy.

### **Semester VI**

<b>Course Code: CBMS609</b>	<b>Course Title:: International Marketing</b>
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#### **Learning Objectives**

- To understand International Marketing, its Advantages and Challenges.
- To provide an insight on the dynamics of the International Marketing Environment.
- To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

#### **Learning Outcome:**

- analyse International Marketing, its Advantages and Challenges.
- provide an insight on the dynamics of the International Marketing Environment.
- Differentiate relevance of International Marketing Mix decisions and recent developments in Global Market

### **Semester VI**

<b>Course Code: CBMS610</b>	<b>Course Title:: Media Planning &amp; Management</b>
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## **Learning Objectives**

- To understand Media Planning, Strategy and Management with reference to current business scenarios.
- To know the basic characteristics of all media to ensure most effective use of advertising budget.
- To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

## **Learning Outcome:**

- Define Media Planning, Strategy and Management with reference to current business scenario.
- analyse basic characteristics of all media to ensure most effective use of advertising budget.
- Practice on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.