

Bachelor of Management Studies Branding and Entrepreneurship

Semester	Course Code	Course Name	Course Outcomes (COs)
I	17BMS3C101	FUNDAMENTALS OF FINANCIAL ACCOUNTING	<p>CO1: Acquire practical understanding of financial accounting and management accounting concepts.</p> <p>CO2: Explain the process behind the preparation of financial Statements and scrutinize the conceptual and regulatory framework (legislation and accounting standards) required to prepare financial statements.</p> <p>CO3: Arrive at an understanding of double-entry book-keeping.</p> <p>CO4: Describe the accounting treatment of tangible assets, inventories, receivables, share issue and manufacturing account.</p> <p>CO5: Apprehend the need for audit and ascertain the errors in accounting and rectify the same.</p>
I	17BMS56C104	MANAGEMENT CONCEPTS	<p>CO1: Conceptualize the management concepts in the real time scenarios.</p> <p>CO2: Explain the theories of management.</p> <p>CO3: Examine the Planning process and decision-making process for sustenance and development of the organisation</p> <p>CO4: Formulate techniques to allocate expenses between different departments by selecting a rational basis.</p> <p>CO5: Explore the leadership qualities for effective coordination and control</p>
I	19BMSC1C03	MANAGERIAL ECONOMICS	<p>CO1: Relate the application of principles of economics in Business scenarios.</p> <p>CO2: Take decisions on demand analysis and forecasting by going through elasticity and forecasting methods.</p> <p>CO3: Distinguish the customers of different types and their tastes and</p>

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			<p>preferences to formulate strategies accordingly.</p> <p>CO4: Develop techniques on productivity and profitability, reduce cost and increase quality of products and services by effectively managing production process, cost and revenue.</p> <p>CO5: Design competitive strategies to occupy market share through effective pricing and adequate production volume.</p>
II	19BMIF2C03	ADVANCED ACCOUNTING	<p>CO1: Illustrate the importance of fire insurance in a business organization to provide financial protection against loss or damage of stock by fire.</p> <p>CO2: Relate the application of accounting treatments between a sale and a consignment transaction with the techniques for computation of stock</p> <p>CO3: Examine the differences between consignment, partnership and joint venture transactions under different methods</p> <p>CO4: Construct separate accounts for different branches or operating locations to know the cost/profit centers separately</p> <p>CO5: Formulate techniques to allocate expenses between different departments by selecting a rational basis to interpret the key parameters of financial performance</p>
II	17BMS3C202	MARKETING MANAGEMENT	<p>CO1: Apply the marketing concepts and its evolution</p> <p>CO2: Analyze the market based on segmentation, targeting and positioning</p> <p>CO3: Make decisions on product, price, promotion mix and distribution</p> <p>CO4: Explain the consumer behavior and their decision making process</p> <p>CO5: Formulate the emerging technologies and media in marketing</p>
II	17BMS3C203	HUMAN RESOURCE MANAGEMENT	<p>CO1: Define the managerial role, duties and responsibilities and</p>

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			<p>functions of HRM in the organization.</p> <p>CO2: Design the manpower, recruitment and selection process for the organizational development as well as employee development.</p> <p>CO3: Appraise the performance of employees for promotion, transfer, and compensation systems.</p> <p>CO4: Study the legal provision of industrial laws and to adopt suitable measures to ensure the worker's safety.</p> <p>CO5: Formulate a suitable strategy and practice for the recent trends in HRM.</p>
II	19BCC4S061	ENTREPRENEURSHIP	<p>CO1: Assess Indian entrepreneurship culture focusing on role of an entrepreneur in Indian economy with reference to Self-employment and women entrepreneurship development schemes.</p> <p>CO2: Outline Business ideas with SWOC analysis done within the framework of Government policies and procedures.</p> <p>CO3: Develop a business plan with detailed Technical, Financial, Marketing and Human Resource aspects considering the sources for funding the business plans.</p> <p>CO4: Explain various entrepreneurship schemes offered by Central Government and as well as State Government.</p> <p>CO5: List the reasons for industrial sickness and failure of entrepreneurship ventures and turnaround ventures.</p>
III	16BMIF3C03	BUSINESS LAW	<p>CO1: Articulate the nature, meaning, type of contracts and the impact of legislation upon contract law and recognize the application of special contracts of Indemnity, Guarantee, Bailment and Pledge in business</p> <p>CO2: Recognize the transactions involving the sale of goods in</p>

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			<p>different business situations and the rights of buyers</p> <p>CO3: Examine and compare the application of competition law to business agreements, the exercise of dominant position and combinations between firms, sellers and enforcement mechanisms</p> <p>CO4: Examine the law in consumer protection Act with the ability to implement and report compliance</p> <p>CO5: Assess the complexities involved in the process of attributing intellectual property rights with a critical knowledge of the Cyber law with respect to Information Technology Act</p>
III	17BMS3C201	FUNDAMENTALS OF MANAGEMENT ACCOUNTING	<p>CO1: Articulate the application-based knowledge of Financial Accounting and Cost Accounting for managerial decisions</p> <p>CO2: Present different cost concepts to appraise different tools and techniques for the organization</p> <p>CO3: Measure the planning and control technique and thereby devising functional budget for business</p> <p>CO4: Experiment different variances in the accounting control system to make revised financial projections</p> <p>CO5: Appraise various financial variables, validate and forecast financial solutions</p>
III	19BMIM3C01	DIGITAL MARKETING AND ESSENTIALS	<p>CO1: Describe the opportunities and challenges of Disruptive Digital Environment and Dynamic Digital Environment</p> <p>CO2: Apply Digital Tools in marketing and media advertising</p> <p>CO3: Design the digital marketing campaigns on the basis of consumer analysis</p> <p>CO4: Evaluate digital marketing techniques in the light of customer data bases /information</p>

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			CO5: Develop plans in retention of customers with the use of varied research tools and techniques and web analytics
III	19BMBE3C01	BRANDING	<p>CO1: Define the role that branding plays in creating strong brands.</p> <p>CO2: Describe strategies that build brand equity.</p> <p>CO3: Demonstrate how a knowledge of branding can be applied to the field of marketing.</p> <p>CO4: Develop slogans, design graphics and visual identities in branding.</p> <p>CO5: Construct a professional, logical, and coherent brand development report within a specific context.</p>
III	16MATH0G5	QUANTITATIVE TECHNIQUES	<p>CO1: Formulate business problems into arithmetic matrices and linear equations for finding solution by applying appropriate method like additions, subtractions and multiplication of matrices and Cramer's rule.</p> <p>CO2: Assess the application of Duplicate, Triplicate, Sub duplicate and Sub triplicate ratios, Continued Proportion and inverse Proportion in day to day business activities.</p> <p>CO3: Outline the financial aspects of present value and future values of money with help of simple interest, compound interest, annuity and bill discounting.</p> <p>CO4: Analyse the data dispersion in the business scenario by applying quantitative techniques such as Qualities deviation, Range and Standard Deviation methods to minimize the risk.</p> <p>CO5: Establish the relationship between variables by applying Spearman's Rank correlation, Karl Pearson's co-efficient of correlation and Regression methods to find predictive solutions in business.</p>
III	19BMBE3S54	MANAGING FEAR & FAILURE	CO1: Describe the tools and exercises that help one to overcome a fear of failure.

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			<p>CO2: Employ a specific goal to accomplish and put a plan in place to achieve it.</p> <p>CO3: Examine any mental blocks that may hinder you from doing what needs to be done.</p> <p>CO4: Decide to act despite the fear you feel.</p> <p>CO5: Design your life the way you really want it to be.</p>
III	19MENV10VE2	ENVIRONMENTAL STUDIES	<p>CO1: Demonstrate the ability to apply the concept of Sustainability in daily walks of life.</p> <p>CO2: Ability to analyze the process and progress in various Ecosystems.</p> <p>CO3: Capacity to identify the issues associated with natural resources and provide solutions to overcome the same.</p> <p>CO4: Differentiate levels of Biodiversity and identify the ways to conserve the living organisms.</p> <p>CO5: Ability to determine various forms of pollution and recommended solid waste management techniques.</p> <p>CO6: Ability to implement various environmental laws applicable to fronts of Life.</p> <p>CO7: Ability to demonstrate the application of disaster management techniques and Human communities.</p>
IV	19BMSC4C01	BUSINESS RESEARCH METHODS	<p>CO1: Illustrate the basics of research and the research process.</p> <p>CO2: Synthesize and integrate business research theory, specialist research tools and technical skills to conduct a guided research project and/or technical activity.</p> <p>CO3: Identify current best practice in qualitative and quantitative research, the applications of both forms of research, the interrelationship between the various research methods, the implementation of research designs and analysis techniques</p> <p>CO4: Explain measurement & scaling techniques as well as the quantitative data analysis.</p>

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			CO5: Apply the cognitive skills of critical thinking and professional judgment to present, collate, analyse, and interpret the data.
IV	19BMSC4C02	FINANCIAL MANAGEMENT	<p>CO1: Analyze the Time Value of Money and comprehend the fundamental principles of Finance along with an articulate account to achieve profit maximization.</p> <p>CO2: Create a strong foundation of cost of capital, leverages and cost of equity and preference shares by enhancing the knowledge of long term finance.</p> <p>CO3: Evaluate the techniques of Capital budgeting and access the mobilization of finance in the upward direction to assess the potential major projects and investments.</p> <p>CO4: Construct and estimate the requirements of working capital and determine a balanced working capital position through day-to-day operations.</p> <p>CO5: Formulate the dividend policy and structure of capital approaches to establish target capital structure to payout the shareholders.</p>
IV	19BMBE4C01	CREATIVITY & INNOVATION	<p>CO1: Define the building blocks of creativity and innovation</p> <p>CO2: Articulate the processes and methods of creative problem solving, including observation, definition, representation, ideation, evaluation, and decision making.</p> <p>CO3: Demonstrate creative and innovative thinking skills.</p> <p>CO4: Distinguish the role teamwork, communication and diversity plays in a creative and innovative organization.</p> <p>CO5: Create and innovate using Design Thinking principles.</p>
IV	19BMSGC02	ENTREPREISE RESOURCE PLANNING	<p>CO1: Describe Enterprise software, and its role in integrating business functions.</p> <p>CO2: Analyse the strategic options for ERP identification and adoption.</p> <p>CO3: Design the ERP implementation strategies.</p>

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			<p>CO4: Create reengineered business processes for successful ERP implementation.</p> <p>CO5: Plan the mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.</p>
IV	19BE40G1	PROTOTYPE AND TESTING	<p>CO1: Describe the various levels and tools used in prototyping.</p> <p>CO2: Illustrate appropriate prototyping techniques.</p> <p>CO3: Employ methods for user testing and evaluation.</p> <p>CO4: Assess user feedback in relation to product/process development.</p> <p>CO5: Modify as needed till the solution is perfectly tailored to the potential users.</p>
V	19BMSC5C01	RETAIL AND SUPPLY CHAIN MANAGEMENT	<p>CO1: Embrace the tools and techniques required to succeed in the new media environment.</p> <p>CO2: Assess and evaluate the performance of digital marketing campaigns through behavioral and attitudinal engagement metrics and measures, and make use of a broad spectrum of digital and consumer analytic tools and techniques.</p> <p>CO3: Understand the functions of retail business and various retail formats and retail channels.</p> <p>CO4: Understand the difference between Retail and Manufacturing Supply Chain</p> <p>CO5: Understand, key drivers of retail supply chain and how to select a retail store location.</p>
V	19BMSC5C02	FUNDAMENTALS OF BUSINESS TAXATION	<p>CO1: Outline the importance of taxation and its role in an economy.</p> <p>CO2: Determine the taxable income from different heads of income and list out the deductions from respective heads.</p> <p>CO3: Explain the concept of Gross Total Income highlighting all the deductions U/S 80 C to 80 U.</p> <p>CO4: Describe various types of customs duty and its administration in India.</p>

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			CO5: Differentiate the pre-GST tax system and post-GST tax system.
V	19BMSBE5C01	EVENT MANAGEMENT	<p>CO1: Identify the skills that are required to successfully plan, market, and implement a large event as part of a team</p> <p>CO2: Demonstrate sound decision-making, conflict resolution, and problem-solving techniques.</p> <p>CO3: Operate as an event manager professionally and ethically.</p> <p>CO4: Assess the accounting and financial aspects to ensure the efficient operation of an event.</p> <p>CO5: Develop business administration skills.</p>
V	19BMSBE5D01	BRAND MANAGEMENT	<p>CO1: Define the main concepts and explain the purpose of branding.</p> <p>CO2: Articulate the context of and rationale for the application of brand concepts in a real-life setting.</p> <p>CO3: Describe the process and methods of brand management, including how to establish brand identity and build brand equity.</p> <p>CO4: Create effective branding strategies for both consumer and business products/services using insights from marketing analytics and social/digital media.</p>
V	19BMSBE5D02	ENTREPRENEURIAL MARKETING	<p>CO1: Articulate the concepts of entrepreneurship and the challenges of creating a new business.</p> <p>CO2: Describe the role innovation can play in developing a market strategy, and how marketing can guide the development of new products and services.</p> <p>CO3: Discuss the processes of market identification and market creation in entrepreneurial situations.</p> <p>CO4: Examine the importance of relationship marketing and social networks, and understand the role played by content marketing agencies.</p> <p>CO5: Assess and apply marketing theories and models to new ventures</p>

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V	19BMSBE5D03	BUILDING BRANDS	<p>CO1: Explain the growing importance of brand building.</p> <p>CO2: Discuss how to build, sustain, and grow brands.</p> <p>CO3: Illustrate the various new ways of building brands</p> <p>CO4: Examine the global perspective of brand building.</p>
VI	19BMSC6C01	BUSINESS ETHICS AND NEGOTIATION SKILLS	<p>CO1: Enumerate various ethical theories and their various divisions and appreciate the relevance of personal values in the business/workplace setting.</p> <p>CO2: Determine goal setting and various implications of BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement) with illustrations.</p> <p>CO3: Identify various tactics of negotiation and stages for promoting a constructive negotiation climate.</p> <p>CO4: Generalize the ability to understand persuasion techniques and the way to implement them in real life and business scenarios.</p> <p>CO5: Examine about post negotiation assessment and evaluation in relevance with International and cross-cultural crisis in negotiation.</p>
VI	19BMSC6C02	STRATEGIC MANAGEMENT	<p>CO1: Attain the knowledge on Strategic management and its importance in management's decision-making process.</p> <p>CO2: Identify the Importance of Corporate Social Responsibility, Ethics in Managerial activities and the recent trends in Corporate Governance.</p> <p>CO3: Explain different levels of organizational environment involved in Strategic planning.</p> <p>CO4: Illustrate the Competitor analysis and Strategy implementation through various corporate level strategies.</p> <p>CO5: Attain knowledge in strategic evaluation and control through the different approaches.</p>

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VI	19BMSC6C03	INTERNATIONAL BUSINESS ENVIRONMENT	<p>CO1: Attain the knowledge on Strategic management and its importance in management's decision-making process.</p> <p>CO2: Identify the Importance of Corporate Social Responsibility, Ethics in Managerial activities and the recent trends in Corporate Governance.</p> <p>CO3: Understanding the concept of different levels of organizational environment involved in Strategic planning.</p> <p>CO4: Learning the Competitor analysis and Strategy implementation through various corporate level strategies.</p> <p>CO5: Attaining the knowledge in strategic evaluation and control through the different approaches.</p> <ol style="list-style-type: none"> 1. Acquaint knowledge about legal structures and corporate governance procedures. 2. Sketch and discuss the various performance management system. 3. Examine the key economic measures in the emerging business environment. 4. Report and recognize the information technology strategies in business environment. 5. Characterize the role of network and business automation technologies.
VI	19BMSBE6C01	BUSINESS DEVELOPMENT & NETWORKING	<p>CO1: List the benefits of networking and how they can leverage what and who they know to make connections.</p> <p>CO2: Identify both existing and potential connections.</p> <p>CO3: Use networks to collect referrals.</p>

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			<p>CO4: Appraise systems for nurturing and growing a business network.</p> <p>CO5: Construct proper networking etiquettes.</p>
VI	19BMSBE6D01	MECHANICS OF BUSINESS	<p>CO1: Discuss the importance of entrepreneurship in an economy.</p> <p>CO2: Describe the various types of financing options for new ventures.</p> <p>CO3: Examine the process behind launching a new venture.</p> <p>CO4: Formulate the strategy for the growth of a venture.</p> <p>CO5: Create and start-up own small business.</p>
VI	19BMSBE6D02	INTERNATIONAL BRANDS AND MARKETING	<p>CO1: Describe the environmental variables that influence international marketing.</p> <p>CO2: Explain the strategies and tactics that can lead to successful international marketing given those environmental constraints.</p> <p>CO3: Discuss the typical management decisions and problems faced, highlighting those peculiar to the international arena.</p> <p>CO4: Construct a proper marketing plan for brands.</p>