



## Nagindas Khandwala College (Autonomous)

**Name of the Programme: Bachelor in Management Studies**

**Code of Programme: UCBMS**

### **PROGRAMME OBJECTIVES:**

PO1: To provide in-depth theoretical & practical knowledge

PO2: To provide exposure to real life situations through case-studies, role plays, discussions and presentations.

PO3: To equip learners with skills required for management, finance, marketing and human resources.

PO4: To equip them with the skills required to function in any organization as well as starting their entrepreneurial venture.

PO5: To train them adopt a holistic view to real life business situations.

PO6: To inculcate a research aptitude and problem-solving approach in learners.

### **PROGRAMME OUTCOMES**

After completion of the three years Bachelor of Management Studies (BMS) Programme, the learner will:

**PO-1:** Have comprehensive knowledge of Management , Marketing, Finance, Accounting and other areas of Management.

**PO-2:** Be able to identify problems in business and provide solutions for the same with contemporary knowledge of technology .

**PO-3:** Develop managerial skills, decision-making skills , presentation skills, interpersonal skills and soft skills and use appropriate ICT tools innovatively.

**PO-4:** Cultivate leadership qualities, entrepreneurial skills among learners and prepare them to work with ethical and moral values while working individually as well as in teams.

**PO-5:** Promote research acumen in business and critical thinking to find solutions to real life business situations.

**PO-6:** Build a concrete foundation for advanced studies in Commerce and Management and make them ready for employment.



## Nagindas Khandwala College (Autonomous)

### Program Specific Outcome:

#### BMS (Finance)

Specialization in BMS (Finance) has been designed to prepare graduating students for attaining the following specific outcomes:

**PSO-1:** Knowledge of fundamentals of accounting , corporate finance, taxation and other areas of finance will be enhanced.

**PSO-2:** Conceptual and analytical abilities required for decision making in finance will be enriched.

**PSO-3:** To be able to solve financial problems in business with ethical and moral values.

**PSO-4:** - Developing an understanding of local, national and global financial environment and to make the learners industry ready.

#### BMS (Marketing)

Specialization in BMS (Marketing) has been designed to prepare graduating students for attaining the following specific outcomes:

1. **PSO-1:** Knowledge of principles of marketing, consumer behaviour, sales and distribution management and other areas of marketing will be enhanced.
2. **PSO-2:** Conceptual and analytical abilities required for decision making in marketing will be improved.
3. **PSO-3:** To be able to solve marketing problems in business with ethical and moral values.
4. **PSO-4:** - Develop an understanding of the multi-cultural dimensions, local, national and global marketing environment and its impact on marketing to make the learners industry ready



## Nagindas Khandwala College (Autonomous)

### Semester I

#### 1. Business Communication- I 2011UMSBC

##### **Course Objectives:**

- 1 The course is designed to analyze the role of communication in business.
- 2 The course intends to give hands on experience on Language and writing skills.

##### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Demonstrates an understanding of the methods and modes of communication. (Level: Understand)

**CO2:** Illustrate ability in writing business and personal letters. (Level: Apply)

**CO3:** Analyse different modes of communication. (Level: Analyse)

**CO4:** Prepare reports and paragraphs on a given situation. (Level: Apply)

#### 2. Foundation Course –I 2012UMCFC

##### **Course Objectives:**

1. The subject helps in understanding the multi-cultural diversity of Indian Society through various segments.
2. The subject explains the Philosophy of Indian constitution and its impact on Political process.

##### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Describe the cultural diversity of Indian Society. (Level: Understand)

**CO2:** Distinguish between diversity in society due to gender, caste system and culture. (Level: Analyse)

**CO3:** Discuss the philosophy of the Indian Constitution. (Level: Understand)

**CO4:** Analyse the political system in India. (Level: Analyse)

#### 3. Foundation of Human Skills 2013UMSHS

##### **Course Objectives:**

1. To understand the concept of Human Nature and its implementation in Group Behavior



### **Nagindas Khandwala College (Autonomous)**

2. To provide understanding of Organizational culture and its impact on Organizational process.
3. To understand the relevance of organizational creativity and work stress.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Analyse individual behaviour and different personalities.. (Level: Analyse)

**CO2:** Discuss perception and group behaviour. (Level: Understand)

**CO3:** Illustrate an understanding for organizational process and culture. (Level: Apply)

**CO4:** Describe motivation, creativity and stress and the workplace. (Level: Understand)

### **4. Business Law 2014UMSBL**

#### **Course Objectives:**

1. To understand the key elements of Contract Act.
2. To provide insights into company Law and Intellectual Property Rights (IPR).
3. To provide student with basic understanding of Business Law.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Discuss the Contract Act, 1872 and Goods Act, 1930. (Level: Understand)

**CO2:** Apply the Consumer Protection Act, 1986. (Level: Apply)

**CO3:** Describe the Company Law. (Level: Understand)

**CO4:** Explain the Intellectual property Rights. (Level: Understand)

### **5. Business Statistics 2015UMSBS**

#### **Course Objectives:**

1. To acquaint the learners with various concepts of Statistics.
2. To understand the various methods and techniques of Statistics.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Demonstrates an understanding of the concepts of Business Statistics.  
(Level: Understand)



## Nagindas Khandwala College (Autonomous)

**CO2:** Solve problems related to measures of central tendency, dispersion, co-relation and linear regression. (Level: Apply)

**CO3:** Prepare time series by various methods. (Level: Apply)

**CO4:** Describe probability distribution and decision making. (Level: Understand)

### 6. Introduction to Financial Accounts

2016UMSFA

#### **Course Objectives:**

1. To understand the concept of Accounting Standards and transactions.
2. To introduce the basic concepts of final Accounts.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Describe the accounting principles and accounting standards. (Level: Understand)

**CO2:** Describe the application of accounting standards. (Level: Understand)

**CO3:** Prepare trial balance and practice depreciation accounting. (Level: Apply)

**CO4:** Compute final accounts as per the Companies Act, 2013. (Level: Apply)

### 7.Principles of Management

2017UMSPM

#### **Course Objectives:**

1. To relate, discuss, understand the management principles, processes and procedures in consideration of their efforts on individual actions.
2. Knowledge and understanding of the subject will enable the student to gain valuable insights into the working of business and other organization.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Describe the concepts of management. (Level: Understand)

**CO2:** Apply principles of planning, decision making and controlling in organizations. (Level: Apply)



## Nagindas Khandwala College (Autonomous)

**CO3:** Discuss organizational management strategies. (Level: Understand)

**CO4:** Demonstrate of understanding business ethics, CSR and leadership. (Level: Apply)

### Semester II

#### 1. Business Communication- II 2021UMSBC

##### **Course Objectives:**

1. The course is designed to analyze the role of communication in business.
2. The course intends to give hands on experience on Language and writing skills.

##### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Apply principles of effective presentation. (Level: Apply)

**CO2:** Describe various methods of group communication. (Level: Understand)

**CO3:** Prepare trade letters. (Level: Apply)

**CO4:** Write reports and prepare summaries. (Level: Apply)

#### 2. **Foundation Course –II (Value Education and Soft Skill)** 2022UMSFC

##### **Course Objectives:**

1. To create right understanding of human values and soft skills to actualize these in their personality and behaviour of students leading to peace and harmony for sustainable success in career and happiness.
2. In order enable manpower to achieve success in profession and happiness in life, they need to possess universal human values and Soft Skills essential for fulfilling need of keeping harmony within self, family, job, society and world.
3. To acquaint students with UDHR and Fundamental Rights in Indian Constitution.

##### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Discuss the concepts of liberalization, privatization and globalization. (Level: Understand)

**CO2:** Apply the concept of human rights. (Level: Apply)



## Nagindas Khandwala College (Autonomous)

**CO3:** Explain the concepts of environment, ecology and their interconnectedness. (Level: Understand)

**CO4:** Appraise the causes of stress and conflict in individuals and society. (Level: Analyse)

### 3. Business Environment

2023UMSBV

#### **Course Objectives:**

1. By studying the business environment, we can know the changes of business. This information is very useful for our business.
2. Every businessman should aware current environment of business. With this, he can think the future of his business in such environment.
3. One of the objective of the study of business environment that it can provide all the information which is needed for taking good decisions.
4. For making good business policies, we need to know and scan business through business environment.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Discuss the concepts of micro and macro business environment. (Level: Understand)

**CO2:** Describe the political and legal environment in India. (Level: Understand)

**CO3:** Appraise the social, cultural, technological and competitive Environment. (Level: Analyse)

**CO4:** Demonstrate an understanding of the international environment with respect to GATT/WTO, globalization and FDIs. (Level: Apply)

### 4. Business Mathematics

2024UMSBM

#### **Course Objectives:**

1. Mathematics is an important part of managing business. Business mathematics is used by commercial enterprises to record and manage business operations.
2. Commercial organizations use mathematics in accounting, inventory management, marketing, sales forecasting, and financial analysis.

#### **Course Outcomes:**



## Nagindas Khandwala College (Autonomous)

After completion of this course the learner will be able to:

**CO1:** Illustrate understanding of elementary mathematics. (Level: Apply)

**CO2:** Explain matrices and determinants. (Level: Understand)

**CO3:** Describe the application of derivatives. (Level: Apply)

**CO4:** Understand numerical analysis. (Level: Understand)

### 5. Industrial Law 2025UMSIL

#### **Course Objectives:**

1. To understand the key elements of Industrial Disputes Act, 1947
2. To provide insights into laws related to Health, Safety, Welfare and Social Legislation.
3. To provide student with basic understanding of Industrial Law.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Discuss laws related to industrial Relations and Industrial Disputes. (Level: Understand)

**CO2:** Apply the laws related to Health, Safety and Welfare. (Level: Apply)

**CO3:** Explain the concepts related to Social Legislation. (Level: Understand)

**CO4:** Demonstrate an understanding for laws related to Compensation Management. (Level: Apply)

### 6. Principles of Marketing 2026UMSPM

#### **Course Objectives:**

1. To introduce the marketing concept and how we identify, understand and satisfy the needs of customers and markets.
2. To analyze companies and competitors and to introduce marketing strategy to increase awareness of the strategic and tactical decisions behind today's top performing brands.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Explain the core concepts of marketing. (Level: Understand)





## Nagindas Khandwala College (Autonomous)

**CO2:** Apply the concepts of segmentation, targeting, positioning and consumer behaviour. (Level: Apply)

**CO3:** Analyse the elements of the marketing mix. (Level: Analyse)

**CO4:** Compare and contrast the different strategies for promotion. (Level: Analyse)

### 7. Business Economics I 2027UMSBE

#### **Course Objectives:**

1. To familiarize the students with elementary Principles of Economics and Business Economics.
2. To apply business analysis to the “firm” under different market conditions.
3. To apply economic models to examine current economic scenario and evaluate policy options for addressing economic issues.
4. To gain understanding of some Macroeconomic concepts to improve their ability to understand the business climate.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Explain the basic concepts of business economics. (Level: Understand)

**CO2:** Demonstrate an understanding of demand, supply and production decisions. (Level: Apply)

**CO3:** Compute the cost of production. (Level: Apply)

**CO4:** Compare and contrast the different types of market structures. (Level: Analyse)

### Semester III

#### 1. Personal Effectiveness Management 1831UMSPEM

#### **Course Objectives:**

1. Learners learn to manage their time, emotions and priorities effectively.
2. Build their confidence in dealing with difficult people and conflicts at workplace
3. How to persuade and influence others to achieve results.
4. Develop an action plan to enhance personal effectiveness at work.

#### **Course Outcomes:**



## **Nagindas Khandwala College (Autonomous)**

After completion of this course the learner will be able to:

**CO1:** Practice self-esteem and positive attitude. (Level: Apply)

**CO2:** Demonstrate the ability to work with others. (Level: Apply)

**CO3:** Analyse the diversity at the workplace. (Level: Analyse)

**CO4:** Demonstrate principles of career planning. (Level: Apply)

### **2. Business Planning and Entrepreneurial Management 1832UMSBEM**

#### **Course Objectives:**

1. Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
2. To develop entrepreneurs and to prepare students to take the responsibility of full line of management function of a company.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Demonstrate an understanding for entrepreneurial development. (Level: Understand)

**CO2:** Classify the various types of entrepreneurs. (Level: Understand)

**CO3:** Analyse a business plan. (Level: Analyse)

**CO4:** Employ the steps involved in starting a business venture. (Level: Apply)

### **3. Accounting for Managerial Decisions 1833UMSAMD**

#### **Course Objectives:**

1. To acquaint management learners with basic accounting fundamentals.
2. To develop financial analysis skills among learners.
3. The course aims at explaining the core concepts of business finance and its importance in managing a business

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Analyse and Interpret financial statements.. (Level: Analyse)

**CO2:** Calculate ratios and interpret their results (Level: Analyse)

**CO3:** Prepare cash flow statements. (Level: Apply)

**CO4:** Apply working capital and receivables management. (Level: Apply)



## Nagindas Khandwala College (Autonomous)

### 4. Strategic Management 1934UMSSM

#### **Course Objectives:**

1. The course is designed to understand different strategies and their role in organization.
2. The course helps to understand different environmental factors and strategy formulation and implementation.
3. The course explores different methods which business can adopt for their internationalization.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Describe strategy and strategy management process. (Level: Understand)

**CO2:** Explain the importance of strategic business units. (Level: Understand)

**CO3:** Apply the principles of strategy formulation, implementation and control. (Level: Apply)

**CO4:** Discuss international strategies. (Level: Understand)

### 5. Information Technology in Business Management-I 1935UMSITB

#### **Course Objectives:**

1. To learn basic concepts of Information Technology, its support and role in management, to provide students with expertise in the technological aspects of management specially use of computers for solving business problems and making managerial decisions.
2. Module II comprises of practical hands-on training required for office automation. It is expected to have practical sessions of latest MS-Office software
3. To understand basic concepts of Email, Internet and websites, domains and security therein
4. To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.

#### **Course Outcomes:**

After completion of this course the learner will be able to:

**CO1:** Apply the concepts of IT for management. (Level: Apply)

**CO2:** Prepare documents using office productivity software. (Level: Apply)

**CO3:** Describe consumer oriented E-Commerce. (Level: Understand)

**CO4:** Describe the various types of security threats. (Level: Understand)

### **Discipline Specific Elective- Any two of GROUP A- FINANCE**



## Nagindas Khandwala College (Autonomous)

### 6A. Equity and Debt Market 1936UMSEDM

#### **Course Objectives:**

1. This paper will enable the students to understand the evolution of various aspects of financial markets which in turn will help them in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis.
2. This paper would prepare students with the foundation for gaining knowledge to perform work as Portfolio Managers and Investment Consultants.
3. This paper would help students to make investment in the stock market arena.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Understand the various components of primary and secondary market for Equity in India. (Level: Understand)

**CO2:** Describe the role and functioning of the Equity and Debt Markets, various intermediaries and regulatory bodies in India. (Level: Understand)

**CO3:** Interpret the process of Dealings in Stock Exchanges; both India and Overseas. (Level: Apply)

**CO4:** Design a Portfolio for investment purpose. (Level: Create)

### 7A. Corporate Finance 1837UMSCF

#### **Course Objectives:**

1. The objectives are to throw light on a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making.
2. The course aims at explaining the core concepts of corporate finance and its importance in managing a business.
3. To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of corporate finance. (Level: Understand)



## Nagindas Khandwala College (Autonomous)

**CO2:** Calculate the cost of capital. (Level: Analyse)

**CO3:** Explain time value of money. (Level: Understand)

**CO4:** Demonstrate various ways of mobilization of funds. (Level: Apply)

### **8A. Basics of Financial Services 1836UMSBFS**

#### **Course Objectives:**

1. The course aims at explaining the core concepts of business finance and its importance in managing a business
2. The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of financial system. (Level: Understand)

**CO2:** Appraise Commercial Banks, RBI and Development Banks. (Level: Analyse)

**CO3:** Explain the concepts of Insurance. (Level: Understand)

**CO4:** Demonstrate understanding of mutual funds. (Level: Apply)

### **9A. Introduction to Cost Accounting 1936UMSICA**

#### **Course Objectives:**

1. This course exposes the students to the basic concepts and the tools used in Cost Accounting
2. To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of cost accounting. (Level: Understand)

**CO2:** Differentiate between cost accounting and financial accounting. (Level: Analyse)

**CO3:** Prepare cost projection sheets. (Level: Apply)



## Nagindas Khandwala College (Autonomous)

**CO4:** Demonstrate understanding of emerging cost concepts. (Level: Apply)

### **Discipline Specific Elective-Any two of GROUP B- MARKETING**

#### **10B. Consumer Behaviour**

##### **1836UMSCB**

#### **Course Objectives:**

1. The objective of the course is to develop an understanding about the consumer decision making process and its applications in marketing function of the firms.
2. This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer-oriented marketing strategies.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Apply knowledge of consumer behaviour in marketing. (Level: Apply)

**CO2:** Analyse determinants of consumer behaviour. (Level: Analyse)

**CO3:** Illustrate the cultural Influences on consumer behaviour. (Level: Apply)

**CO4:** Explain the consumer decision making models. (Level: Understand)

#### **11B. Product Innovations Management**

##### **1837UMSPIM**

#### **Course Objectives:**

1. To understand the concept of innovations and relevance of innovations in the present day scenario.
2. To understand the importance of protecting innovations and legal aspects related to innovations.
3. To study product innovations, process innovations and innovations diffusion.
4. To acquaint the students with stages in new product development.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of innovation and innovation management.. (Level: Understand)



## Nagindas Khandwala College (Autonomous)

**CO2:** Apply the managerial aspects of innovation. (Level: Apply)

**CO3:** Contrast between product, process and new product strategy. (Level: Analyse)

**CO4:** Demonstrate an understanding of diffusion of innovation. (Level: Apply)

### **12B. Advertising 1937UMSAD**

#### **Course Objectives:**

1. To understand and examine growing importance of Advertising
2. To understand the construction of an effective Advertising
3. To understand the role of advertising in contemporary scenario
4. To understand future and career in advertising

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Understanding the role of advertising in business world. (Level: Understand)

**CO2:** Study and analyze the current trends in careers in advertising . (Level: Analyse)

**CO3:** Demonstrate an understanding of advertising strategies and budgets . (Level: Apply)

**CO4:** Create an advertising campaign . (Level: Apply)

### **13B. Social Marketing 1937UMSSM**

#### **Course Objectives:**

1. Understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a nonprofit social environment.
2. Analyse 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
6. Identify basic ethical issues in Social marketing and appreciate the careers in Social Marketing



## Nagindas Khandwala College (Autonomous)

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain social marketing and its environment. (Level: Understand)

**CO2:** Apply Social marketing mix. (Level: Apply)

**CO3:** Differentiate between NGO and CSR. (Level: Analyze)

**CO4:** Apply social marketing to various sectors. (Level: Apply)

### **Semester IV**

#### **1. Business Economics- II 2041UMSBE**

##### **Course Objectives:**

1. The course is designed to make students aware of the new trends in Business Economics.
2. The course intends to give learners hands on experience and learning in Business Economics.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of macroeconomics. (Level: Understand)

**CO2:** Apply the concepts of inflation and monetary policy. (Level: Apply)

**CO3:** Describe the constituents of fiscal policy. (Level: Analyze)

**CO4:** Demonstrate the principles of international trade. (Level: Apply)

#### **2. Business Research Methods 1942UMSBRM**

##### **Course Objectives:**





## Nagindas Khandwala College (Autonomous)

1. The course is designed to inculcate the analytical abilities and research skills among the students.
2. The course intends to give hands on experience and learning in Business Research.

### **Learning Outcome:**

1. Learners develop understanding on various types of research, objectives of doing research, research process, research design and sampling.
2. Learners develop understanding on data measurement and scaling techniques.
3. Learners understand basics of data analysis and report writing.

### **3. Change Management 1943UMSCM**

#### **Course Objectives:**

1. The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of change management. (Level: Understand)

**CO2:** Predict the impact of change. (Level: Apply)

**CO3:** Describe the reasons for resistance to change. (Level: Understand)

**CO4:** Assess effective implementation of change in organizations. (Level: Analyse)

### **4. Production and Total Quality Management 1844UMSPQM**

#### **Course Objectives:**

1. To acquaint learners with the basic management decisions with respect to production and quality management.
2. To make the learners understand the designing aspect of production systems.
3. To enable the learners apply what they have learnt theoretically.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:



## Nagindas Khandwala College (Autonomous)

**CO1:** Explain the components of production management. (Level: Understand)

**CO2:** Apply the concepts of materials and inventory management at the workplace. (Level: Apply)

**CO3:** Appraise the need for productivity and TQM in organizations. (Level: Analyze)

**CO4:** Apply quality improvement strategies. (Level: Apply)

### 5. Information Technology in Business Management-II 1845UMSIBM

#### **Course Objectives:**

1. To understand managerial decision-making and to develop perceptiveness of major functional areas of MIS.
2. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.
3. To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse.
4. To learn outsourcing concepts. BPO/KPO industries, their structures, cloud computing.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of MIS. (Level: Understand)

**CO2:** Distinguish between ERP/E-SCM/E-CRM. (Level: Analyze)

**CO3:** Describe database and data warehouse. (Level: Understand)

**CO4:** Analyse the need for outsourcing in business. (Level: Analyze)

### Discipline Specific Elective (DSE-3, 4), any *two* of GROUP A- FINANCE

#### 6A. Strategic Cost Management 1846UMSSCM

#### **Course Objectives:**

1. Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting.



## Nagindas Khandwala College (Autonomous)

2. The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of strategic cost management. (Level: Understand)

**CO2:** Design activity based costing. (Level: Create)

**CO3:** Describe strategic cost management performance assessment. (Level: Understand)

**CO4:** Solve problems related to variance analysis. (Level: Apply)

### **7A Corporate Restructuring 1947UMSCR**

#### **Course Objectives:**

1. The course is designed to make students aware of the new trends in corporate sector for survival and beating completion in the corporate sector.
2. The course intends to give hands on experience and learning in Corporate Restructuring to the learners.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of corporate restructuring. (Level: Understand)

**CO2:** Apply accounting for internal reconstruction. (Level: Apply)

**CO3:** Apply accounting for external reconstruction. (Level: Apply)

**CO4:** Describe the impact of reorganization on a company. (Level: Understand)

### **8A. Financial Institutions & Markets 1946UMSFIM**

#### **Course Objectives:**

1. The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India.
2. To inculcate understanding relating to managing of financial system



## Nagindas Khandwala College (Autonomous)

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the financial system in India. (Level: Understand)

**CO2:** Analyse the role of financial regulators and institutions in India. (Level: Analyse)

**CO3:** Differentiate between types of financial markets in India. (Level: Analyse)

**CO4:** Describe the financial systems in India. (Level: Understand)

### **9A. Auditing 1946UMSA**

#### **Course Objectives:**

1. To enable students get acquainted with the various concepts of auditing.
2. To ensure students understand and practice the various techniques of auditing while managing their finances.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of auditing. (Level: Understand)

**CO2:** Apply procedure of auditing. (Level: Apply)

**CO3:** Analyze the auditing techniques. (Level: Analyse)

**CO4:** Demonstrate the techniques of vouching and verification. (Level: Apply)

## **Discipline Specific Elective (DSE-3, 4), any *two* of GROUP B- MARKETING**

### **10B. Integrated Marketing Communication 1846UMSIMC**

#### **Course Objectives:**

1. To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
2. To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.



## Nagindas Khandwala College (Autonomous)

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of various tools of integrated marketing communication. (Level: Understand)

**CO2:** Inculcate the ethical and moral consciousness in marketing communications. (Level: Understand )

**CO3:** Demonstrate comprehensive understanding of marketing communication theories and concepts. (Level: Apply)

**CO4:** Prepare a marketing communication brief for creative . (Level: Apply)

### **11B. Event Marketing 1847UMSEM**

#### **Course Objectives:**

1. To understand basic concepts of Event Marketing.
2. To impart knowledge to learners about categories of Events.
3. To understand segmenting, targeting and positioning in the context of Event Marketing.
4. To familiarize learners with trends and challenges in Event Marketing.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of event marketing. (Level: Understand)

**CO2:** Design various events. (Level: Create)

**CO3:** Analyze events on the basis of four Ps of marketing. (Level: Analyse)

**CO4:** Discuss the challenges and trends in Event Marketing. (Level: Understand)

### **12B Rural Marketing 1947UMSRM**

#### **Course Objectives:**

1. The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.



## Nagindas Khandwala College (Autonomous)

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Discuss the concepts of rural marketing. (Level: Understand)

**CO2:** Compare rural and urban consumer behaviour. (Level: Evaluate)

**CO3:** Apply the rural marketing mix to business. (Level: Apply)

**CO4:** Analyse the different strategies used in rural markets. (Level: Analyse)

### **13B. Tourism Marketing 1947UMSTM**

#### **Course Objectives:**

1. To understand basic concepts and strategies of Tourism Marketing.
2. To impart knowledge to learners about types of tourism.
3. To understand segmentation and Marketing mix in the context of Tourism Marketing.
4. To familiarize learners with trends and challenges in Tourism Marketing.
5. To understand basic concepts and strategies of Tourism Marketing.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Discuss the concepts of tourism marketing . (Level: Understand)

**CO2:** Conceptualize tourism within border cultural environmental, political and economic dimensions. (Level: Apply)

**CO3:** Apply the marketing mix to tourism management . (Level: Apply)

**CO4:** Analyse the different strategies used in tourism marketing. (Level: Analyse)

### **Semester V 1. Logistics and Supply Chain Management 1851UMSLSM**

#### **Course Objectives:**



## Nagindas Khandwala College (Autonomous)

1. To provide students with basic understanding of concepts of logistics and supply chain management.
2. To introduce students to the key activities performed by the logistics function.
3. To provide an insight in to the nature of supply chain, its functions and supply chain systems.
4. To understand global trends in logistics and supply chain management.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of logistics and logistics chain management. (Level: Understand)

**CO2:** Apply the elements of logistics mix to business. (Level: Apply)

**CO3:** Formulate logistics operations for optimum utilization of resources. (Level: Apply)

**CO4:** Analyse and apply global trends in logistics and supply chain management. (Level: Analyse)

## **2. Analytical Skills for Managers 1952UMSASM**

### **Course Objectives:**

1. The course is designed to inculcate analytical skills in students.
2. The course intends to give a hands-on experience to the learners and equipped them with the knowledge required for appearing for competitive exams.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Solve mathematical problems. (Level: Apply)

**CO2:** Analyse data and interpret it. (Level: Analyse)

**CO3:** Demonstrate understanding of grammar. (Level: Apply)

**CO4:** Analyse the comprehension passages and interpret it. (Level: Analyse)

## **Discipline Specific Elective (DSE-5,6,7,8) (Any *FOUR* of GROUP A- FINANCE)**

### **3A. Investment Analysis and Portfolio Management**



## Nagindas Khandwala College (Autonomous)

### 1853UMSIPM

#### Course Objectives:

1. To acquaint the learners with various concepts of finance.
2. To understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world.
3. To understand various models and techniques of security and portfolio analysis.

#### Course Outcomes:

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the investment environment. (Level: Understand)

**CO2:** Compute standard deviation. (Level: Apply)

**CO3:** Analyze different portfolios. (Level: Analyse)

**CO4:** Demonstrate an understanding of security analysis. (Level: Apply)

## 4A. Wealth Management

### 1854UMSWM

#### Course Objectives:

1. To provide an overview of various aspects related to wealth management.
2. To study the relevance and importance of Insurance in wealth management.
3. To acquaint the learners with issues related to taxation in wealth management.
4. To understand various components of retirement planning.

#### Course Outcomes:

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of wealth management. (Level: Understand)

**CO2:** Apply the concepts of insurance planning and investment. (Level: Apply)

**CO3:** Apply tax and estate planning. (Level: Apply)

**CO4:** Construct retirement plan. (Level: Create)

## 5A. Direct Taxes

### 1855UMSDT

#### Course Objectives:





## Nagindas Khandwala College (Autonomous)

1. To understand the provisions of determining residential status of individual.
2. To study various heads of income.
3. To study deductions from total income.
4. To compute taxable income of Individuals.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of Direct Taxes. (Level: Understand)

**CO2:** Assess the taxable income of individuals. (Level: Evaluate)

**CO3:** Compute the items in the heads of income. (Level: Apply)

**CO4:** Apply the deductions under Chapter VI A. (Level: Apply)

### **6A. Commodity and Derivatives Market 1856UMSCDM**

#### **Course Objectives:**

1. To understand the concepts related to Commodities and Derivatives market.
2. To study the various aspects related to options and futures.
3. To acquaint learners with the trading, clearing and settlement mechanism in derivatives market.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of commodities and derivatives market. (Level: Understand)

**CO2:** Examine futures and hedging. (Level: Analyse)

**CO3:** Apply option pricing models. (Level: Apply)

**CO4:** Describe the derivatives market. (Level: Understand)

### **7A. Financial Accounting 1953UMSFA**

#### **Course Objectives:**

1. To acquaint the learners in preparation of final accounts of companies
2. To study provisions relating to underwriting of shares and debentures
3. To study accounting of foreign currency and investment
4. To understand the need of ethical behaviour in accountancy



## Nagindas Khandwala College (Autonomous)

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

- CO1:** Prepare final accounts of companies. (Level: Create)
- CO2:** Describe concepts of financial accounting. (Level: Understand)
- CO3:** Employ accounting of transactions of foreign currency. (Level: Apply)
- CO4:** Apply investment accounting. (Level: Apply)
- CO5:** Demonstrate ethical behaviour for accountants. (Level: Apply)

### **8A. Risk Management 1953UMSRM**

#### **Course Objectives:**

1. To familiarize the student with the fundamental aspects of risk management and control.
2. To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
3. To introduce the basic concepts, functions, process, techniques of risk management.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

- CO1:** Explain concepts of risk management. (Level: Understand)
- CO2:** Demonstrate risk avoidance and ERM. (Level: Apply)
- CO3:** Analyze the need for risk governance and assurance. (Level: Analyse)
- CO4:** Demonstrate the application of risk management in insurance. (Level: Apply)

### **Discipline Specific Elective (DSE-5,6,7,8) (Any *FOUR* of GROUP B- MARKETING)**

### **9B. Service Marketing 1853UMSSM**

#### **Course Objectives:**

1. To understand distinctive features of services and key elements in services marketing.
2. To provide insight into ways to improve service quality and productivity.
3. To understand marketing of different services in Indian context.



## Nagindas Khandwala College (Autonomous)

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain concepts of service marketing. (Level: Understand)

**CO2:** Apply the key elements of services marketing mix. (Level: Apply)

**CO3:** Compare quality aspects of different services. (Level: Evaluate)

**CO4:** Demonstrate the strategies for marketing of services. (Level: Apply)

### **10B. E-Commerce and Digital Marketing 1854UMSEDM**

#### **Course Objectives:**

1. To understand increasing significance of E-Commerce and its applications in Business and Various Sectors.
2. To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.
3. To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain concepts of e-commerce and digital marketing. (Level: Understand)

**CO2:** Demonstrate e-business and its applications. (Level: Apply)

**CO3:** Compare online payment methods and security issues. (Level: Evaluate)

**CO4:** Demonstrate the strategies for digital marketing. (Level: Apply)

### **11B. Sales and Distribution Management 1855UMSSDM**

#### **Course Objectives:**

1. To develop understanding of the sales & distribution processes in organizations.
2. To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain concepts of sales and distribution management. (Level: Understand)



## Nagindas Khandwala College (Autonomous)

**CO2:** Apply market analysis and selling skills. (Level: Apply)

**CO3:** Compare different distribution channels. (Level: Evaluate)

**CO4:** Demonstrate methods of evaluation for sales and channel performance. (Level: Apply)

### **12B. Customer Relationship Management 1956UMSCRM**

#### **Course Objectives:**

1. To understand concept of Customer Relationship Management (CRM) and implementation of customer relationship management.
2. To provide insight into CRM marketing initiatives, customer service and designing CRM strategy.
3. To understand new trends in CRM, challenges and opportunities for organizations.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain concepts of customer relationship management. (Level: Understand)

**CO2:** Apply CRM marketing initiatives. (Level: Apply)

**CO3:** Compare different CRM strategies. (Level: Evaluate)

**CO4:** Demonstrate new trends in CRM. (Level: Apply)

### **13B. Industrial Marketing 1954UMSIM**

#### **Course Objectives:**

1. To understand basics of industrial marketing, Marketing Environment, Segmenting Targeting Positioning, channel strategy, marketing communication and pricing
2. To provide knowledge of industrial market structure and how they function
3. To provide understanding of the various attributes and models applicable in Industrial Marketing

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain concepts of industrial marketing. (Level: Understand)

**CO2:** Apply industrial marketing. (Level: Apply)



**Nagindas Khandwala College (Autonomous)**

**CO3:** Analyse the industrial marketing mix. (Level: Analyse)

**CO4:** Demonstrate new trends in industrial marketing. (Level: Apply)

**14B. Strategic Marketing Management  
1954UMSSMM**

**Course Objectives:**

1. To understand marketing strategies and their impact on business models
2. To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
3. To learn the various marketing strategies adopted by Companies to create a competitive advantage

**Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain concepts of strategic marketing management. (Level: Understand)

**CO2:** Create customer value. (Level: Create)

**CO3:** Analyse strategic decisions in product, services and branding. (Level: Analyse)

**CO4:** Apply strategic decisions in marketing. (Level: Apply)

**Semester VI**

**1. Operations Research  
1861UMSOR**

**Course Objectives:**

1. To help students to understand operations research methodologies.
2. To help students to solve various problems practically.
3. To make students proficient in case analysis and interpretation.

**Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain concepts of operations research and linear programming. (Level: Understand)

**CO2:** Solve problems of assignment and transportation models. (Level: Apply)

**CO3:** Apply network analysis. (Level: Apply)



## Nagindas Khandwala College (Autonomous)

**CO4:** Solve problems related to job sequencing and theory of games. (Level: Apply)

### Discipline Specific Elective (DSE-9, 10, 11, 12) Any *FOUR* of GROUP A- FINANCE

#### 3A. International Finance 1863UMSIF

##### **Course Objectives:**

1. The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
2. The course aims to give a comprehensive overview of International Finance as a separate area in International Business
3. To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market

##### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the fundamentals of international finance. (Level: Understand)

**CO2:** Demonstrate understanding of foreign exchange markets. (Level: Apply)

**CO3:** Interpret knowledge of world financial markets. (Level: Apply)

**CO4:** Analyse foreign exchange risk. (Level: Analyse)

#### 4A Innovative Financial Services 1864UMSIFS

##### **Course Objectives:**

1. To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services.
2. To give a comprehensive overview of emerging financial services in the light of globalization.
3. To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services.

##### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Apply the understanding of traditional financial services. (Level: Apply)



## Nagindas Khandwala College (Autonomous)

**CO2:** Demonstrate understanding of issue management and securitization. (Level: Apply)

**CO3:** Analyze financial services. (Level: Analyse)

**CO4:** Appraise consumer finance and credit rating. (Level: Analyse)

### 5A. Indirect Taxes

#### 1866UMSIDT

#### **Course Objectives:**

1. To understand the basics of GST.
2. To study the registration and computation of GST.
3. To acquaint the students with filing of returns in GST.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Apply the concepts of traditional financial services. (Level: Apply)

**CO2:** Demonstrate concept of supply. (Level: Apply)

**CO3:** Analyze registration and computation of GST. (Level: Analyse)

**CO4:** Apply filing of returns. (Level: Apply)

### 6A. Project Management

#### 1865UMSPM

#### **Course Objectives:**

1. The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management
2. To give a comprehensive overview of Project Management as a separate area of Management
3. To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain the concepts of project management. (Level: Understand)



## Nagindas Khandwala College (Autonomous)

**CO2:** Analyse project feasibility. (Level: Analyse)

**CO3:** Analyse budget, cost and risk estimates in project management. (Level: Analyse)

**CO4:** Describe new dimensions in project management. (Level: Understand)

### 7A. Strategic Financial Management

#### 1963UMSSF

##### **Course Objectives:**

1. To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability.
2. 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.
3. To acquaint learners with contemporary issues related to financial management.

##### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Explain dividend decisions and XBRL. (Level: Understand)

**CO2:** Apply capital budgeting and capital rationing. (Level: Apply)

**CO3:** Analyse shareholder value and corporate governance. (Level: Analyse)

**CO4:** Describe financial management in banking sector and working capital financing. (Level: Understand)

### 8A. Financing Rural Development

#### 1963UMSFRD

##### **Course Objectives:**

1. To acquaint the learners with the concept of rural banking.
2. To give an overview of micro finance and MSME finance.
3. To study the provisions of final accounts of the Banking Companies.
4. To understand risk management in rural finance.

##### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:





**Nagindas Khandwala College (Autonomous)**

**CO1:** Explain concepts related to rural banking. (Level: Understand)

**CO2:** Compare micro and MSME finance. (Level: Analyse)

**CO3:** Prepare final accounts of banking companies.. (Level: Create)

**CO4:** Describe risk management in rural finance. (Level: Understand)

**Discipline Specific Elective (DSE-9, 10, 11, 12) Any *FOUR* of GROUP B-MARKETING**

**9B. Brand Management  
1863UMSBM**

**Course Objectives:**

1. To understand the meaning and significance of Brand Management
2. To Know how to build, sustain and grow brands
3. To know the various sources of brand equity

**Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Demonstrate knowledge of the nature and processes of branding and brand management. (Level: Apply)

**CO2:** Evaluate the scope of brand management activity across the overall organisational context and analyze how it relates to other business areas. (Level: Evaluate)

**CO3:** Appraise the key issues in managing a brand portfolio and making strategic brand decisions. (Level: Analyse)

**CO4:** Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives. (Level: Analyse)

**CO5:** Formulate and justify brand development decisions. (Level: Create)

**10B. Retail Management  
1864UMSRM**

**Course Objectives:**

1. To familiarize the students with retail management concepts and operations.
2. To provide understanding of retail management and types of retailers.
3. To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
4. To acquaint the students with legal and ethical aspects of retail management.
5. To create awareness about emerging trends in retail management.



## Nagindas Khandwala College (Autonomous)

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe how the consumers' decision process affects retailers. (Level: Understand)

**CO2:** Develop a retail strategy that appeals to a specific target market. (Level: Create)

**CO3:** Explain the design, implementation, and assessment of retailing strategies based on consumer needs and market changes. (Level: Understand)

**CO4:** Apply strategies for maintaining and sustaining in retail. (Level: Apply)

### **11B. International Marketing 1864UMSIM**

#### **Course Objectives:**

1. To understand International Marketing, its Advantages and Challenges.
2. To provide an insight on the dynamics of International Marketing Environment.
3. To understand the relevance of International Marketing Mix decisions and recent developments in Global Market.

### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of international marketing and trade. (Level: Understand)

**CO2:** Analyze the international marketing environment and its implication on business. (Level: Analyze)

**CO3:** Apply the international marketing mix to products and services. (Level: Apply)

**CO4:** Analyze the developments in international market with respect to the domestic, regional and national markets. (Level: Analyze)

### **12B. Media Planning and Management 1866UMSMPM**

#### **Course Objectives:**

1. To understand Media Planning, Strategy and Management with reference to current business scenario.
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.



### **Nagindas Khandwala College (Autonomous)**

3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of media and media planning. (Level: Understand)

**CO2:** Apply media mix and media strategy to products and services. (Level: Apply)

**CO3:** Analyze a media budget, buying and scheduling. (Level: Analyze)

**CO4:** Evaluate measurement of various media. (Level: Evaluate)

### **13B. Sports Marketing 1965UMSSM**

#### **Course Objectives:**

1. To equip the learner with an understanding of the business of sports marketing
2. To help the learner understand environmental factors influencing sports marketing
3. To help the learner understand components of marketing mix in the context of sports marketing
4. To understand legal aspects in sports marketing & franchising agreements

#### **Course Outcomes:**

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of sport marketing. (Level: Understand)

**CO2:** Design strategies for marketing of sports product. (Level: Create)

**CO3:** Analyze the strategies of promotion and distribution in sports marketing. (Level: Analyze)

**CO4:** Explain the legal aspects of major sport events. (Level: Understand)

### **14B. Marketing for Non- Profit Organization 1964UMSMNO**

#### **Course Objectives:**

1. This course introduces students to the challenges of marketing in the non-profit sector.



### Nagindas Khandwala College (Autonomous)

2. To understand the role and application of marketing to promote social change and to achieve social goals for non-profits organizations including social and cause related marketing, fundraising.
3. To apply marketing in a diverse range of non-profit environments including charities, social programs and ideas, health, education, arts, as well as goods and services .
4. To understand the advocacy v/s lobbying and the concept of CSR and the policy framework of CSR under the Companies Act of 2013.

#### Course Outcomes:

After the completion of the Course, the Learner will be able to:

**CO1:** Describe the concepts of non-profit organization. (Level: Understand)

**CO2:** Design marketing strategies for non-profit organizations. (Level: Create)

**CO3:** Analyze promotion strategies of non-profit organizations. (Level: Analyze)

**CO4:** Explain corporate social responsibility and the need of ethics in organizations. (Level: Understand)

**BMS PO & CO Mapping Table 2020-2021**

Semester	Course	Course Code	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Finance Elective				Marketing Elective				
									PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	
	BC I	2011UMSBC	*	*	*			*									
Sem 1	FCI	2012UMCFC	*	*													
	FHS	2013UMSHS	*		*	*	*										
	BL	2014UMSBL	*		*		*										
	BS	2015UMSBS	*	*			*	*									
	FA	2016UMSFA	*	*		*		*									



## Nagindas Khandwala College (Autonomous)

	POM	2017UMSP M	*	*	*	*	*											
<b>Sem 2</b>																		
	BC II	2021UMSBC	*	*	*		*											
	FC II	2022UMSFC	*	*	*	*												
	BE	2023UMSBV	*	*			*	*										
	BM	2024UMSB M	*	*			*	*										
	IL	2025UMSIL	*		*		*											
	PM	2026UMSP M	*	*	*	*	*	*										
	BE I	2027UMSBE	*	*			*											
<b>Sem 3</b>																		
	PEM	1831UMSPE M	*		*	*		*										
	PBE M	1832UMSBE M	*	*	*	*	*	*										
	AMD	1833UMSA MD	*	*			*	*										
	SM	1934UMSS M	*	*		*	*	*										
	ITB	1935UMSIT B	*	*	*			*										
	EDM	1936UMSED M							*	*	*	*						
	CF	1837UMSCF							*	*	*	*						
	FS	1836UMSBF S							*		*	*						
	ICA	1936UMSIC A							*	*	*							
	CB	1836UMSCB												*	*	*	*	
	PIM	1837UMSPI M												*	*	*	*	
	AD	1937UMSAD												*	*	*	*	
	SM	1937UMSS M												*	*	*	*	
														*		*	*	
<b>Sem 4</b>																		
	BE II	2041UMSBE	*	*			*	*										
	BRM	1942UMSBR M	*	*	*	*	*	*										
	CM	1943UMSC M	*	*	*	*	*											
	PQM	1844UMSPQ M	*	*			*											
	IBM	1845UMSIB M	*	*	*			*										
	SCM	1846UMSSC M							*	*	*	*						
	CR	1947UMSCR							*	*	*	*						
	FIM	1946UMSFI M							*	*	*	*						
	AU	1946UMSA							*	*	*							
	IMC	1846UMSIM C												*	*	*	*	
	EM	1847UMSE M												*		*	*	



### Nagindas Khandwala College (Autonomous)

	RM	1947UMSR M											*	*	*	*	
	TM	1947UMST M											*	*		*	
Sem 5	LSM	1851UMSLS M	*	*	*		*										
	ASM	1952UMSAS M	*	*			*	*									
	IPM	1853UMSIP M						*	*	*	*						
	WM	1854UMSW M						*	*	*	*						
	DT	1855UMSDT						*	*	*	*						
	CDM	1856UMSCD M						*	*	*	*						
	FA	1953UMSFA						*	*	*	*						
	RM	1953UMSR M						*	*		*						
	SM	1853UMSS M												*	*	*	*
	EDM	1854UMSED M												*	*		*
	SDM	1855UMSSD M												*	*	*	*
	CRM	1956UMSCR M												*	*	*	*
	IM	1954UMSIM												*	*		*
	SMM	1954UMSS MM												*	*	*	*
Sem 6	OR	1861UMSOR	*	*	*		*	*									
	RPW	1862UMSRP W	*	*	*	*	*	*									
	IF	1863UMSIF							*	*	*	*					
	IFS	1864UMSIFS							*	*		*					
	PM	1865UMSP M							*	*	*	*					
	IDT	1866UMSID T							*	*		*					
	SFM	1963UMSSF M							*	*	*	*					
	FRD	1963UMSFR D							*		*	*					
	BM	1863UMSB M												*	*	*	*
	RM	1864UMSR M												*	*	*	*
	SM	1965UMSS M													*	*	*
	MPM	1866UMSM PM												*	*	*	*
	IM	1864UMSIM												*		*	*
	MNO	1964UMSM NO													*	*	*



**Nagindas Khandwala College (Autonomous)**