

Ghanshyamdas Saraf
college of arts & commerce
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350
www.sarafcollege.org
gsgc@rajasthanil.org.in

Name of the Programme: Bachelor of Management Studies (BMS)/

B.Com (Management Studies)

Programme Outcomes:

- PO 1 Domain knowledge:** The programme helps the students to apply sound domain knowledge and competence in Management studies with respective techniques and theories constructively.
- PO 2 Communication skills:** The programme develops and puts into practice effective academic and creative writing, oral communication, reading and presentation skills and use appropriate body language.
- PO 3 Critical thinking, analytical and Cognitive ability:** The programme enables the students to analyse, interpret, evaluate and present texts.
- PO 4 Research skills:** The programme helps to identify, select, organize and use research techniques to carry out research and value intellectual property rights.
- PO 5 Use of modern tools:** The programme helps to choose and use basic computer applications and social media.
- PO 6 Environment and society:** The programme focuses to serve and assist in socially/ environmentally useful and productive work.
- PO 7 Respect for others:** The programme enables students to show sensitivity for the underprivileged, the differently abled and the discriminated and understand gender diversity, differences and display conflict management skills.
- PO 8 Ethics:** The programme discusses and assesses values of human dignity, empathy, integrity, moral courage, social justice, inclusivity.
- PO 9 Individuality, team work and project management:** The programme enables student to develop professionalism, organizational skills and employability skills, make decisions, put into practice self-, time- and change management and solve problems.

Programme Coordinator

**Dr. Lipi Mukherjee
(Coordinator- SFD)**

Dr. Ashwat R Desai

**Principal
PRINCIPAL**

Rajasthanil Sammelan Education Trust
Ghanshyamdas Saraf College
(Arts & Commerce)
Malad West, Mumbai - 400 064





Ghanshyamdas Saraf
college of arts & commerce
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350
www.sarafcollege.org
gsgc@rajasthan.org.in

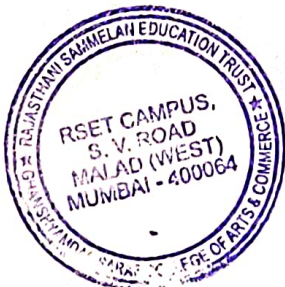
Programme Specific Outcomes:

PSO 1	To make the students familiarise with concepts and theories in General Management Subjects.
PSO 2	To equip students with the skills in identifying ethical principles and practices to be adopted in Managerial level jobs.
PSO 3	To help students identify their fields of interest, viz., Finance, Marketing and Human Resources.
PSO 4	To prepare the students for middle management cadre.
PSO 5	To help students to translate their classroom learning into real world experiences during their internships or actual work life.
PSO 6	To help students design research proposals and submit project report based on one's interests in the area of their studies.
PSO 7	To help students set long-term career oriented goals and identify career paths

Programme Coordinator

**Dr. Lipi Mukherjee
(Coordinator- SFD)**

**Dr. Ashwat R Desai
Principal**





Ghanshyamdas Saraf
college of arts & commerce

EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350
www.sarafcollege.org
gsgc@rajasthan.org.in

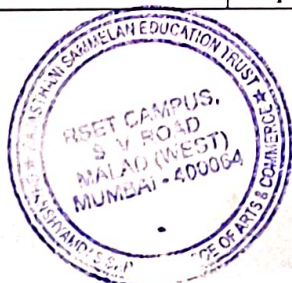
Name of the Programme: Bachelor of Management Studies (BMS)/

B.Com (Management Studies)

Course Outcomes:

YEAR AND SEMESTER	Subject	Course Outcome
FY (SEMI)	Introduction to Financial Accounts	CO 1: To understand Book Keeping & Accountancy. CO 2: To understand Accounting Transactions. CO 3 To understand Depreciation Accounting & Trial Balance.
FY (SEMI)	Business Law	Co 1 :To introduce the learners to the basic Business laws relating to Commerce, Trade & Industry CO 2: To develop an insight into Contracts CO 3: To introduce the learners to Intellectual Property Rights & Companies Act CO 4: To create an understanding of the various legal jargons, provisions of law & their effects on business
FY (SEMI)	Business Statistics	CO 1: To understand and Master the concepts, techniques and applications of statistical methods. Co 2 : To developed the skills of solving real life CO :2problems using statistical methods. CO 3: To make students to understand the art of applying statistical techniques to solve some real life problems. CO 4 : To gain knowledge of statistical computations.
FY (SEMI)	Business Communication – I	CO 1 : Learning the reach of Communication through different channels, methods, and modes. CO 2: Understanding the Barriers to communication and overcome it through developing different skills CO 3: Making effective use of writing Business Letters and Personnel Correspondence CO 4: To Enhance the scope of Business communication in the Corporate and Global World.

Handwritten signature/initials in blue ink.





Ghanshyamdas Saraf
college of arts & commerce

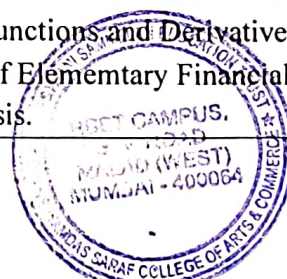
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org

gsgc@rajasthani.org.in

FY (SEMI)	Foundation Course – I	<p>CO 1: To make students aware of the diversified nature of Indian society and disparities issues to think about ways by which these problems can be minimised, managed or solved</p> <p>CO2: To understand the nature and significance of Indian constitution and Fundamental Duties to become responsible citizens</p> <p>CO 3: To reflect on values that we need to make our lives meaningful and responsible humans</p> <p>CO 4: To understand the significant political processes to cultivate politically responsible behavior</p>
FY (SEMI)	Foundation of Human Skills	<p>CO 1: To introduce the learners to the basic concepts of foundation of human skills</p> <p>CO 2: To develop an insight into Behavior and its various aspects</p> <p>CO 3: To introduce the learners to Organisation and its culture</p> <p>CO 4: To create an understanding of the various developments in the organisation and work related stress</p>
FY (SEMI)	Business Economics – I	<p>CO 1: Correlate the various aspects with the current situation of the economy.</p> <p>CO 2: Distinguish between the benefits and adverse effects of various variable on the economies.</p> <p>CO 3: Relevance of the past theory and its importance in present scenario.</p> <p>CO 4: Subject topic knowledge and its relation with real world situation.</p>
FY (SEMII)	Principles of Marketing	<p>CO 1 Understand fundamental marketing concepts, theories, and principles in areas of marketing</p> <p>CO 2: Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.</p> <p>CO 3: Develop creative solutions to marketing problems.</p>
FY (SEMII)	Industrial Law	<p>CO 4: To study laws related to Industrial Relations & Industrial Disputes.</p> <p>CO 5: To study the laws related to Health, Safety & Welfare.</p> <p>CO 6: To understand Social Legislation.</p> <p>CO7: To study the laws related to Compensation Management.</p>
FY (SEMII)	Business Mathematics	<p>CO 1: To understand the concept of Matrices and Determinant.</p> <p>CO 2: To Provide the concept of Functions, and Derivatives.</p> <p>CO 3: To understand the concept of Elementary Financial Mathematics and Numerical Analysis.</p>





Ghanshyamdas Saraf
college of arts & commerce

EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org

gsgc@rajasthan.org.in

FY (SEMII)	Business Communication – II	<p>CO 1: Understanding the Importance of Presentation and learning Graphics, PPT to implement it.</p> <p>CO 2: Developing Group Communication through Group Discussion and Interviews.</p> <p>CO 3: Developing the skill of Business Correspondence</p> <p>CO 4 : Widening the scope of writing skills through different Reports Writing</p>
FY (SEMII)	Foundation Course – II	<p>CO 1: To understand the policies of Liberalization, Privatization and Globalization.</p> <p>CO 2: To develop an understanding towards human rights and human values,</p> <p>CO 3: To Understand what is stress and to manage stress.</p> <p>CO 4 : To study the significance of environmental studies.</p>
FY (SEMII)	Business Environment	<p>CO 1: To understand the characteristics and importance of business environment.</p> <p>CO 2: To learn about the environmental factors.</p> <p>CO 3: To get an overview of sunrise sectors.</p> <p>CO 4: To develop an understanding on the international trade platforms and norms like, WTO and TRIP.</p>
FY (SEMII)	Principles of Management	<p>CO 1: To help the students gain understanding the functions and responsibilities of managers.</p> <p>CO 2: To study the system and process of effective controlling in the organization.</p> <p>CO 3 : To learn the application of the principles in an organization.</p> <p>CO 4: To help the studentst develop cognizance of the importance of management principles</p>
SY (SEM III)	Basics of Financial Services	<p>CO 1: The course aims at explaining the core concepts of business finance and its importance in managing a business</p> <p>CO 2: The objectives of develop a conceptual framework off inancefunction and to acquaint the participants with the tools, types, instruments of financial system in the real Indian Financial Market.</p>
SY (SEM III)	Corporate Finance	<p>CO 1: The objectives of develop a conceptual framework of finance function and to acquaint the participants with the tools technique s and process of financial management in the real of financial decision making.</p> <p>CO 2: The course aim s at explaining the core concepts of corporate finance and its importance in managing a business</p> <p>CO 3: To providing understanding of</p>

gsgc





Ghanshyamdas Saraf
college of arts & commerce

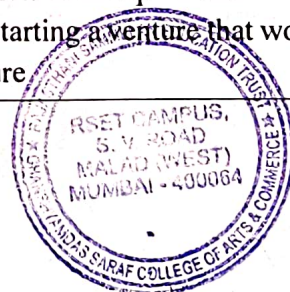
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org
gsgc@rajasthani.org.in

		nature,importance,structureofcorporatefinancerelatedareasandtoimpartknowledge regarding source of finance for business
SY (SEM III)	Consumer Behaviour	<p>CO 1: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.</p> <p>CO 2: This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behavior.</p> <p>CO 3: Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer oriented marketing strategies.</p>
SY (SEM III)	Advertising	<p>CO 1: To understand and examine the growing importance of advertising</p> <p>CO 2: To understand the construction of an effective advertisement</p> <p>CO 3: To understand the role of advertising in temporary's scenario</p>
SY (SEM III)	Information Technology in Business Management – I	<p>CO 1: To learn basic concepts of information Technology, its support and role in Management, for managers</p> <p>CO 2: To Gain Knowledge about practical and office automation...</p> <p>CO 3: To understand basic concepts of Email, Internet and websites, domains and security therein</p> <p>CO 4 : To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features</p>
SY (SEM III)	Foundation Course (Environmental Management) – III	<p>CO 1: Understand the environmental concepts, ecosystem and biogeochemical cycles.</p> <p>CO 2: Explain renewable and non-renewable resources.</p> <p>CO 3: Identify causes of pollution and remedies to reduce the same.</p> <p>CO 4: Understand the importance of waste management.</p> <p>CO 5: Explain innovative business models from environment perspective</p>
SY (SEM III)	Business Planning & Entrepreneurial Management	<p>CO 1: Understand the foundations and theories of Entrepreneurship</p> <p>CO 2: Explain the classification of entrepreneurs</p> <p>CO 3: Examine the steps in starting a venture that would help him and others to start a new venture</p>

Handwritten signature





Ghanshyamdas Saraf
college of arts & commerce

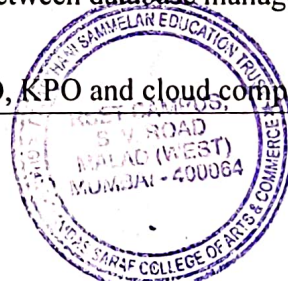
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org

gsgc@rajasthan.org.in

SY (SEM III)	Accounting for Managerial Decisions	CO 1: Understand the basic accounting fundamentals. CO 2: Develop financial analytical skills CO 3: Explain the importance of Receivables and working capital management for a business CO 4: Calculate various ratios that help the management in decision making
SY (SEM III)	Strategic Management	CO 1: Understand management policies and strategies at every level. CO 2: Examine the management of entire enterprise CO 3: Develop skills in corporate level policy and strategy formulation areas
SY (SEM IV)	Financial Institutions and Markets	CO 1: Understand the structure, role and functioning of financial institutions and markets in the financial system in India. CO 2: Explain the financial systems of developed countries like UK, USA, Japan and Germany
SY (SEM IV)	Corporate Restructuring	CO 1: Understand the Concepts of Corporate Restructuring and demonstration of Accounting Procedure of Mergers, Acquisition and takeovers. CO 2: To Understand the Fundamentals of financial restructuring. CO 3: To gain Knowledge about Post Merger- reorganization.
SY (SEM IV)	Integrated Marketing Communication	CO 1: To Understand Fundamentals of IMC. CO 2: To Gain depth knowledge of Elements of IMC CO 3: To Gain Perspective on Ethics in IMC.
SY (SEM IV)	Event Marketing	CO 1: To understand Basic Concepts of Event Marketing. CO 2: To gain Knowledge on different categories of Events. CO 3: To Understand STP Model in Context of Event Marketing.
SY (SEM IV)	Information Technology in Business Management – II	CO 1: Understand managerial decision making and functional areas of MIS CO 2: Explain emerging trends in ERP, CRM, SCM CO 3: Analyse the relationship between database management and data warehouse approaches CO 4: Explain concepts like BPO, KPO and cloud computing





Ghanshyamdas Saraf
college of arts & commerce

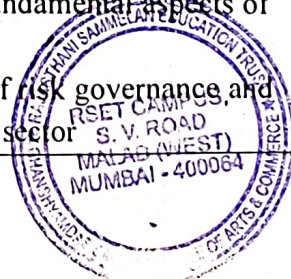
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org

gsgc@rajasthani.org.in

SY (SEM IV)	Foundation Course (Ethics and Governance) – IV	CO 1: Understand the nature of significance of ethics and ethical practices in business that are necessary for the progress of a country CO 2: Apply ethics in functional areas like marketing, finance and HRM CO 3: Explain the importance of CSR and Corporate governance practiced by various Organisations.
SY (SEM IV)	Business Economics- II	CO 1: Understand the concept of macroeconomics, circular flow of aggregate income and expenditure. CO 2: Explain inflation and monetary policy CO 3: Understand Fiscal Policy- its instruments and the importance of Union Budget CO : Understand the concept of balance of payments and FDI
SY (SEM IV)	Business Research Methods	CO 1: Understand the importance, objectives and types of research CO 2: Apply the research approaches, techniques and strategies in the appropriate manner for managerial decision making
SY (SEM IV)	Production & Total Quality Management	CO 1: Understand the concept, objectives and importance of production management and materials management. CO 2: Apply the basic principles of Total Quality Management CO 3: Evaluate various Quality improvement strategies used in businesses.
TY (SEM V)	Investment Analysis & Portfolio Mgmt	CO 1: To acquaint the learners with various concepts of finance CO 2: To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world CO 3: To understand various models and techniques of security and portfolio analysis
TY (SEM V)	Commodity & Derivatives Market	CO 1: To understand the concepts related to Commodities and Derivatives market CO 2: To study the various aspects related to options and future CO 3: To acquaint learners with the trading, clearing and settlement mechanism in derivatives market
TY (SEM V)	Risk Management	CO 1: To familiarize the student with the fundamental aspects of risk management and control CO 2: To give a comprehensive overview of risk governance and assurance with special reference to insurance sector





Ghanshyamdas Saraf
college of arts & commerce

EDUCATION EMPOWERS

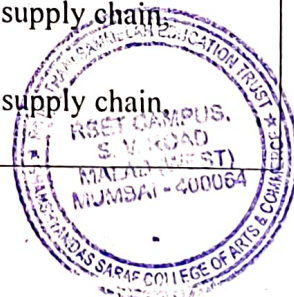
R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org

gsgc@rajasthani.org.in

TY (SEMV)	Direct Taxes	<p>CO 1: To understand the provisions of determining residential status of individual</p> <p>CO 2: To Understand various heads of income</p> <p>CO 3: To Understand deductions from total income</p> <p>CO 4: To Understand taxable income of Individuals</p>
TY (SEMV)	Services Marketing	<p>CO 1: To understand distinctive features of services and key elements in services marketing</p> <p>CO 2: To provide insight into ways to improve service quality and productivity</p> <p>CO 3: To understand marketing of different services in Indian context</p>
TY (SEMV)	E-Commerce & Digital Marketing	<p>CO 1: To understand increasing significance of E-Commerce and its applications in Business and Various Sectors</p> <p>CO 2: To provide an insight on Digital Marketing activities on various</p> <p>CO 3: To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation Social Media platforms and its emerging significance in Business</p>
TY (SEMV)	Sales & Distribution Management	<p>CO 1: To develop understanding of the sales & distribution processes in organizations</p> <p>CO 2: To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management</p>
TY (SEMV)	Customer Relationship Management	<p>CO 1: To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management</p> <p>CO 2: To provide insight into CRM marketing</p> <p>CO 3: To understand new trends in CRM, challenges and opportunities for organization initiatives, customer service and designing CRM strategy</p>
TY (SEMV)	Logistics & Supply Chain Mgmt	<p>CO 1: To provide students with basic understanding of concepts of logistics and supply chain management</p> <p>CO 2: To introduce students to the key activities performed by the logistics</p> <p>CO 3: To provide an insight in to the nature of supply chain, its functions and supply chain systems function</p> <p>CO 4: To provide an insight in to the nature of supply chain, its functions and supply chain systems</p>

[Handwritten signature]





Ghanshyamdas Saraf
college of arts & commerce

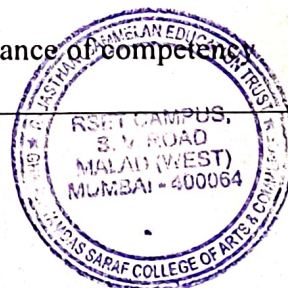
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org

gsgc@rajasthani.org.in

		CO 5 : To understand global trends in logistics and supply chain management .
TY (SEM V)	Corporate Communication and Public Relations	CO 1: To provide the students with basic understanding of the concepts of corporate communication and public relations CO 2: To introduce the various elements of corporate CO 3: To examine how various elements of corporate communication must be coordinated to communicate effectively communication and consider their roles in managing CO 4: To develop critical understanding of the different practices associated with corporate communication organizations
TY (SEM V)	Industrial Relations	CO 1: To understand the concept of performance management in organizations 2 CO 2 : To review performance appraisal systems CO3: To understand the significance of career planning and practices
TY (SEM V)	Performance Management and Career Planning Modules at a Glance	CO 1: To understand the concept of performance management in organizations CO 1: To review performance appraisal systems To understand the significance of career planning and practices
TY (SEM V)	Strategic Human Resource Management and HR Policies	CO 1: .To understand human resource management from a strategic perspective CO 2: To link the HRM functions to corporate strategies in order to understand HR as a strategic resource CO 3: To understand the relationship between strategic human resource management and organizational performance CO 4: To apply the theories and concepts relevant to strategic human resource management in contemporary organizations To understand the purpose and process of developing Human Resource Policies
TY (SEM V)	Talent & Competency Management	CO 1: To understand key talent management & competency management concepts CO 2: To understand the concept and importance of competency mapping





Ghanshyamdas Saraf
college of arts & commerce

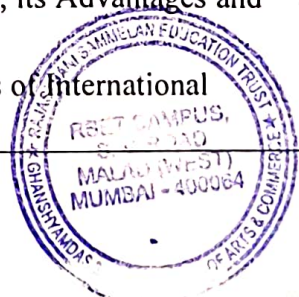
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350

www.sarafcollege.org

gsgc@rajasthan.org.in

TY (SEMVI)	International Finance	CO 1: The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
TY (SEMVI)	Innovative Financial Services	CO 1: To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services CO 2: To give a comprehensive overview of emerging financial services in the light of globalization CO 3: To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services
TY (SEMVI)	Strategic Financial Management	CO 1: To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable CO 2 : To acquaint learners with contemporary issues related to financial management
TY (SEMVI)	Indirect Taxes	CO 1: To understand the basics of GST To study the registration and computation of GST CO 2 : To acquaint the students with filing of returns in GST
TY (SEMVI)	Brand Management	CO 1: To understand the meaning and significance of Brand Management CO 2: To Know how to build, sustain and grow brands CO 3: .To know the various sources of brand equity
TY (SEMVI)	Retail Management	CO 1: .To know the various sources of brand equity To familiarize the students with retail management concepts and operations CO 2: To understand of retail management and types of retailers CO 3: To develop an understanding of retail management terminology including merchandize management, store management and retail strategy. CO 4: To acquaint the students with legal and ethical aspects of retail management CO 5: To create awareness about emerging trends in retail management
TY (SEMVI)	International Marketing	CO 1: To understand International Marketing, its Advantages and Challenges. CO 2 : To provide an insight on the dynamics of International Marketing Environment.





Ghanshyamdas Saraf
college of arts & commerce
EDUCATION EMPOWERS

R.S. Campus, S.V.Road,
Malad (West), Mumbai – 400 064
Tel No. : +91 22 6681 2345 / 6681 2350
www.sarafcollege.org
gsgc@rajasthani.org.in

		CO 3: To understand the relevance of International Marketing Mix decisions and recent developments in Global Market
TY (SEMVI)	Media Planning & Management	CO 1: Overview of Media and Media Planning CO 2: Media Mix & Media Strategy CO 3: Media Budgeting, Buying & Scheduling 4 Media Measurement, Evaluation

Programme Coordinator

Dr. Lipi Mukherjee
(Coordinator- SFD)

Dr. Ashwat R Desai

Principal
PRINCIPAL
Rajasthani Sammelan Education Trust
Ghanshyamdas Saraf College
(Arts & Commerce)
Malad West, Mumbai - 400 084