



THE MOGAVEERA VYAVASTHAPAKA MANDALI

## **MVM Educational Campus**

*"Creating Quality...Delivering Excellence"*

**M V Mandali's Colleges of Commerce & Science**

**NAAC ACCREDITED**

(Affiliated to University of Mumbai)

(Permanently Unaided Linguistic Minority Institution)

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### **PROGRAMME OUTCOMES**

The College is affiliated to the University of Mumbai. Thus, the college follows the guidelines and syllabus prescribed by the Affiliated University.

#### **PROGRAMME: BACHELOR OF MANAGEMENT STUDIES (B.M.S)**

##### ***Programme Outcomes***

- PO1** - The Program creates an additional avenue of self-employment for students and also benefits industry by providing them with suitable trained person.
- PO2** - It prepares students to exploit opportunities being newly created in the management profession.
- PO3** - It provides adequate basic understanding about management education, among the students.
- PO4** – It gives an adequate exposure to operational environment in the field of management.
- PO5** - It inculcates training for the use modern technology for the benefit of all parties concerned in the field of management.

## **Program Specific Outcomes**

**PSO1** – Acquire knowledge about management practices which facilitate them to become effective professionals.

**PSO2** - Be capable to pursue higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management.

**PSO3** - Be adequately trained to be entrepreneurs and communicate effectively.

**PSO4** - Develop a positive attitude towards lifelong learning and research.

**PSO5** - Acquire the required skills to develop business models and be responsible global citizens with cross-cultural competent behaviour and ethical values.

## **Semester wise Course Outcomes**

- **Semester I**

<b>Sr. No.</b>	<b>Name of the Course</b>	<b>Outcomes</b>
1.	Introduction to Financial Accounts	<ul style="list-style-type: none"><li>• Students developed the understanding of basic accounting concepts.</li><li>• The students understand different accounting standards and its application while preparing final accounts.</li><li>• Learners gained knowledge about practical problems based on depreciation using SLM and RBM methods.</li><li>• Learners acquired understanding of preparing Trial Balance.</li></ul>
2.	Business Law	<ul style="list-style-type: none"><li>• The course enhanced the student understanding of Indian constitution and the fundamental rights.</li><li>• The course developed the understanding of various negotiable instruments and legal aspects associated with the same.</li><li>• The students gained knowledge of various objectives and concepts associated with Contract Act, 1872 &amp; Sale of Goods Act, 1930, Negotiable Instrument Act, 1981 &amp; Consumer Protection Act, 1986, Company Law 15 and Intellectual Property Rights(IPR).</li></ul>

3.	Business Statistics	<ul style="list-style-type: none"> <li>• The students learn the basic concepts of Statistics.</li> <li>• Students have gained the understanding of concept of measures of dispersion, co-relation and linear regression.</li> <li>• Learners have gained the knowledge about statistical applications in time series, index number, and probability and decision theory.</li> </ul>
4.	Business Communication	<ul style="list-style-type: none"> <li>• Learners understand the concept and different channels of communication used in the corporate sector.</li> <li>• Students developed different skills required for effective communication.</li> <li>• Students have acquired practical skills like resume writing and letter writing.</li> </ul>
5.	Foundation Course - I	<ul style="list-style-type: none"> <li>• Creates understanding of multi-lingual, multireligious, multi-cultural nature &amp; political nature of Indian society.</li> <li>• Creates understanding of the Indian Constitution &amp; the disparity in Indian society.</li> </ul>
6.	Foundation of Human Skills	<ul style="list-style-type: none"> <li>• The course has developed an understanding of human nature, personality and attitudes among students.</li> <li>• Students understand the concept of group behaviour, organizational culture and theories of motivation.</li> <li>• Learners comprehend the organizational processes and systems, reasons for conflicts and resolution.</li> <li>• Students acquired the skill of creativity in problem solving.</li> </ul>
7.	Business Economics	<ul style="list-style-type: none"> <li>• Students understand basics of market demand, market supply and equilibrium price-shifts.</li> <li>• Students have developed practical skills for demand estimation and forecasting.</li> <li>• Students understand different market structures and variations in the pricing policies.</li> </ul>

- Semester II

Sr. No.	Name of the Course	Outcomes
1.	Principles of Marketing	<ul style="list-style-type: none"> <li>• Students understand the basic concepts of marketing, its functions and orientation.</li> <li>• Learners comprehend marketing environment and the various forces that affect business firms.</li> <li>• Students understand the marketing mix, its needs and elements.</li> <li>• Students have learnt the concepts of segmentation, targeting and positioning and the various trends in marketing.</li> </ul>
2.	Industrial Law	<ul style="list-style-type: none"> <li>• Students understand laws related to Industrial Relations and Industrial Disputes.</li> <li>• Students have gained insights in the laws related to health, safety and welfare.</li> <li>• Learners acquired knowledge about the social legislations and Miscellaneous Provision Act, 1948.</li> <li>• Students comprehend laws related to compensation management.</li> </ul>
3.	Business Mathematics	<ul style="list-style-type: none"> <li>• Learners understand elementary financial mathematics.</li> <li>• Students comprehend the different types of averages and its practical usage.</li> <li>• Students understand derivatives and applications of derivatives.</li> <li>• Students have acquired knowledge of Newton's forward difference and backward difference operator.</li> </ul>
4.	Business Communication - II	<ul style="list-style-type: none"> <li>• Students have developed the understanding of different presentation skills.</li> <li>• Learners have gained practical insights with respect to group communication techniques like meeting, conferences, interviews etc.</li> <li>• Students have developed presentation skills of the students.</li> </ul>

5.	Foundation Course - Value Education and Soft Skill - II	<ul style="list-style-type: none"> <li>• Students have developed understanding of concepts of globalization, liberalization and privatization.</li> <li>• Students understand Human Rights constituents with special reference to Fundamental Rights stated in the Constitution to the students.</li> <li>• Learners understand importance of environmental studies in the current development context.</li> </ul>
6.	Business Environment	<ul style="list-style-type: none"> <li>• Students understand the basic concept of business environment and its components.</li> <li>• Students comprehend the factors of political and legal environment, social and cultural environment, technological environment and competitive environment.</li> <li>• Learners gained knowledge of environment challenges faced by International Business and Investment opportunities for Indian Industry.</li> </ul>
7.	Principles of Management	<ul style="list-style-type: none"> <li>• Learners understand the basic practices of management and evolution of management thoughts.</li> <li>• Students understand the various functions of management.</li> <li>• Learners gained knowledge about managerial grid, hierarchy and its significance in organizations.</li> </ul>

- Semester III

Sr. No.	Name of the Course	Outcomes
1.	Corporate Finance (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Students understand tools, techniques and processes of financial management in the area of financial decision making.</li> <li>• Students have learnt about the core concepts of corporate finance and its importance in managing a business.</li> <li>• The course has provided an understanding of nature, importance and structure of corporate finance.</li> </ul>
2.	Introduction to Cost Accounting (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Learners gained knowledge of the basic concepts and the tools used in Cost Accounting.</li> <li>• The course enabled the learners to understand the principles and procedures of cost accounting.</li> <li>• The students understand practical application procedure of cost accounting to different situations.</li> </ul>
1.	Consumer Behaviour (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Students understand the consumer decision making process and its applications in marketing function of firms.</li> <li>• Students are equipped with basic knowledge about issues and dimensions of Consumer Behaviour.</li> <li>• The course has developed the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.</li> </ul>
2.	Advertising (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Students understand and examine the growing importance of advertising.</li> <li>• Students have acquired the skill of constructing an effective advertisement campaign.</li> <li>• Learners understand the role of advertising in contemporary scenario.</li> <li>• The course helped students explore the future careers in advertising.</li> </ul>

3.	Foundation Course III(Environmental Management)	<ul style="list-style-type: none"> <li>• Learners have developed basic understanding of the environmental concepts.</li> <li>• Students understand the ill effects of environmental degradation and measures to solve the same.</li> <li>• Students understand the concept of sustainability and role of business for achieving the same.</li> <li>• Learners have explored the innovations in business from an environmental perspective.</li> </ul>
4.	Business Planning & Entrepreneurship Management	<ul style="list-style-type: none"> <li>• Learners understand the concept of Entrepreneurship.</li> <li>• The course has developed entrepreneurial skills among learners.</li> <li>• The students have acquired knowledge of management function of a company with special reference to SME sector.</li> </ul>
5.	Information Technology in Business Management - I	<ul style="list-style-type: none"> <li>• Learners develop basic understanding of concepts of Information Technology, its support and role in Management, for managers.</li> <li>• Learners understand basic concepts of Email, Internet and websites, domains and security therein.</li> <li>• Students learn to recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.</li> </ul>
6.	Accounting for Managerial Decision	<ul style="list-style-type: none"> <li>• The course has acquainted management learners with basic accounting fundamentals.</li> <li>• The course has developed financial analysis skills among learners.</li> <li>• Students understand the core concepts of business finance and its importance in managing a business.</li> </ul>
7.	Strategic Management	<ul style="list-style-type: none"> <li>• Students understand the management policies and strategies in the corporate world.</li> <li>• Students have developed conceptual skills in corporate level policy.</li> </ul>

		<ul style="list-style-type: none"> <li>• Learners acquired knowledge of strategy formulation as well as application in the corporate world.</li> </ul>
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• **Semester IV**

<b>Sr. No.</b>	<b>Name of the Course</b>	<b>Outcomes</b>
1.	Information Technology in Business Management-II	<ul style="list-style-type: none"> <li>• Students understand managerial decision-making and develop perceptive of major functional areas of MIS.</li> <li>• Learners acquired knowledge of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, etc.</li> <li>• This course provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.</li> <li>• Students understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse.</li> <li>• Students learnt outsourcing concepts through examples of BPO/KPO industries and Cloud computing.</li> </ul>
2.	Business Economics-II	<ul style="list-style-type: none"> <li>• Students have learnt the concept of macroeconomic data and theory.</li> <li>• Learners are acquainted with concepts of money, Inflation and Monetary Policy.</li> <li>• Students understand the constituents of Fiscal Policy.</li> <li>• Learners gain knowledge about open economy, theory and issues of International Trade.</li> </ul>
3.	Business Research Methods	<ul style="list-style-type: none"> <li>• Students are introduced to the concept of business research methods, data collection and processing.</li> <li>• Learners understand the techniques of data analysis and Interpretation.</li> <li>• Students inculcated the analytical abilities and research skills.</li> <li>• Students gained hands on experience in Business Research.</li> </ul>



4.	Foundation Course-IV(Ethics & Governance)	<ul style="list-style-type: none"> <li>• Learners understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country.</li> <li>• Students get to learn the applicability of ethics in functional areas like marketing, finance and human resource management.</li> <li>• Students understand emerging need and growing importance of good governance and CSR by organizations.</li> <li>• Students attained knowledge of ethical business practices, CSR and Corporate Governance practiced by various organizations.</li> </ul>
5.	Production & Total Quality Management	<ul style="list-style-type: none"> <li>• Learners are acquainted with the basic management decisions with respect to production and quality management.</li> <li>• Learners understand the designing aspect of production systems.</li> <li>• Students apply what they have learnt theoretically.</li> </ul>
6.	Rural Marketing (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Students understand the concept of rural marketing and problems associated with it.</li> <li>• Learners are acquainted with Agriculture and Rural Marketing environment and its characteristics.</li> <li>• Students are made aware of the emerging challenges in the upcoming global economic scenario.</li> </ul>
7.	Event Marketing (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Learners understand basic concepts of Event Marketing.</li> <li>• Students gain knowledge about categories of Events.</li> <li>• Students understand segmenting, targeting and positioning in the context of Event Marketing.</li> <li>• Learners are familiarized with trends and challenges in Event Marketing.</li> </ul>

6.	Auditing (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Learners get acquainted with the various concepts of auditing.</li> <li>• Students understand and practice the various techniques of auditing while managing their finances.</li> </ul>
7.	Corporate Restructuring (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Students develop a conceptual frame work of corporate restructuring.</li> <li>• Learners acquired knowledge relating to legal, accounting and practical implementation of corporate restructuring.</li> <li>• Students understand the complex facets of corporate restructuring process.</li> </ul>

• **Semester V**

<b>Sr. No.</b>	<b>Name of the Course</b>	<b>Outcomes</b>
1	Logistics & Supply Chain Management	<ul style="list-style-type: none"> <li>• Learners have basic understanding of concepts of logistics and supply chain management.</li> <li>• Learners understand key activities performed by the logistics function.</li> <li>• Students learn the nature of supply chain and its functions.</li> <li>• Students understand global trends in logistics and supply chain management.</li> </ul>
2	Corporate Communication and Public Relations	<ul style="list-style-type: none"> <li>• Learners acquire basic understanding of the concepts of corporate communication and public relations.</li> <li>• Students are familiarized with various elements of corporate communication and their roles in managing organizations.</li> <li>• Learners understand how various elements of corporate communication must be coordinated to communicate effectively.</li> <li>• Learners develop critical understanding of the different practices associated with corporate communication.</li> </ul>

3	Investment Analysis & Portfolio Management (Finance Group Elective)	<ul style="list-style-type: none"> <li>• The course acquaints learners with various concepts of finance.</li> <li>• Students understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world.</li> <li>• Students understand various models and techniques of security and portfolio analysis.</li> </ul>
4	Financial Accounting (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Learners are acquainted with preparation of final accounts of companies.</li> <li>• Students learn provisions relating to underwriting of shares and debentures.</li> <li>• Learners understanding accounting of foreign currency and investment.</li> </ul>
5	Wealth Management (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Students get an overview of various aspects related to wealth management.</li> <li>• Learners understand the relevance and importance of Insurance in wealth management.</li> <li>• Learners are acquainted with issues related to taxation in wealth management and various components of retirement planning.</li> </ul>
6	Direct Taxes (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Students understand the provisions of determining residential status of individual.</li> <li>• Learners comprehend various heads of income and deductions from total income.</li> <li>• Students learn to compute taxable income of Individuals.</li> </ul>
3	Services Marketing (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Learners understand distinctive features of services and key elements in services.</li> <li>• Students gained insight into ways to improve service quality and productivity.</li> <li>• Students understand marketing of different services in Indian context.</li> </ul>
4	Strategic Marketing Management (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Students understand marketing strategies and their impact on business models.</li> </ul>

		<ul style="list-style-type: none"> <li>Learners are acquainted with various marketing strategies adopted by companies to create a competitive advantage.</li> </ul>
5	Sales & Distribution Management (Marketing Group Elective)	<ul style="list-style-type: none"> <li>Learners develop understanding of the sales &amp; distribution processes in organizations.</li> <li>Students get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management.</li> </ul>
6	Customer Relationship Management (Marketing Group Elective)	<ul style="list-style-type: none"> <li>Students understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management.</li> <li>Learners acquired insight of CRM marketing initiatives, customer service and CRM strategy.</li> <li>Students are acquainted with new trends in CRM, challenges and opportunities for organizations.</li> </ul>

• **Semester VI**

Sr. No.	Name of the Course	Outcomes
1	Operation Research	<ul style="list-style-type: none"> <li>Learners understand operations research methodologies.</li> <li>Learners understand how to solve various problems practically.</li> <li>Learners become proficient in case analysis and interpretation.</li> </ul>
2	Project work	<ul style="list-style-type: none"> <li>Students learnt application of knowledge in solving/analysing/exploring a real life situation/ difficult problem.</li> <li>Students understand the practicalities in the area of Elective Courses/ study area selected by the learners.</li> </ul>

3	Indirect Taxes (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Students understand the basics of GST.</li> <li>• Learners understand the registration process and computation of GST.</li> <li>• Learners are acquainted with filing of returns in GST.</li> </ul>
4	International Finance (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Students are familiarized with the fundamental aspects of International Finance.</li> <li>• Learners have an overview of International Finance as a separate area in International Business.</li> <li>• Students have understanding of techniques and functioning of International Finance in Globalized Market.</li> </ul>
5	Innovative Financial Services (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Learners are familiarized with the fundamental aspects of various issues associated with financial services.</li> <li>• Students have an overview of emerging financial services in the light of globalization.</li> <li>• Learners understand basic concepts, functions, process, and techniques of financial services.</li> </ul>
6	Project Management (Finance Group Elective)	<ul style="list-style-type: none"> <li>• Learners are familiarized with the fundamental aspects of various issues associated with project management.</li> <li>• Students have an overview of project management.</li> <li>• Learners understand basic concepts and functioning of Project Management.</li> </ul>
3	Brand Management (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Students understand the meaning and significance of Brand Management.</li> <li>• Students learn how to build, sustain and grow brands.</li> <li>• Learners are acquainted with various sources of brand equity.</li> </ul>
4	Retail Management (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Learners are familiarized with retail management concepts and operations.</li> <li>• Students have basic understanding of retail management and types of retailers.</li> <li>• Learners develop an understanding of</li> </ul>

		<p>retail management terminology including merchandize management, store management and retail strategy.</p> <ul style="list-style-type: none"> <li>• Students are acquainted with legal and ethical aspects of retail management.</li> <li>• Students are made aware about emerging trends in retail management.</li> </ul>
5	International Marketing (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Students understand International Marketing, its Advantages and Challenges.</li> <li>• Students have an insight on the dynamics of International Marketing Environment.</li> <li>• Learners understand the relevance of International Marketing Mix decisions and recent developments in Global Market.</li> </ul>
6	Media Planning and Management (Marketing Group Elective)	<ul style="list-style-type: none"> <li>• Learners understand Media Planning, Strategy and Management with reference to current business scenario.</li> <li>• Students know the basic characteristics of all media to ensure most effective use of advertising budget.</li> <li>• Learners gain an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.</li> </ul>