

Course Outcome:

SYBMS Semester III

Consumer behaviour (Marketing Electives) 3.1

CO 1 Develop an understanding about the consumer decision making process and its application in marketing functions of firms.

CO 2 Discuss individual determinants of consumer behaviour with reference to consumer needs and motivation, personality, self concept, consumer perception learning and attitude

CO 3 Discuss environmental determinants of consumer behaviour with reference to role of different members in family, social class, group dynamics, and cultural influence in buying behaviour.

CO 4 Identify different consumer decision making models.

CO 5 Discuss diffusion of innovation process.

CO 6 Describe E- buying behaviour and influence on E- buying by consumers.

Course Outcome:

SYBMS Semester III

Business Planning and Entrepreneurship development (Marketing Electives) 3.5

CO1 Discuss the concept and need of entrepreneurship development.

CO2 Describe the qualities of successful entrepreneurs.

CO3 Explain theories of entrepreneurship

CO 4 Relate problems faced by Women entrepreneurs.

CO 5 Explain the concept of innovation, invention, creativity in business idea generation.

CO 6 Design business plan.\

CO 7 Identify various sources of finance for business

CO 8 Discuss marketing assistance available to entrepreneurs.

CO 9 Design new trends in entrepreneurship –E Entrepreneurship

USBMSFS 3.3: UNDERSTANDING INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-I

- CO1: Draw differences between information, data and knowledge.
- CO2: Describe the Information System pyramid in an organizational hierarchy.
- CO3: Describe various emerging trends in information technology with special contributions to certain IT revolutionized fields.
- CO4: Explain the concepts of digital economy and digital organization.
- CO5: Describe concepts such as Database, Database Management Systems (DBMS), Open source software, Operating Systems and their relevant importance.
- CO6: Illustrate about the aforesaid technologies in various success/failure case studies.
- CO7: Describe the basic functions used in Microsoft applications such as MS-Word, MS-Excel, MS-Powerpoint.
- CO8: Explain the advanced functions of MS-Word, MS-Excel.
- CO9: Execute a self-running presentation successfully.
- CO10: Recall the concepts of network, hub, switches, etc.
- CO11: Select the most suitable mode for delivery of emails.
- CO12: Draw comparisons between various security threats to a computer.
- CO13: Identify measures to be put in place to prevent security threats.

SYBMS: UBMSFSIII.7 Semester III – Strategic Management

- CO1: Frame business policies across functional areas for an organization.
- CO2: Define vision, mission, goals and objectives for an organization.
- CO3: Write down SWOT (Strengths, Weakness, Opportunities and Threats) analysis by scanning internal and external environment.
- CO4: Effectively apply various strategies at corporate level, business level and functional level by analysing the environmental factors.
- CO5: Effectively apply the BCG (Boston Consulting Group) matrix to different products/services of an organization.

CO6: Perform an industry analysis by using Porter's Five Forces

CO7: Effectively apply various control techniques.

CO8: Evaluate the overall effectiveness of a strategy.

Course Objectives: Academic Year 2017-18 S.Y.BMS
Introduction to Cost Accounting

1. To discuss the basic concepts and the tools used in Cost Accounting.
2. To discuss the principles and procedure of cost accounting and to apply them to different practical situations.
3. To identify various elements of Cost Accounting viz. Material , Labour and Overheads costing.
4. To discuss emerging cost concepts viz. Uniform costing, Target costing, Benchmarking, Just in time, Balance Score Card.
5. To analyse cost projection through preparation of Cost Sheet and Cost Reconciliation.
6. To discuss the procedure of Process costing and Job costing and apply them to different practical situations.

Course Outline Of Social Marketing

1. Understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a nonprofit social environment.
2. Analyze the impact of environment on social marketing & study the various behavior models/frameworks/theories for social change.

3. To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing.
4. To provide an overview of the Not for Profit Sector (NPO) and comment on the CSR provision in the companies act of 2013.
5. To study overview of social marketing in various key sectors and Identify basic ethical issues in Social marketing and appreciate the careers in Social Marketing

Accounting for managerial decision 3.6 (III SEM BMS)

CO1. Classify Financial Statements to evaluate firm performance

CO2. Calculate ratios based on Financial Statements and income statements

CO3. Use Financial Statements to obtain Cash Flows for the firm and equity holders.

CO4. Develop presentation and writing skills

CO4 Apply appropriate legal and ethical standards.

CO5 Demonstrate effective project execution and control techniques that result in successful projects.

CO6 Identify the selection and initiation of individual projects and of portfolios of projects in the enterprise.

SYBMS: 3.5 Semester III – Environment Management

CO1: Discuss Environment and its composition like Lithosphere, Atmosphere, Hydrosphere, Biosphere

CO 2: Perform classification (Renewable & non-renewable) & bring out ways to stop Exploitation of Natural resources in sustainable manner

CO 3: Discuss Biogeochemical cycles, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid

CO 4: Develop disaster management cycle.

CO 5: Examine techniques of solid waste management, anthropogenic waste, e-waste & biomedical waste (proving consumerism as a cause of waste).

CO 6: Narrate Environmental clearance for establishing and operating Industries in India.

CO 7: Discuss Water Act, Air Act and Wildlife Protection Act., Carbon bank & Kyoto protocol

CO 8: Examine Innovations in business- an environmental perspective

CO 9: Relate to Eco-tourism, Green marketing, Organic farming, Eco friendly packaging, Waste management projects for profits ,other business projects for greener future