

Course Outcome:**FYBMS: UBMSFSII.1 Semester II – Principles of Marketing:**

CO1	Identify functional and application areas of marketing.
CO2	Apply marketing mix (4Ps of marketing) to a given product and extended 3Ps to a service.
CO3	Distinguish marketing from selling concept.
CO4	Identify micro and macro factors influencing marketing environment.
CO5	Identify the factors affecting consumer behaviour.
CO6	Classify the products based on its dimensions.
CO7	Design strategies on product mix, pricing, distribution and promotion.
CO8	Apply segmentation, targeting and positioning strategies for a given market.

UBMSFS 2.2**INDUSTRIAL LAW**

CO1	Analyze the provisions related to the Industrial Disputes Act, 1947 (IDA, 1947).
CO2	Identify the differences in terms of strikes, lockouts, layoffs, closure, retrenchment, etc.
CO3	Examine a given set of case with respect to the laws framed under the IDA, 1947.
CO4	Apply the provisions of the Trade Unions Act, 1926 (TU Act, 1926) correctly to a certain problem provided.
CO5	Recall the procedure of registration, dissolution etc. of a trade union under the TU Act, 1926.
CO6	List the provisions related to the health, safety & welfare of workers working in a factory under the Factories Act, 1948.
CO7	Compute the amount of compensation payable to workmen in case of death, disability, etc. under the provisions of the Workmen's Compensation Act, 1923 (WCA, 1923).
CO8	Infer whether an employer is under a liability to pay compensation to a workman under the WCA, 1923.
CO9	Explain about the doctrines of assumed risk, contributory negligence, etc.
CO10	Recall & interpret the provisions of the Employee State Insurance Act, 1948; Employees Provident Fund & Miscellaneous Provision Act, 1952.
CO11	Compute the amount of provident fund payable to an employee on his disassociation from an organisation.
CO12	Interpret the provisions of the Payment of Wages Act, 1948; the Payment of Bonus Act, 1963 and the Payment of Gratuity Act, 1972.
CO13	Compute the amounts due towards the gratuity of a workman on disassociation from a company.
CO14	Dramatize popular/landmark cases from the above laws studied.

FYBMS: 2.4 Semester II – Business Communication-II

CO1	Prepare effective power point presentations on assigned topics.
CO2	Give presentations via power point in front of a large (60-70 people) audience.
CO3	Effectively speak in a group discussion by being part of it.
CO4	Face personal interviews with confidence and grace.
CO5	Write business letters like, inquiry, order, complaint/grievance and sales letters.
CO6	Prepare promotional leaflets and flyers to promote the products/services of a business.

FYBMS Semester II (2.5)

Foundation Course

CO 1	Discuss concepts of Liberalization, Privatization and Globalization in Indian economy.
CO 2	Discuss growth of information technology and communication.
CO 3	Discuss concepts of Human Rights, its origin and adoption of Universal Declaration of human rights.
CO 4	Discuss about environmental degradation, its causes and importance of sustainable development
CO 5	Examine causes of stress and conflict in Indian society.
CO 6	Discuss significance of values, ethics and prejudices in developing the individual
CO 7	Discuss aggression and violence as public expression of conflict
CO 8	Examine types of conflicts and use of coping mechanisms for managing individual stress

FYBMS: UBMSFSII.6

Business Environment

CO 1	To understand the basics of business environment including its meaning, components and significance
CO 2	To identify and understand the impact of all the components of BE on the business through environmental analysis
CO 3	To study in depth the role played by macro environment components in framing business strategies and plans
CO 4	To understand the legal and political framework of an economy and its influence on business
CO 5	To study the dynamic nature of social, cultural and technological environment and how it affects the success or failure of a business
CO 6	To highlight the role played by international environment in the era of globalization
CO 7	To familiarize the students with various international organizations instrumental in ensuring efficient international trade
CO 8	To study the challenges and opportunities faced by international businesses while doing business in India

Course Outcome:

FYBMS Semester II (2.7)

Principles of Management

CO 1	Discuss concepts of management and its impact on business
CO 2	Describe evolution of management and its applicability in business
CO 3	Discuss process of management.
CO 4	Elaborate Planning and its importance in management
CO 5	Discuss concepts of organizing, Staffing, Coordination Directing and Control.
CO 6	Discuss recent trends in management related to Green management and Corporate Social responsibility.