

Bachelor of Management Studies

Strategy & Leadership

Course Outcomes (COs)

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (cos)
I	17BMS3C101	BASICS OF FINANCIAL ACCOUNTING	<p>CO1: The use of accounting concepts, principles and frameworks to analyze the effect of business transactions on an organization accounting records .</p> <p>CO2: Application and use of accounting system to record, classify and summarize data and analyze the effect of business transactions in a business organization.</p> <p>CO3: Use tools and techniques to interpret the different transactions to be entered into various subsidiary books.</p> <p>CO4: Classify accounting information to solve errors in preparation of accounting records and the effect of such transactions in solving business problems.</p> <p>CO5: Develop the ability to apply accounting principles in preparation of financial statements and interpret the information for effective decision making in business.</p>
I	17BMS56C104	MANAGEMENT CONCEPTS	<p>CO1: Conceptualizing and applying the management concepts in the real time scenarios.</p> <p>CO2: Analyse the theories of management and apply the theories in current business environment</p> <p>CO3: Examine the Planning process and decision making process for sustenance and</p>

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			<p>development of the organisation</p> <p>CO4: Formulate techniques to allocate expenses between different departments by selecting a rational basis, to interpret the concepts and practices of management</p> <p>CO5: Explore the leadership qualities for effective coordination and control .</p>
I	19BMSC1C03	MANAGERIAL ECONOMICS	<p>CO1: Outline the concept of demand, elasticity of demand, implications of price fluctuations for producer incomes, industry stability and to illustrate demand forecasting concept.</p> <p>CO2: Outline the concept of demand, elasticity of demand, implications of price fluctuations for producer incomes, industry stability and to illustrate demand forecasting concept.</p> <p>CO3: Develop the ability to know the concept of wants and consumption, and also various approaches consumer surplus and consumer behaviour.</p> <p>CO4: Outline the concept of price mechanism, elasticity of supply, implications of price fluctuations for producer incomes, industry stability and supply.</p> <p>CO5: Epitomize the role of different kinds of market and also understand main concept of revenue.</p>
II	19BMIF2C03	ADVANCED ACCOUNTING	<p>CO1: Ascertain the fire insurance claim in a business organization in order to provide financial protection against loss or damage of stock by fire.</p> <p>CO2: Application of accounting treatments in consignment contract with the valuation of normal, abnormal losses and valuation of stock as well.</p> <p>CO3: Evaluate the joint venture transactions under different</p>

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			<p>methods to know profit of joint venture.</p> <p>CO4: Construct separate accounts for different branches to know the profit of each branch 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 of each department separately.</p>
II	17BMS3C202	MARKETING MANAGEMENT	<p>CO1: Enumerate the basic concepts of marketing and marketing environment.</p> <p>CO2: Describe market research process and pursue STP process.</p> <p>CO3: Implement various product and pricing strategies in marketing.</p> <p>CO4: Identify the elements of promotion mix and factors affecting choice of distribution.</p> <p>CO5: Outline and contrast the recent trends in marketing.</p>
II	17BMS3C203	HUMAN RESOURCE MANAGEMENT	<p>CO1: Ability to identify the managerial role, duties and responsibilities and their roles of HRM in the organization.</p> <p>CO2: Skills to classify the manpower, recruitment and selection process for the organizational development as well as employee development.</p> <p>CO3: Capacity to examine the performance of employees for promotion, transfer, and compensation systems.</p> <p>CO4: Capability to distinguish the legal provision of industrial laws and to adopt suitable measures to ensure the worker's safety.</p> <p>CO5: Ability to design a suitable strategy for the organization to match with recent trends in HRM.</p>
II	19BCC4S061	ENTREPRENEURSHIP	<p>CO1: Illustrate the concept of entrepreneurship and its needs in current scenario.</p> <p>CO2: Examine the business</p>

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			<p>environmental analysis and preparing a planning</p> <p>CO3: Articulate technical, financial, managerial and personnel feasibility of a business plan</p> <p>CO4: Identify and learn the relationship between a business organization and various government schemes and regulations.</p> <p>CO5: To understand why entrepreneurs fail and the various pitfalls of entrepreneurs.</p>
III	16BMIF3C03	BUSINESS LAW	<p>CO1: Demonstrate the nature and meaning of contracts and evaluate the impact of legislation upon contract law</p> <p>CO2: Use and relate to the application of special contracts of Indemnity, Guarantee, Bailment and Pledge in business</p> <p>CO3: Analyse and recognition of transactions involving the sale of goods in different business situations and the rights of buyers</p> <p>CO4: 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>CO5: Create an awareness of consumer rights and obligation with the ability to implement and report compliance</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</p>

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			devising functional budget for business CO4: Experiment different variances in the accounting control system to make revised financial projections CO5: Appraise various financial variables, validate and forecast financial solutions
III	19BMIM3C01	DIGITAL MARKETING AND ESSENTIALS	CO1: Analyze the opportunities and challenges of Disruptive Digital Environment and Dynamic Digital Environment. CO2: Application and use of Digital Tools in marketing and media advertising CO3: Designing the digital marketing campaigns on the basis of consumer analysis CO4: Application and evaluation of digital marketing techniques in the light of customer data bases /information CO5: Developing plans in retention of customers with the use of varied research tools and techniques and web analytics.
III	19BMLS3C01	EFFECTIVE LEADERSHIP	CO1: Demonstrate understanding of leadership skills. CO2: Demonstrate awareness of distinctive leadership styles and mastering emotional intelligence. CO3: Understand Leadership execution through adaptive work. CO4: Understand crucibles of leadership and what leads to leadership transformation from good to great. CO5: Understand and appreciate authentic leadership.
III	16MATH0G5	QUANTITATIVE TECHNIQUES	CO1: Formulating business problems into arithmetic matrices and linear equations for finding solution by applying appropriate method like additions, subtractions

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			<p>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: Outlining 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: Analysis of 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: Establishing 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	19MENVI0VE2	ENVIRONMENT 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>

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			CO7: Ability to demonstrate the application of disaster management techniques and Human communities.
III	18BMIM4C04	CONTEMPORARY LEADERSHIP PRACTICES	<p>CO1: Formulate the framework of high-performance teams by studying Leadership Styles of high-performance teams.</p> <p>CO2: Outline the components of emotional intelligence at the Workplace.</p> <p>CO3: Articulate the role of leaders in creating accountability and transparency within business organizations.</p> <p>CO4: Evaluate the leadership lessons learnt by Indian Business Leaders.</p> <p>CO5: Demonstrate the leadership theories in the context of Globalization.</p>
IV	19BMSC4C01	BUSINESS RESEARCH METHODS	<p>CO1: Familiarize participants with basic of research and the research process. So that the students can develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</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: Enable the student in conducting research work and formulating research synopsis and report.</p> <p>CO4: 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>CO5: Develop knowledge on measurement & scaling techniques as well as the quantitative data</p>

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			analysis. So that the student is familiarized with Statistical packages such as SPSS/EXCEL.
IV	19BMSC4C02	FINANCIAL MANAGEMENT	<p>CO1: Demonstrate the ability to apply time value of money concepts to a variety of individual financial scenarios.</p> <p>CO2: Perform EBIT and EPS analysis in obtaining optimum capital structures and apply cost of capital concept in raising funds in most economical manner.</p> <p>CO3: Ability to compare and contrast various corporate projects using capital budgeting techniques.</p> <p>CO4: Experiment various concepts and approaches of working Capital management to real time business and corporate Scenarios.</p> <p>CO5: Project the ability to recommend dividend decisions by identifying the influencing factors.</p>
IV	19BMSL4C01	ORGANISATIONAL LEADERSHIP	<p>CO1: Understand the organisational and environmental factors influencing leadership requirements.</p> <p>CO2: Recognize the importance of understanding how the leadership theories help in developing leadership qualities</p> <p>CO3: Demonstrate the understanding of various leadership theories and how the understanding of the theories contribute to an effective leadership.</p> <p>CO4: Enhance the knowledge about leadership qualities.</p> <p>CO5: Understand an organization's ethical and value-based approach to leadership</p>
IV	19BMSGC02	ENTERPRISE RESOURCE PLANNING	<p>CO1: Application of Enterprise software, and its role in integrating business functions.</p> <p>CO2: Analyse the strategic options for ERP identification and adoption.</p>

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			<p>CO3: Design the ERP implementation strategies.</p> <p>CO4: Create reengineered business processes for successful ERP implementation.</p> <p>CO5: Planning mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.</p>
IV	19PSY0G1	CONSUMER PSYCHOLOGY	<p>CO1: Application of the key terms, definitions and concepts used in the study of consumer behaviour.</p> <p>CO2: To apply knowledge of consumer behaviour concepts and to develop better marketing programs and strategies to influence those behaviours.</p> <p>CO3: To analyse the effectiveness of various advertisement and promotions and their attempts to influence the behaviour of individuals.</p> <p>CO4: To examine the trends in consumer behaviour, and applies them to the marketing of an actual product or service.</p> <p>CO5: To analyse personal, socio-cultural and environmental dimensions that influence consumer decision making.</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 behavioural 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</p>

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			Supply Chain CO5: Understand, key drivers of retail supply chain and how to select a retail store location.
V	19BMSC5C02	FUNDAMENTALS OF BUSINESS TAXATION	CO1: Outline the importance of taxation and its role in an economy. CO2: Determine the taxable income from different heads of income and list out the deductions from respective heads. CO3: Explain the concept of Gross Total Income highlighting all the deductions U/S 80 C to 80 U. CO4: Describe various types of customs duty and its administration in India. CO5: Differentiate the pre-GST tax system and post-GST tax system.
V	19BMSSL5C01	INSPIRING AND EXECUTING INNOVATION	CO1: Discuss the innovation catalysts and its effect on a firm. CO2: Understand reverse innovation and innovation map. CO3: Explain the risk-reward trade-off and the different myths of product development. CO4: Analyze innovation traps and killers. CO5: Discuss innovation planning and the discipline of innovation.
V	19BMSSL5D01	ORGANISATIONAL DYNAMICS AND CULTURAL MANIFESTATION	CO1: Understand how the organisation interacts with different stakeholders, managing stakeholder conflicts and mapping stakeholders by identifying stakeholders power and interest. CO2: Recognise the importance of individual and interpersonal behaviour in effective and efficient accomplishment of the goals of the organisation. CO3: Understand the dynamics of group formations and how groups and teams contribute to improved organisational performance CO4: Demonstrate the

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			understanding of organisational culture and how culture is manifested in an organisation.
V	19BMSSL5D02	TRANSITION MANAGEMENT	<p>CO1: Understand change, the organisational and environmental factors influencing change, the individual and organisation factors resisting change.</p> <p>CO2: Recognise the importance of understanding different change models and how the models can be used to model the change process</p> <p>CO3: Determine the organisation's position in the sector and market within which it operates and identify an opportunity for change, in support of the organisation's objectives</p> <p>CO4: Evaluate the change management strategies and how it impacts on achievement of organisational objectives</p>
V	19BMSSL5D03	STRATEGIC LEADERSHIP	<p>CO1: Understand the organisational and environmental factors influencing leadership requirements.</p> <p>CO2: Recognise the importance of understanding how the leadership theories help in developing leadership qualities.</p> <p>CO3: Demonstrate the understanding of various leadership theories and how the understanding of the theories contribute to an effective leadership.</p> <p>CO4: Understand an organisation's ethical and value-based approach to leadership</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</p>

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			<p>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	19BMSC6CO2	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>
VI	19BMSSL6CO1	CHANGE MANAGEMENT	<p>CO1: List down the different errors of transformation efforts fail.</p> <p>CO2: Explain the strategies of change management.</p> <p>CO3: Understand the framework of the leadership guide for change management.</p> <p>CO4: Understand the challenges in change management.</p> <p>CO5: Explain the cracking the</p>

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			code of change and the hard side of change management.
VI	19BMSSL6CO2	ENTREPRENEUIAL LEADERS AND START UPS	<p>CO1: Discuss the characteristics of an entrepreneurial leader.</p> <p>CO2: Explain the lean start-up model.</p> <p>CO3: Describe the role of venture capitalists in start-ups.</p> <p>CO4: Understand the blitz-scaling and related challenges.</p> <p>CO5: Understand how start-ups are acquired.</p>
VI	19BMSSL6D01	STRATEGIC MANPOWER PLANNING	<p>CO1: Analyses the latest models of business in a Digital Ecosystem.</p> <p>CO2: Compare and contrast different types of leadership and management styles.</p> <p>CO3: Analyse individual and team performance, value design ,creation, delivery .</p> <p>CO4: Describe the concepts and phases of projects and Project Analysis tools.</p> <p>CO5: Explain the concepts of project leadership and familiarise the tools and techniques to manage the Project.</p>
VI	19BMSSL6D02	STRATEGIC RISK MANAGER	<p>CO1: Develop the market risk profile of an organization.</p> <p>CO2:Ascertain risk attitude, risk environment, risk culture and risk awareness of an organization.</p> <p>CO3:Differentiate the ERM Approach of an organization with any standard frameworks they have studied.</p> <p>CO4:Develop the severity and probability scores of risk events the organization is exposed to.</p> <p>CO5: Develop a disaster recovery plan for a given organization. .</p>

