



# JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce.  
and Sheila Gopal Raheja College of Management.  
**Autonomous**

**Program Name: Bachelor in Management Studies**

## **PROGRAM OBJECTIVES**

- PO1: train fundamental knowledge in core functional areas of business.
- PO2: train evidence-based solutions to business problems or opportunities.
- PO3: sensitize the ethical implications of business practices.
- PO4: Inculcate knowledge problem solving, decision making and critical thinking skills to provide viable solutions for business problems.
- PO5: train effective and collaborative interpersonal skills in a team setting.
- PO6: Understand the dynamics, benefits, and challenges of diversity and inclusion within teams or organizations.
- PO7: Impart business research skills to consolidate, synthesise, and analyse business information.
- PO8: train ability to apply conceptual and practical knowledge.
- PO9: Facilitate the use of research and information from all mediums for the purpose of promoting critical thinking as it is applied to learning complex business concepts
- PO10: impart knowledge of fundamental information technology tools and concepts.
- PO11: Make them aware about, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.
- PO12 Train to apply the competencies and creativity required to undertake Business Management as a desirable and feasible career option.
- PO13: Train to apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option
- PO14: Sensitize them to Appreciate the significance of sustainable development
- PO15: Impart knowledge on understanding of every dimension of business & to analyse the character of the future business environment.

## **COURSE OUTCOMES**

- CO1: implement proficiency in basic accounting concepts, conventions and understanding of the accounting process.
- CO2: Negotiate, resolve and advance a cultural-sensitive and legally-appropriate solution to business problems.
- CO3: Apply various statistical techniques using MS Excel which is widely used in many different industries and also hands on experience of Data Analysis tool in MS Excel.
- CO4: Implement knowledge on the elements, dynamics and mechanics of personal and professional communication.
- CO5: Apply research skills into negotiations and conflict management problems and the application of these in the assembling and analysis of facts and situations.
- CO6: Demonstrate leadership competence, motivating teams, managing diversity and fostering Innovation.
- CO7: Analyse the linkages between economic theory and real-life business problems.
- CO8: Design and develop integrated marketing strategies for products for organizational and societal benefits.
- CO9: define the role of innovation and technology in shaping the business landscape.
- CO10: use knowledge of the legal principles and statutes that regulate employment and industrial relations.
- CO11: Appreciate the significance and the value of the application of the principles of Business Mathematics in the use of scientific methodology of management.
- CO12: Use knowledge students to conceptualize various methods and techniques of cost accounting and its application.
- CO13: Develop a comprehensive expertise in Corporate Communication and Public Relations, integrating ethical considerations, legal frameworks, and contemporary practices, while mastering the functions and impact of emerging technologies in these domains.
- CO14: Describe various ways people react to a change & Offer techniques for preparing for change.
- CO15: Develop spirit of entrepreneurship among the student participants.
- CO16: summarize how different sectors interact in macroeconomics.
- CO17: Understand application of Word, Excel & PowerPoint.
- CO18: Plan, design and formulate practical activities using techniques and procedures appropriate to managerial accounting.
- CO19: develop business models within social impact strategy and social entrepreneurship, including key concepts, an overview of the field, and tools to get started as a change-maker.
- CO20: Identify and explain factors which influence consumer behaviour.
- CO21: Develop the skills to manage financial resources of a company.
- CO22: Develop a comprehensive understanding of the multifaceted impact of ethical practices in business, spanning functional areas such as marketing, finance, and human resource management, while recognizing the integral role these practices play in contributing to the overall progress of a business.
- CO23: Explore participants to various perspectives and concepts in the field of Strategic Management.
- CO24: Prepare a sample research proposal responsibly and with due consideration of various ethical principles of research.
- CO25: apply the skills necessary for organisation, visualisation and automation data using charts, tables, and pivot tables.
- CO26: apply Gain the perspective of an income tax practitioner.
- CO27: Recommend suitable product, price, promotion and Distribution strategies for rural markets.
- CO28: Assessing strategic performance of a firm.
- CO29: Assess, monitor and maintain quality systems in logistics through the effective use of information technology, human resources and accounting processes.

- CO30: Understand the challenges and opportunities associated with integrating Design Thinking into organizational processes.
- CO31: Apply investment management models to value various assets classes and portfolios.
- CO32: Use financial derivative instruments for managing and hedging portfolio risk.
- CO33: Construct a financial plan.
- CO34: Explain and analyse how psychological factors influence both individual investors and markets.
- CO35: Specify, analyse and select markets for specific service products.
- CO36: Develop knowledge of the cyber world and scope of cyber laws in E-commerce.
- CO37: Demonstrate the strategic importance of Sales and Distribution Management and knowledge of the planning process for selling products and services.
- CO38: Formulate and assess strategic, operational and tactical CRM decisions.
- CO39: Development of analytical thought process to help develop modelling.
- CO40: Enhance critical thinking skills by evaluating existing research and identifying gaps.
- CO41: Identify and analyse the procedural aspects under different applicable statutes related to indirect taxation.
- CO42: Interpret data relevant to managing international finance and trade – including currency, fixed income and balance of payment data.
- CO43: Use knowledge in Acquainting about financial service market and its constituents.
- CO44: Recognize the current market scenario and upgrade the skills and knowledge of long-term sustainability.
- CO45: Appreciate brand structures and its role in developing, maintaining and growing brands.
- CO46: summarize the contribution of retailers to the product value chain
- CO47: Produce a comprehensive international marketing plan.
- CO48: Apply relevant theories and models for the development of a media strategy-driven plan that includes advanced media planning tactics.

