



Dnyan Ganga Education Trust's

**DEGREE COLLEGE OF ARTS, COMMERCE & SCIENCE**

Opp Unnathi Greens, Near Haware Citi, Kasarvadavali, G.B. Road, Thane – (W) 400615

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**PROGRAMME OUTCOMES & COURSE OUTCOMES**

**BACHELOR OF MANAGEMENT  
STUDIES**



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**BACHELOR OF MANAGEMENT STUDIES**

**PROGRAMME OUTCOMES**

After completion of the programme, students will be able to.....

- PO 1:** To acquire and apply knowledge of management principles, concepts, and theories
- PO 2:** To have the ability to analyze a problem and provide an effective and meaningful solution
- PO 3:** To stimulate entrepreneurial culture through innovative & creative thinking & develop a willingness to provide solutions to the problems in the business world as well as address the needs of society.
- PO 4:** To work effectively as an individual, in a team, and as a leader on multidisciplinary management projects.
- PO 5:** To achieve effective interpersonal skills and demonstrate effective verbal, non-verbal, and written communication
- PO 6:** To develop the ability to understand and apply analytical skills and research results to business problems.

**COURSE OUTCOMES**

**F.Y.B.M.S Semester - I**

**1. Foundation of Human Skills**

- CO1:** Students will be able to understand Human nature, real life stories and interesting snippets which motivated them to read and learn more.
- CO2:** Students acquired knowledge of group behaviour, different organisational processes and system.
- CO3:** Students gain knowledge of organisational culture and motivation at work place.
- CO4:** Students understand concept of organisational change, creativity and organisational development and work stress along with different case studies were also solved to develop the ability of thinking and critically analyse the things.

**2. Introduction to Financial Accounts**





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To introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organisations.

### **3. Foundation course – I**

**CO1:** Students will be aware of the religious, caste and stratification of the society which they are Part.

**CO2:** Students will be given a good clarity on various disparities and stratification of the Indian society on the basis of various aspects such as role of women and the challenges faced by the differently-abled along with their upliftment and initiative taken by the Indian government.

**CO3:** Students will understand Indian communalism, system of casteism on various grounds of Indian values and views.

**CO4:** Students will be made aware of the Indian Constitution and the Civil Rights along Fundamental duties.

**CO5:** Indian political system covering all aspect along with political rights of women and their involvement in same.

### **4. Business Law**

**CO 1:** To enable Learners to understand concept of Indian Contract Act 1872 and The Sale of Goods Act consist of Valid, Void and Voidable Contract, Sales, Agreement to Sell, Conditions and Warrantees, Unpaid Seller, Caveat Emptor, Types of Goods

**CO 2:** Learners will develop the ability to think and analyse about the concept of Negotiable Instruments Act and Consumer Protection Act and to sharpen the reading and writing Negotiable Instruments, Promissory Notes, Bills of Exchange, Cheque, Endorsements, Type of Bills etc., Consumer, Consumer Disputes, Redressal Forum, Council, Jurisdiction of Consumer Disputes Redressal Forum,

**CO 3:** To enable Learners to understand concept of Companies Act deals with Definition, meaning of company, Advantages and Disadvantages of Incorporation of the Companies, Privileges of Private Ltd. Company over Public Ltd. Company, restrictions on Private Limited company against the public Limited company Membership and meetings of the company and Officers of the Companies, Directors of the Company

**CO 4:** To enable Learners to understand concept of Intellectual Property Rights and to sharpen the reading & writing Scope and nature of Intellectual Property rights, Trademark, Copyrights and Patents, Patentable and Non-Patentable, Procedure for registration of Intellectual Property Rights, infringement, Passing Off and Victimization.

### **5. Business Statistics**







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**CO1:** To develop the student's ability to deal with numerical and quantitative issues in business.

**CO2:** To enable the use of statistical, graphical, and algebraic techniques wherever relevant. To know statistical techniques, understand different statistical tools

**CO3:** To understand the importance of decision support provided by analysis techniques.

**CO4:** To understand Managerial applications of Statistics.

**CO5:** To have a proper understanding of Statistical applications in Economics and Management.

### 6. Business Communication – I

**CO1:** Students will be able to understand and apply knowledge of communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication.

**CO2:** Students will learn to demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.

**CO3:** Students learn how to draft effective business correspondence with brevity and clarity

**CO4:** Students learnt to write paragraphs and do data analysis

### 7. Business Economics-I

**CO1:** Students will learn business are primarily focused on effective use of their resources in order to achieve defined objectives. The study of any area of business and management incorporates the basic economics principles and their applications. A strong foundation in economics helps a business decision maker track and forecast business trends and optimise use of resources.

## F.Y.B.M.S Semester – II

### 1. Principles of Marketing

**CO1:** Familiarize the student with the fundamental aspects of marketing.

**CO2:** Introduce the basic concepts, functions, process of marketing.

**CO3:** Familiarise the students with elements of marketing mix.

**CO4:** Introduce the basic concepts of segmentation, marketing, targeting.

### 2. Industrial law





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After completing the course, the students (learners) will be able to:

**CO1** To enable Learners to understand Concept of different Industrial Legislation and its objects

**CO 2** Learners will develop the ability to think and analyse about the concept of law related to compensation management to employee

**CO3** Learners will develop the ability to think and analyse about the concept social legislation and human relations in industry

**CO4** To sharpen the reading, writing Health, Safety and Welfare of the working class of people

**CO 5** To sharpen the reading, writing industrial enactments about welfare of the employee

### 3. Foundation Course – II

**CO1:** The students will be made socially aware about the concept of Liberalisation, Privatisation and Globalisation.

**CO2:** Students get knowledge about values and norms of Indian Society and Importance of environmental Protection for the survival of Humans.

**CO3:** The subject helps to inculcate environmental ethics and values in the minds of the students.

**CO4:** Also acquire understanding about balancing of stress and managing stress and conflicts in Indian Society.

### 4. Business Environment

**CO1.** Learners will get knowledge about business, its nature and scope, types of business organizations, SWOT analysis.

**CO2.** Learners will perceive the internal and external environment which affects the business organization.

**CO3.** Learners will analyse PESTLE and the Competitive business environment in the Indian economy.

**CO4.** Learners will comprehend the objectives and evolution of GATT, WTO, Globalization and FDI.

### 5. Business Mathematics

**CO1:** Students will learn and develop the ability of numerical and quantitative issues in business. Motivating students to apply the mathematical model in solving financial problems.







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**CO2:** To make students equipped with the concepts of interest, rate of interest, annuity, and instalments. To enable students to understand shares, mutual funds, and various related terms. To enable the use of statistical, graphical, and algebraic techniques wherever relevant. Apply quantitative methods in solving business problems

### 6. Business Communication – II

**CO1:** Students will learn to demonstrate his verbal and non-verbal communication ability through presentations, group discussions, meetings, conferences.

**CO2:** Students will acquire skills to draft effective business correspondence with brevity and clarity

**CO3:** To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.

### 7. Principles of Management

**CO1:** Students get knowledge of management and different ways of managing people in the organisation.

**CO2:** Students will be able to obtain the basic knowledge and skills required in the field of management like planning and decision making.

**CO3:** Students understand Organising function in detail with reference to departmentation, Span of control and Delegation.

**CO4:** Students will understand various function of management along with Green Management and CSR.

## S.Y.B.M.S Semester - III

### 1. Environmental Management FC - III

**CO1:** The objective of this subject is to create awareness of environmental issues by highlighting functional links between environment, economy and society. The subject exposes the students to the emerging environmental issues related to business and commerce at Global, National and regional level and measures for effective management of these problems

**CO2:** The subject helps to inculcate environmental ethics and values in the minds of the students and at the same time acquaint them with relevant methods, techniques and tools that are in use to assess and analyse the environmental issues.

### 2. Business Planning & Entrepreneurial Management

**CO1:** Students gain knowledge of business planning and management.





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**CO2:** Students get aware of framing of business plan and entrepreneurship development with implementation and evaluation.

**CO3:** Students also acquired knowledge of types and classification of Entrepreneurs, Entrepreneurial Project Development

**CO4:** Students acquired knowledge of Venture Development and new trends in entrepreneurship.

### 3. Accounting for Managerial Decisions

**CO1:** Students learn to make the Company Final Accounts as per the requirements of Schedule III Part I and Part II of the Companies Act, 2013

**CO2:** Students learn the Vertical format of Balance Sheet, Profit and Loss Account and different types of financial analysis and interpretation such as Trend Analysis. Comparative Statements and Common Size Statements.

**CO3:** Students learn the computation of different ratios and its analysis and interpretation in financial statements

**CO4:** Students learn to prepare the Cash Flow Statements using indirect method

**CO5:** Students learn Working Capital Management with types, functions and statement of estimated working Capital

### 4. Strategic Management

**CO1:** The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world

**CO2:** The focus is to critically examine the management of the entire enterprise from the Top Management viewpoints.

**CO3:** This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

### 5. Information Technology in Business Management

**CO1:** To understand managerial decision-making and to develop perceptive of major functional area of MIS

**CO2:** To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation.

**CO3:** This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.







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**CO4:** To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse

**CO5:** To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing.

### A. Finance Elective Subjects:

#### 6. Introduction to Cost Accounting

**CO1:** Learners gained knowledge of the basic concepts and the tools used in Cost Accounting

**CO2:** The course enabled the learners to understand the Various costing techniques important for business decision making such as Labour Costing, Material costing, cost Sheet and Reconciliation.

**CO3:** The students understand practical application procedure of cost accounting to different situations in business

#### 7. Equity & Debt Market

**CO1:** Students understood the evolution of various aspects of financial markets which in turn will help them in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis

**CO2:** Students understand Bond market, Capital market, debt market, money market, government securities, public sector undertakings.

**CO3:** Students also understand other government bodies, financial institutions, banks and financial institutions.

### B. Marketing Elective Subjects:

#### 6. Consumer Behaviour

**CO1:** The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms

**CO2:** This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer-oriented marketing strategies.

#### 7. Advertising







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**CO1:** Students will gain knowledge about Advertising its importance, ethics and laws in advertising.

**CO2:** Different strategy and planning process in advertising, role of advertising and advertising agencies.

**CO3:** They also learn about creativity in advertising which includes different role of different elements of ads, copywriting.

**CO4:** It also covers budget, evaluation, and current trends and careers in advertising.

## **C. HR Elective Subjects:**

### **6. Motivation and Leadership**

**CO 1:** To share knowledge of various theories of motivation and its implementation

**CO 2:** To share knowledge of the leadership strategies for managing people and changing organizations

**CO 3:** To study how leaders facilitate group development and problem solving at work

**CO 4:** To acquaint learners with practical approaches to motivation and leadership & its application in the Indian context

### **7. Recruitment & Selection**

**CO1.** Recruitment & Selection is a subject introduced in SYBMS to familiarize the BMS students with concepts and principles, procedure of recruitment and selection in an organization. The subject gives an in-depth insight into various aspects of Human Resource Management and makes them acquainted with practical aspects of the subject.

**CO2.** The learner will be able understand and describe the fundamental and allied concepts of Human resource management.

**CO3.** The learner will be able to professionally and independently apply his/her knowledge in preparing for human resource decisions in organizations.

## **S.Y.B.M.S Semester - IV**

### **1. Foundation Course IV (Ethics & Governance)**

**CO1:** Students will perceive about the significance of ethics and ethical practices in businesses which are indispensable for the progress of a country





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**CO2:** Application in various fundamental areas of marketing, finance & Human resource management

**CO3:** Emerging needs and governance of ethics for best practice.

**CO4:** students will be able to identify ethical business practises CSR and Corporate Governance Practised in various organisations.

## **2. Business Economics II**

**CO1:** It would help to understand occurrences that are observed in the real world or reported by media. It would help students to understand what causes of inflation are or what is monetary policy or fiscal policy and how does it work, what is trade cycle; what is inflation; why should we trade, what is balance of payments and so on.

## **3. Business Research Methods**

**CO1:** The course is designed to inculcate the analytical abilities and research skills among the students.

**CO2:** The course intends to give hands on experience and learning in Business Research

**CO3:** Students should be able to identify the overall process of designing a research study from its inception to its report

## **4. Production & Total Quality Management**

**CO1:** Students understand the benefits and objectives of Production and Total Quality management.

**CO2:** Students gain knowledge of material management, inventory management and EOQ.

**CO3:** Students understand the basics of productivity and TQM.

**CO4:** Students get aware of quality improvement strategies and certifications.

## **5. Information Technology in Business management II**

**CO.1.**To learn basic concepts of Information Technology, its support and role in Management, for managers

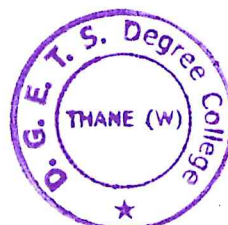
**CO.2.**Module II comprises practical hands-on training required for office automation. It is expected to have practical sessions of the latest MS-Office software.

**CO.3.**To understand basic concepts of Email, Internet and websites, domains and security.

**CO.4.**To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

### **Finance Elective Subjects:**

#### **1. Auditing**





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**CO1:** Students understand the significance of Financial Statements and Auditors' duties, responsibilities and his role in forming and expressing his opinion about financial statements.

**CO2:** Students are acquainted with concept of Audit Planning, Audit working papers and Audit Program and efficient internal control system.

**CO3:** Learners get knowledge of audit techniques, Audit sampling, Sampling Risk, Tolerable Error and Expected Error.

**CO4:** Students learn the application of vouching and verification procedures for examining the transactions with respect to accuracy, authenticity and accounting treatment given to them

## 2. Strategic Cost Management

**CO1:** Students were able to under the concepts, principles and fundamentals of Stratedic Cost Management and its related concepts

**CO2:** Students were acquainted with various facets of decision making and controlling product cost at organisational level.

**CO3:** To understands the concepts of different techniques of controlling cost like marginal, standard costing and responsibility accounting

## Marketing Elective Subjects:

### 1. Integrated marketing Communication

**CO1.** To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.

**CO2.** To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.

**CO3.** To familiarize the students with concepts and practices in marketing communications.

**CO4.** To learn about various communication tools and their effectiveness in contemporary time, draw a lesson from that knowledge for better integration of various marketing communications tools.

### 2. Rural Marketing

**CO1:** To make the students understand the Rural marketing in India, problems of rural market.







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**CO2:** They will gain information about Rural and urban consumers, rural market environment and Rural consumer behaviour.

**CO3:** They learn about the rural marketing mix which includes pricing strategies, promotional strategies, segmentation and positioning.

**CO4:** It also covers the Rural marketing strategies like distribution strategies for rural consumers, communication strategy.

## **HR ELECTIVE SUBJECTS:**

### **1. Human Resource Planning & Information system**

**CO1:** To Understand the Concept and Process of HRP

**CO2:** To Understand Ways of matching Job Requirements and Human Resource Availability

**CO3:** To Explore the concept of Strategic HRP

**CO4:** To Understand the applications of HRIS

### **2. Training & Development in HRM**

**CO 1** This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities

**CO 2** To acquaint them with the recent trends, innovations and methodology that has changed due to the advent of technology and dynamics of the businesses.

**CO 3** As Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. The course orients students about employees' role in this changing scenario.

## **T.Y.B.M.S Semester - V**

### **1. Logistics and Supply Chain Management**

**CO1.** Learners will recognize the basic understanding of concepts of logistics and supply chain management.

**CO2.** Learners will familiarize with the key activities performed by the logistics function.

**CO3.** Learners will perception about the nature of the supply chain, its functions and supply chain system.

**CO4.** Learners will comprehend global trends in logistics and supply chain management.





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### 2. Corporate Communication and Public Relations

**CO1:** To help Students understand various aspects of corporate communication and theories of Public Relations.

**CO2 :** To help students understand various mass media laws and use of technology in CCPR

#### A. Finance Elective Subjects:

### 3. Investment Analysis and Portfolio Management

**CO1:** Students get to learn about different investments, and types of markets with its role and different concepts of capital markets in India.

**CO2:** Students learn about different types of risks and calculation of beta, Standard Deviation, variance.

**CO3:** Students Will learn about the concept of portfolio management and Security analysis. This unit also helps Students to get acquainted with different types of charts for technical analysis.

**CO4:** This Unit help students to learn about different portfolio performance theories and CAPM model

### 4. Commodity and Derivatives Market

**CO1:**To understand the concepts related to Commodities and Derivatives market.

**CO2:** To study the various aspects related to options and futures.

**CO3:**To acquaint learners with the trading, clearing and settlement mechanism in derivatives market

### 5. Wealth Management

**CO1:** Students understood an overview of the nature of wealth management, its importance and challenges associated with wealth management.

**CO2:** To study components of wealth management like investment planning, estate planning, insurance planning.

**CO3:** To impart knowledge of taxation with an emphasis on tax saving and deductions.

**CO4:** To introduce various retirement planning avenues.

### 6. Risk Management

**CO1:** Students learn about the types to measure risk in investments. Also They got to learn about different principles of Risk.





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**CO2:** Students learned about various risk Hedging instruments like options, swaps, etc.

**CO3:** Students get acquainted with Risk Governance and Risk assurance.

**CO4:** Students learn about different insurances in risk management and players of insurance business.

### **B. Marketing Subjects:**

#### **3. Services Marketing**

**CO1:** Students were explained the components of business environment and different business strategies to conduct business smoothly and efficiently.

**CO2:** To make students understand the service marketing mix, and applications

**CO3:** To explain students various recent trends in service sector.

#### **4. E-Commerce & Digital Marketing**

**CO1:** To understand increasing significance of E-Commerce and its applications in Business and Various Sectors

**CO2:** To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business

**CO3:** To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation

#### **5. Sales and Distribution Management**

**CO1:** Students gain knowledge and understand various aspects of sales and distribution management.

**CO2:** Students acquired knowledge of Market analysis and selling.

**CO3:** Students understand Distribution Channel Management.

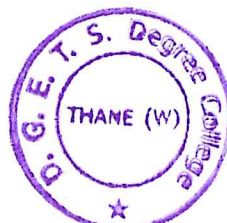
**CO4:** Students get aware of different Performance Evaluation criteria, Ethics in sales management and New Trends in sales and distribution management with examples.

#### **6. Customer Relationship Management**

**CO1:** To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management

**CO2:** To provide insight into CRM marketing initiatives, customer service and designing CRM strategy

**CO3:** To understand new trends in CRM, challenges and opportunities for organizations







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**C. HR Subjects:**

**3. Finance for HR Professionals and Compensation Management**

**CO1.** To orient HR professionals with financial concepts to enable them to make prudent HR decisions.

**CO2.** To understand the various compensation plans

**CO3.** To study the issues related to compensation management and understand the legal framework of compensation management. **CO4.** Imparting students with the knowledge of legal framework of compensation in India.

**4. Strategic Human Resource Management and HR Policies**

**CO1:** To understand human resource management from a strategic perspective

**CO2:** To link the HRM functions to corporate strategies in order to understand HR as a strategic resource

**CO3:** To understand the relationship between strategic human resource management and organizational performance

**CO4:** To apply the theories and concepts relevant to strategic human resource management in contemporary organizations

**CO5:** To understand the purpose and process of developing Human Resource Policies

**5. Performance Management and Career Planning**

**CO1:** Understanding the concept of performance management in organizations.

**CO2:** Evaluating performance appraisal Techniques and methods for employees.

**CO3:** Demonstrate the significance of career planning and practices through performance appraisal.

**CO4:** Identify the various methods of motivation for under-performing and high performing team

members of an organization.

**CO5:** Enhance their skills in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures.

**6. Industrial Relations**

**CO1:** To understand the concept of performance management in organizations

**CO2:** To review performance appraisal systems

**CO3:** To understand the significance of career planning and practices





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## T.Y.B.M.S Semester - VI

### 1. Operation Research

CO1-Students will formulate and solve problems as networks and graphs.

CO2-To develop linear programming (LP) models for the shortest path, maximum flow, minimal spanning tree, critical path, minimum cost flow, and transportation problems.

CO3-To impart knowledge in concepts and tools of Operations Research.

CO4-To understand mathematical models used in Operations Research. To apply these techniques constructively to make effective business decisions in business.

### 2. Project work

The main objective of inclusion of project work is to inculcate the element of research analyse and scientific temperament challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study.

## FINANCE ELECTIVE SUBJECTS:

### 1. International Finance

CO1: The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance.

CO2: The course aims to give a comprehensive overview of International Finance as a separate area in International Business.

CO3: 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

### 2. Innovative Financial Services

CO1:To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services.

CO2:To give a comprehensive overview of emerging financial services in the light of globalization.

CO3:To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services





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### 3. Project Management

CO1: To acquaint students with project planning, its functions, Cost and Timing.

CO2: To explain students the importance of completing the project within the budget

CO3: To explain students the project timeline and also the concept of project termination.

### 4. Strategic Financial Management

CO1: Learners will recognise the current market scenario and upgrade the skills and knowledge of long-term sustainability.

CO2: Learners will absorb changing scenario in Banking Sector and provide guidance towards choosing banking as a career option and also study made on financial management in banking sector.

CO3: Learners will realise the contemporary issues related to financial management.

CO4: Learners will comprehend nuances of working capital financing in banking sector.

### Marketing Elective subjects:

#### 1. Brand Management

CO1: To make students understand the meaning and importance of Brand Management

CO2: To make students understand various aspects of brand essence

CO3: To build, sustain and grow brands and understand about brand hierarchy and architecture.

#### 2. Retail Management

CO1 : To understand the meaning of retail management, different retail formats and emerging trends in retailing.

CO2: To understand retail consumers, retail strategies, store locations and HRM in retail.

CO3: To understand the merchandise management, retail pricing and buying functions.

CO4: To understand about retail store operations, store design and layout.

#### 3. International Marketing

CO1) To understand International Marketing, its Advantages and Challenges.

CO2) To provide an insight on the dynamics of International Marketing Environment.

CO3) To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

#### 4. Media Planning & Management







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**CO1:** Media planning and management will help students to learn more about how digital & traditional media works, analysing of market and evaluating media channel effectiveness.

## **HR ELECTIVE SUBJECTS:**

### **1. HRM in Global Perspective**

**CO1:** Students learn about global HRM functions with organisational dynamics and cross-cultural management.

**CO2:** Students will be able to understand managing expatriation and repatriation. **CO3:** Students will learn international HRM trends and challenges.

### **2. Organisational Development**

**CO1.** To understand the concept of Organisational Development and its Relevance in the organization.

**CO2.** To Study the Issues and Challenges of OD while undergoing Changes.

**CO3.** To get an Understanding of Phases of OD Programme.

**CO4.** To Study the OD Intervention to meet the Challenges faced in the Organisation.

### **3. HRM in Service Sector Management**

**CO1:** To understand the concept and growing importance of HRM in service sector

**CO2:** To understand how to manage human resources in service sector

**CO3:** To understand the significance of human element in creating customer satisfaction through service quality

**CO4:** To understand the Issues and Challenges of HR in various service sectors

### **4. Indian Ethos in Management**

**CO1:** To understand the concept of Indian Ethos in Management

**CO2:** To link the Traditional Management System to Modern Management System

**CO3:** To understand the Techniques of Stress Management and to achieve a work life balance

**CO4:** To understand the Evolution of Learning Systems and value education in India



I/C PRINCIPAL

I/C Principal

Dnyan Ganga Education Trust's Degree College  
Kasarvadavali, G B Road, Thane (W)