शिक्षण प्रसारक मंडळी, पुणे

R. A. Podar College of Commerce & Economics

AUTONOMOUS

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Program Specific Outcomes- BMS

Program Specific Outcomes No.	At the end of the program, learners will be able to
PSO 1	Gain disciplinary knowledge in holistic management education.
PSO 2	Encouraged for self-employment by imparting self-directed learning to benefit the industry by producing well-trained individuals in the fields of management and finance.
PSO 3	Gain lifelong learning of management and finance education.
PSO 4	Understand the operational environment and foster a practical approach using modern technology by acquiring digital literacy in the fields of management and finance.
PSO 5	Acquire multicultural competence in the fields of commerce, analytics, finance, marketing, and management for the workplace and higher studies.
PSO 6	Demonstrate leadership skills and contribute towards sustainability and meet global challenges and embrace newer opportunities in various sectors.
PSO 7	Inculcate a sense of effective teamwork through various activities such as industrial visits, practical training & group projects.
PSO 8	Develop critical thinking and problem-solving abilities through various means such as interactions, projects, presentations, job orientations, and placements.
PSO 9	Demonstrate ethical awareness and social responsibility by imbibing sensitivity towards the environment and sustainability.
PSO 10	Acquire communication skills and research-related skills through projects and group-work.

Course Outcomes for courses under BMS
(Semester: I- VI)

Program Name: BMS	Course Name: Introduction to Financial Accounting	Course Code: 20101
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Learners learns the basics of accounting.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9
CO 2	The curriculum enriches the learners' knowledge on passing journal entries and preparing respective ledger accounts.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9
CO 3	The learners learn the calculation and importance of depreciation accounting.	PSO 1 PSO 2, PSO 3, PSO 4, PSO 8, PSO 9
CO 4	Learners are able to learn accounting by initially passing journal entries then posting the entries into respective ledger accounts and then preparing trial balance and finally final accounts.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9

Program Name: BMS	Course Name: Business Law	Course Code: 20102
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Clarity in understanding how the law of contract affects us on daily basis, and its applicability while engaging in e-commerce trade.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 9
CO 2	Better understanding of negotiable instruments, rules regarding sales and inform the rights of a consumer.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 9
CO 3	Clarity in understanding the role of companies in business.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 9
CO 4	The learner understands the laws related to trademarks, copyrights and patents.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 9

Program Name: BMS	Course Name: Business Mathematics	Course Code: 20103
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Learners are able to distinguish the difference between continues, nominal effective rate of interest.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8
CO 2	Learners are able to distinguish between types of annuity and concept of sinking fund.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8
CO 3	Learners are able to distinguish between the concept of calculus in	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8

	constant function. polynomial function and exponential function	
CO 4	Practical application is possible of the theory taught in the class.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8
CO 5	Ease in understanding of forward difference, interpolation difference, interpolation and its practical application.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8

Program Name: BMS	Course Name: Business Communication	Course Code: 20104
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn to use statistical tools in PowerPoint presentations	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learners learn to write letters of enquiry and letters of complaint	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Practical application of preparing flyers and leaflets help the learners demonstrate their creativity	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Nonverbal communication skills of learners is enhanced.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Foundation Course	Course Code: 20105
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The successful completion of course will enable the learner to understand factual aspects of Indian society.	PSO 1, PSO 2, PSO 3, PSO 5, PSO 8, PSO 9
CO 2	It will help create awareness and empathy among learners about various issues faced by youth.	PSO 1, PSO 2, PSO 3, PSO 5, PSO 8, PSO 9
CO 3	It will help ingrain social responsibility and participatory approval towards society.	PSO 1, PSO 2, PSO 3, PSO 5, PSO 8, PSO 9

Program Name: BMS	Course Name: Foundation of Human Skills	Course Code: 20106
Course Outcome No.	Course Outcome	Program Outcome mapping

Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	There is clarity in understanding the factors that affect individual differences and thereby sensitizing the learners related to such differences	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learners are able to distinguish between Type A and Type B personalities	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	There is ease in understanding of attitude, self- esteem and risk-taking	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	The learners are able to distinguish between intelligent, emotional and spiritual quotient and its impact on the workplace	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 5	There is a spike seen in the performance of the learners in the class	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 6	The intra and intercollegiate participation of the learners has increased manifold	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 7	Learners learn ways to resolve conflicts by using resolution strategies	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 8	Learners are able to apply various theories, regarding motivation and reinforcement taught in the class	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 9	There is clarity in understanding the types of stress, causes and consequences of such stress.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 10	There is emphasis on ways of coping with stress which helps the learners in the day-to-day life as well.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Economics I	Course Code: 20107
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Learners are able to relate to concepts such as opportunity cost, principle, basic economic relations functional relations.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Learners are familiarized with nature of demand call under different markets.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Under production function: short run analysis with law of variable proportions production function with two variable	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

	inputs is well understood.	
CO 4	The learners are able to distinguish between different costs concepts such as accounting cause and economic costs, implicit and explicit cost, fixed and variable costs, average and marginal costs.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 5	The learners have a fair view on different market structures such as monopolistic competition and oligopolistic markets.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 6	The learners understand the concepts of cost-oriented pricing method.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Principles of Marketing	Course Code: 20201
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The marketing concentration is designed to prepare learners who are interested in a marketing and/or marketing management career.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Understand fundamental marketing concepts of market and consumer behaviour	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	There is understanding of 4P's of marketing.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	The learners are able to apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 5	The learners are able to appreciate the importance of cultural adaptation of international business and marketing through appraisal and critical analysis of the social, technological, political, legal and economic forces that affect business performance	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Industrial Law	Course Code: 20202
Course Outcome No.	Course Outcome	Program Outcome mapping

CO 1	Helps the learners understand the concepts and apply them to maintain industrial relations.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Clear understanding of the compensation payable to employees in case of accident	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Better understanding with regards to the contributions made and the benefits available under the act	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Applicability of the concept of wages, bonus and gratuity	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Statistics	Course Code: 20203
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners are able to distinguish between different types of data and there is understanding of data presentation	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learner is able to interpret data using methods for summarizing data assets, including common graphical tools such as box plots, histograms, frequency polygon and ogive curves	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Different types of decision theory and the practical application of the same is well understood	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Communication II	Course Code: 20204
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn to use statistical tools in power point presentations	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learners learn to write letters of enquiry and letters of complaint	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Practical application of preparing flyers and leaflets help the learners demonstrate their creativity	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	The learners are able to write different types of reports	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Foundation Course II	Course Code: 20205
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	The learners are familiarized with the concept of LPG	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learners are familiarized with the human rights as laid down in the Constitution	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learners understand the causes of stress and are able to effectively use the theory learned to be able to overcome stress	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	The learners are able to use the coping mechanisms for managing stress at an individual level	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Environment	Course Code: 20206
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	Clarity in understanding the different types of business organisations	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Better understanding of the role and impact of environmental factors on a business enterprise	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Develops a sense of gratitude and a feeling of giving back to society at an early age	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Inculcate concepts of evaluating threats and utilising opportunities for a better business enterprise	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 5	Clarity in understanding the role of world forums and international organisations role in business enterprise	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Environment	Course Code: 20207
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	Ensures easy understanding of theory and its application. The learner acquires knowledge and insight into recent trends in management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Enhances decision making and managerial skills	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Podar : Nurturing Intellect, Creating Personalities.

CO 3	Learner acquires knowledge on responsibilities, powers and job profile	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Information Technology in Business Management-I	Course Code: 020301
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learner has understanding of the concepts related to cyber law and its applications.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9
CO 2	The learner is able to conduct himself/herself with discretion and prudence	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9
CO 3	There is understanding of all concepts related to E Commerce and M Commerce with relation to IT	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9

Program Name: BMS	Course Name: Accounting for Managerial Decisions	Course Code: 020302
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Practical exposure helps the learners to understand the use of Management Accounting tools for analysis and decision making.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Basic knowledge preparing financial statement as per companies Act 2013.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The Learner will able to analyzing the financial statement of companies.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Strategic Management	Course Code: 020303
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Basic knowledge of the field of strategic management and the main perspectives within this field	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Analyzing a company's strategic situation, with particular emphasis on strategic analyses on the business level, the corporate level, and the network level	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

| CO 3 | The learners will be able to analyze the strategic situation of company and its detail aspect regarding the business | PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10 |

Program Name: BMS	Course Name: Foundation Course III	Course Code: 020304
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	This subject gives an opportunity to learners to develop their understanding towards environmental factors that foster innovations and sustainability in business.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	It also focuses on sensitizing understand the importance of Environmental studies in their daily approach	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	It aims to make learners aware about various Innovative Business Model in relation to environment which they can use as future entrepreneurs.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Planning & Entrepreneurial Management	Course Code: 020305
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	This course helps to achieve an understanding of the basics of entrepreneurship and enhances the entrepreneurial skills in fulfilling managerial responsibilities in a company along with SME sector.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	It also makes the learners aware about various aspects related to Entrepreneurship.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	This paper establishes the core concepts in developing business plan and learning the trends in venture development.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Corporate Finance	Course Code: 020306
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	This subject gives an opportunity to learners to develop their understanding towards corporate finance that is useful for financial	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

	business.	
CO 2	It ensures focus on sensitizing and understanding the importance of financial management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	It ensures awareness about various Innovative Business Models in relation to corporate finance which can be used by them as future entrepreneurs.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Equity and Debt Market	Course Code: 020307
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	Practical exposure helps the learners to understand the functioning of the Financial market, players of debt market and valuation and analysis of different investing opportunity in equity and debt market.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9
CO 2	It provides a new career opportunity for the learners in financial market.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9
CO 3	Understanding of the Different types of share and method of issue of share.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9

Program Name: BMS	Course Name: Advertising	Course Code: 020308
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	The learner acquire skill sets to make an effective advertisement	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learner is able to understand all elements of an ad campaign.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Interaction in the class ensures effective learning	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Consumer Behaviour	Course Code: 020309
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	The learner has acquired knowledge on understanding of the determinants of consumer behavior	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

CO 2	Consumer behavior is well understood with respect to family life cycle, social class and other factors	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	There is understanding of perception, attitudes, culture and consumer behavior	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Motivation and Leadership	Course Code: 020310
Course Outcome No.	Course Outcome	Program Outcome mapping
CO1	This paper demonstrates effective implementation of leadership strategy and development of leadership skills.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO2	The concepts of work life balance, motivation and its application is also achieved under this paper.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO3	It gives a basic understanding various motivation and leadership theories and its application in real work life scenario	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Recruitment and Selection	Course Code: 020311
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners are acquainted with the core concepts of recruitment and selection, induction and soft skills.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Under this subject, the learners practically experience interviews and selection process along with an insight of the human resource management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The subject also throws a perspective of how learners can groom themselves in relation to interview preparation, preparation of CV and other related aspects.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Information Technology in Business Management-II	Course Code: 020401
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

CO 2	Demonstrate professional communication and behavior.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Apply knowledge of business concepts and functions in an integrated manner.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Economics-II	Course Code: 020402
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Learner would be able to use critical thinking skills within the discipline of economics about economic matters.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 10
CO 2	The learner would be able to present viewpoints and alternative hypothesis on economic issues.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 10
CO 3	The learner would be able to recognize underlying assumptions in economic models.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 10

Program Name: BMS	Course Name: Ethics and Governance	Course Code: 020403
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	This subject offers a clear perspective of ethics and ethical framework in various functional areas like Finance, Marketing, HR of the organization which thereby paves the way for taking decisions adhering to the ethics followed the company.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Helps learners to develop the orientation towards CSR or ISR at Individual and society level.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Business Research Methods	Course Code: 020404
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learner is able to understand the purpose of research.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learner is able to identify and understand potential ethical, empirical and analytical problems plaguing the research process and ways to	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

	overcome them.	
CO3	The learner is able to identify a business problem/ need, translate it into a research question, and design an appropriate way to answer it.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Production and Total Quality Management	Course Code: 020405
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	Practical exposure helps the learners to understand the functions of production units.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	It provides a new career opportunity for the learners in production and total quality management	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Understanding of the Technique of evaluation and analysis of production	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	The learner can understand various stock level for inventory management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Corporate Restructuring	Course Code: 020406
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	Practical exposure helps the learners to understand the functioning of the market.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	It provides a new career opportunity for the learners.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Understanding of the functioning of the markets helps the learners as they have knowledge and are aware of the intricacies of the financial markets.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Learners can exercise powers of inquiry, logical thinking, and critical analysis of arguments and evidence. Interpret and evaluate theoretical arguments and empirical evidence.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 5	Provide a comprehensive understanding about Redemption preference and Buy-back of Equity Shares.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Financial Institutions & Markets	Course Code: 020407
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Practical exposure helps the learners to understand the functioning of the market.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9
CO 2	It provides a new career opportunity for the learners.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9
CO 3	Understanding of the functioning of the markets helps the learners as they have knowledge and are aware of the intricacies of the financial markets.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9

Program Name: BMS	Course Name: Integrated Marketing Communication	Course Code: 020408
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Thoroughly describe a range of media and methods available to marketers.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Develops a clearly thought-out Communications Audit.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learner gets a point of view regarding marketing communications.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Demonstrate a comprehensive understanding of Marketing Communications theories and concepts.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Rural Marketing	Course Code: 020409
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	This paper allows learners to explore various facets of rural marketing and expose them towards rural market environment and challenges in the globalized economies.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	It makes the learners aware about various dimensions of rural marketing.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Training & Development in HRM	Course Code: 020410

Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	This paper will orient the learners to understand the importance through implementing of an effective training program suitable according to requirement.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The subject aims to discuss various training and development models that the learners can apply in real life scenario.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	This paper will attempt to orient the learners to tailor themselves to meet the specific needs of the organizations in training and development activities.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Change Management	Course Code: 020411
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	To augment the students as organizational change facilitators using the knowledge and techniques of behavioural science.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	To develop the necessary skills set required for effective leadership	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	To develop the necessary skills set required for effective leadership	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	To equip the learner to cope with stress	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Corporate Communication	Course Code: 020501
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The Learners will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The student will cultivate skills which could include communication competencies such as managing conflict, understanding small group processes, active listening, and	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Logistics and Supply Chain Management	Course Code: 020502
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn logistics concepts and basic activities.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learners can define basic logistics activities and can associate logistics activities with other business activities.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The student can relate to logistics trends and is able to explain reverse logistics concept.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Risk Management	Course Code: 020503
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learner can demonstrate knowledge of the range of financial and financial related risks that are faced by the organizations.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learner can understand the approach to risk management through risk identification, risk measurement, and risk management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learner can understand operational risk and is able to manage it.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Commodity and Derivatives Market	Course Code: 020504
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The student learns concepts related to Commodities and Derivatives market.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10
CO 2	The leaner is acquainted with the trading, clearing and settlement mechanism in derivatives market.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10
CO 3	The leaner can relate to orders and clearing process.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Wealth Management	Course Code: 020505

The table above appears with "appropriate self- disclosure." in a cell at the top of the page.

Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn various aspects of wealth management and various investment opportunities.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10
CO 2	The learners learn the importance of insurance.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10
CO 3	The learners will learn taxation and its importance and utility.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Investment and Portfolio Analysis	Course Code: 020506
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The student learns to compute historical and expected returns, as well as risk measures and comprehend the importance of the risk-return relationship.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10
CO 2	The leaner can define the objectives in constructing and managing a portfolio.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10
CO 3	The learner learns to create an investment policy statement.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: E-commerce and Digital Marketing	Course Code: 020507
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learner can write a blog.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learner can put up content on social media.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learner understands the importance of E Commerce.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Sales and Distribution Management	Course Code: 020508
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn about sales management for effective sales.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

CO 2	The learners learn how distribution takes place through various channels.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learners will understand how sales and sale performance are evaluated.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	The learners learn about the recent trends introduced in sale and distribution management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Customer Relationship Management	Course Code: 020509
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learner understands how organizations make sense of and manage marketing data about current and prospective customers.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	A basic understanding of CRM system can help the learner recognize their potential of applying their knowledge to enable the organization use marketing information more effectively.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learner learns to apply the theory to implement strategies practically.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Service Marketing	Course Code: 020510
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn the significance of service marketing concept, understand its nuances.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	There is understanding of deeper aspects of successful service marketing mix for different markets by better knowledge of macro and microenvironments.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The student gets the right idea of guessing customer expectations and translate into genuine valued service for customers by the Gaps and dimensions used by customers for service evaluation.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

CO 4	Understand contemporary research trends, following right ethical values and produce quality service.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Strategic Human Resource Management & HR Policies	Course Code: 020511
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners understand the meaning and nature of strategic HRM.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learner can appreciate how HR strategies are related to business strategies.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learner can describe how HR strategies can be informed by knowledge of labor markets and product markets locally, nationally, and internationally.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Performance Analysis and Career Planning	Course Code: 020512
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Learners will understand the process and constituents of building a successful performance Management system.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Learners will understand the significance and importance of ethics in the performance management system.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learners will be enriched with the conceptual understanding of Career Planning and its importance.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Industrial Relations	Course Code: 020513
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn the relevance of Industrial Relation as an important branch of Human Resource management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Learners gain knowledge about various machinery that can be used to resolve Industrial Disputes.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

CO 3	The learners gain knowledge about trade unionism and the process of collective bargaining.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Learners have an enhanced understanding of various laws particularly related to Industrial Relations.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Finance for HR Professionals & Compensation Management	Course Code: 020514
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn about various compensation tools and policy related to incentives and wages.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learners learn about CTC that a company incurs on an employee.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learners learn about the legal aspects that HR has to follow.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Operations Research	Course Code: 020601
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Understand mathematical models used in Operations Research.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 10
CO 2	Identify the optimum solution.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 10
CO 3	Make learners proficient in case analysis and interpretation.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 8, PSO 10

Program Name: BMS	Course Name: Innovative Financial Services	Course Code: 020603
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners learn the financial services given by financial companies.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learners get an opportunity to understand the various financial services available during traditional and modern approach.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

CO 3	The student learns about consumer finance and credit rating.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Strategic Financial Management	Course Code: 020604
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	The learners can think critically, including self-reflection, and creatively in identifying, evaluating of the alternative solutions to business problems.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	The learner can solve complex problems to support financial evaluations and business management decisions including numeracy and quantitative skills.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learner can undertake research into a financially related business problem and apply skills in the assembling and analysis of data collected.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: International Finance	Course Code: 020605
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	The learners get access to capital markets across the world and it helps them to understand the borrowing strategy during tough times and lend during good times.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9, PSO 10
CO 2	Understanding of domestic investment and growth through capital import.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9, PSO 10
CO 3	The study of International finance helps the learner to focus on areas such as foreign direct investment and currency exchange rates.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Project Management	Course Code: 020606
Course Outcome No.	**Course Outcome**	**Program Outcome mapping**
CO 1	The learners learn Project handling and selection by using Technical Analysis.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

CO 2	The learners learn Budgeting, Cost & Risk Estimation in Project Management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	The learners learn the new dimensions in project management by project monitoring and controlling, problem-solving approach.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Media Planning and Management	Course Code: 020607
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Gain knowledge about various Media Planning concepts like media mix, media strategy, media buying, media scheduling, etc.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Learn about various approaches to media budgeting and the regulatory framework that governs the media planning decisions.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Understand various measurement and evaluation metrics of media.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Retail Management	Course Code: 020608
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners have learned the consumer decision-making process.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Identify a situation in which a customer has conflicting needs.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Use the multi-attribute model, explain how customers evaluate retailers.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Brand Management	Course Code: 020609
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learner can demonstrate knowledge of branding and brand management.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Evaluate the scope of brand management activity across the overall organizational context and analyze how it relates to	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

	other business areas.	
CO 3	Manage a brand portfolio and make strategic brand decisions.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Formulate and justify brand development decisions.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 5	Analyze and discuss contemporary brand-related problems and develop appropriate strategies and initiatives.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Brand Management	Course Code: 020610
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	The learners develop an understanding of major aspects related to international marketing.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	They develop skills in researching and analyzing trends in global markets and in modern marketing practice.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	They are able to identify the impact of the global macro and micro environment on businesses.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: HRM in Global Perspective	Course Code: 020611
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Learn about IHRM, challenges, stages of internationalization of companies and methods of entry into international business.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Gain insight into different employment standards and laws, International labor relations.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Get the HR view of M&A, reasons for failure and how HRM can guide the post-acquisition integration process.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 4	Equip themselves with the knowledge regarding the latest trends in technology, ethics, Knowledge management, International projects, Offshoring.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Indian Ethos in Management	Course Code: 020612

Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Learn to inculcate the Indian values in the Modern business world.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Learn to overcome stress.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Learn about the changes that had taken place in the learning system.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: HRM in Service Sector Management	Course Code: 020613
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Enrich the learners to understand the relevance of Human element in the service sector.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Learn core service concepts that sensitize them about the challenges prevailing in the Service Industry.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Help in learning and understanding aspects like HRP evaluation, attrition, retention in the service sector.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10

Program Name: BMS	Course Name: Organizational Development	Course Code: 020614
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Gain insight about the basic concept of Organizational development, the roles, and practices for securing effective change through OD.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 2	Identify the key roles and responsibilities of an OD consultant needed to develop and sustain long-term OD interventions.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10
CO 3	Understanding regarding small group theory, group dynamics, teams, and team building and their application in OD.	PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6, PSO 7, PSO 8, PSO 9, PSO 10