

**Course Outcome:**

**SYBMS Semester IV (4.1)**

**Integrated Marketing Communication (Marketing Electives)**

CO 1 Equip the students with knowledge of planning and execution of an effective Integrated Marketing Communication

Programme.

CO 2 Discuss features and evolution of Integrated Marketing Communication

Co 3 Describe promotional tools of Integrated Marketing Communication

CO 4 Discuss problems in setting objectives of Integrated Marketing Communication

CO 5 Discuss role of Advertising, Personal Selling, Direct marketing, Public relations and publicity and Sales promotion in Integrated Marketing Communication

CO 6 Relate ethics and marketing communications

CO7 Discuss current trends in Integrated Marketing Communication

CO 8 Discuss Evaluation of Integrated Marketing Communication programme.

**USBMSFS 4.2 FINANCE**  
**AUDITING**

CO1: Explain the basics and principles of auditing.

CO2: Differentiate between various types of audits such as balance sheet audit, concurrent audit, interim audit, etc.

CO3: Differentiate between errors & frauds.

CO4: Recall the differences between accounting, auditing and investigation.

CO4: Interpret the terms- audit plan, program, working papers & notebook.

CO5: Discuss the advantages, disadvantages and scope of audit plan & program.

CO6: Discuss the advantages, disadvantages and scope of audit working papers & notebook.

CO7: Explain the approach used for in an audit technique such as- test checking, random sampling internal control., internal audit.

CO8: Discuss each of the aforesaid terms in CO7 in detail.

CO9: Differentiate between internal check, internal control & test checks.

CO10: Distinguish between internal check, internal audit, test checks.

CO11: Interpret tolerable error, expected error, sampling risks.

CO12: Discuss vouching of incomes, expenditures, assets & liabilities.

CO13: Analyze and verify statements of incomes, expenditures, assets & liabilities.

### **USBMSFS 4.3**

#### **UNDERSTANDING INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-II**

CO1: Recall the functional systems and components of the Management Information Systems (MIS) and Decision Support Systems (DSS) respectively.

CO2: Draw differences between Management Information Systems and Decision Support Systems.

CO3: Describe various emerging trends in MIS-based technologies such as Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM).

CO4: Explain the ERP & CRM lifecycles for an enterprise.

CO5: Illustrate about the aforesaid technologies in various success/failure case studies.

CO6: Describe concepts such as Database Management Systems (DBMS), Data Mining, Data Warehousing and their importance.

CO7: Differentiate data warehousing from data mining.

CO8: Explain the business application of data warehousing and data mining.

CO9: Explain the concept of outsourcing and various types of outsourcing.

CO10: Distinguish business process outsourcing from knowledge process outsourcing.

CO11: Explain about outsourcing through cloud computing.

CO12: Draw comparisons between traditional outsourcing and cloud computing.

#### **SYBMS: UBMSFSIV.5 Semester IV – Business Research Methods:**

CO1: Distinguish between pure/basic/fundamental or applied research.

CO2: Identify the research designs to be used: Exploratory, Descriptive or causal

CO3: Identify sample(s) and effectively use probability and non probability sampling methods.

CO4: Distinguish between primary and secondary sources of data.

CO5: Design a proper structured questionnaire by using various scaling techniques.

CO6: Framing of precise hypothesis and testing the hypothesis by using statistical tools like chi square, z-test and t-test.

CO7: Effectively process the data by editing, codifying and tabulating the data and thereby analysing and interpreting it.

CO8: Write a final report by using analytical abilities and research skills.

#### **SYBMS: UBMSFSIV.5 Semester IV – Ethics and Governance**

CO1: Identify nature of ethics in terms of personal, professional and managerial.

CO2: Overcome myths about business ethics in the practical workplace.

CO3: Identify best ethical practices across functional areas like Marketing, Finance and Human Resource thereby avoiding white collar scams.

CO4: Identify best corporate practices with reference to corporate governance.

CO5: Organize various CSR activities for the betterment of the society with a triple bottom line approach (people, planet, profit).

#### **SYBMS: UBMSFSIV.6 Semester IV 7– Production and Quality Management**

CO1: To make the student understand the basics of production management including its definition, importance and types of production systems

CO2: To familiarize the students with concept of materials management and different inventory control techniques used in the industry

CO3: To understand the concept of product development and plant location and layout. And how they can be practically applied to meet the requirement of the business

CO4: To understand the criticality of how productivity is adopted by various industries to improve their overall functioning and to earn profits

CO5: To explain the concept of Total Quality Management and its implementation

CO6: To provide an insight on how to measure quality for both tangible (manufacturing) and intangible (services) businesses

CO7: To explain various successful quality improvement strategies adopted by businesses across the globe

CO8: To highlight the role played by various international bodies and organization to recognize and acknowledge the efforts made by the organizations/ individuals in improving and enhancing quality

### **SYBMS: UBMSFSIV.2 Semester IV – Tourism Marketing**

CO1: To understand the basic concepts and strategies of Tourism Marketing

CO2: To impart knowledge to the students about different types of tourism

CO3: To understand segmentation and marketing mix in the context of Tourism Marketing

CO4: To familiarize the students with emerging trends and challenges in marketing Tourism

CO5: To understand the role of various intermediaries and organizations in promoting tourism and protecting interest of the tourist

CO6: To recognize and understand the key role played by tourism sector in poverty alleviation and economic development of an economy

CO7: To provide an overview on various tourism activities carried out in various developed and developing countries

### **Taxation 4.3 (IV SEM BAF)**

CO1 To discuss the conditions to be complied in computing net taxable income of individual

CO2 To identify the availability of various tax friendly deductions and privileges under the statute in accordance with Section 80 of Income tax Act, 1961

CO3 To Solve numerical on five heads of income in accordance with provisions contained in section 15 to 17, section 22 to 27, section 28 to 44, section 45 to 55, section 56 to 59

CO 4 To identify the provisions of return of income section 139

CO5 To identify the provisions of Advance tax and interest on tax liability.

## **SYBMS: Macro Economics**

**CO1:** Discuss Macroeconomics with its Meaning, Scope and Importance.

**CO 2:** Analyze Circular flow of aggregate income and expenditure in an economy.

**CO 3:** Calculate The Measurement of National Product & Define Green GNP and NNP concepts for National Income and Economic Welfare

**CO 4:** Develop Trade Cycles with its Phases.

**CO 5:** Determine the sources of Money Supply & Factors influencing Velocity of Circulation of Money

**CO 6:** Narrate the Demand for Money by explaining Keynesian approaches to Theory of Employment.

**CO 7:** Discuss the Quantity theory of money using Fisher's equation of exchange - Cambridge cash balance approach

**CO 8:** Examine the concept of Public Goods and the role of Government

**CO 9:** Relate to Sources of Public Revenue, Shifting of tax burden, Economic Effects of taxation, etc.

**CO 10:** Depict an effective role in Fiscal Management and Financial Administration

