

F.Y. B.M.S (SEM I)

S.N.	Learning Objectives	Learning Outcomes
Introduction to Financial Accounts		
1.	To study the identification, recording, classification and summarization of business transactions account-wise.	Students will understand proper identification, recording, classification and summarization of business transactions.
2.	To study the computation of Profit/Loss by comparing the incomes with expenses relating to a particular period	Students will understand the computation of Profit/Loss for the year and to know the Financial position of business
3.	To know the Financial position of business by recording assets and liabilities of business.	Students will understand how to classify the expenditures and receipts
4.	To study proper classification of expenditure and receipts to ascertain correct profit/loss and financial stability and position of business.	Students will understand how to analyze and interpretate the accounts in order to improve the profitability and performance in future
Business Law		
1.	This course is designed to have an overview of Business Law,	Students will Understand the basics of Business Law.
2.	To understand the theoretical framework of the subject with respect to business and management sector	Students will Understand various Acts and its applicability in real life.
3	Emphasis is on understanding various Acts	Students will be able to understand the legal perspective in business
Business Statistics		
1.	To develop an urge for research in the students	Students will feel more confident while taking strategic financial decisions in business due to knowledge of statistical tools
2.	To encourage the students to make use of statistics in day -to - day life.	Students will be equipped with the knowledge related to forecasting and researching and will be capable of applying it to business.
Business Communication I		
1.	To understand the components of communication and its dynamic nature	Students would learn to improve and improvise, thereby communicate more effectively.
2.	To emphasize the role of technology in order to communicate effectively	Students would be able to use social networking and ICT to enhance personal and professional connectivity
3.	To identify appropriate channels, modes and media depending on specific communication needs.	Students would be able to use the knowledge to construct different types of messages, depending on the purpose of communication
4.	To discern ethical business behavior To understand the concept of Corporate Social Responsibility (CSR)	Students would become aware of the code of conduct, professional and ethical behavior at the workplace Students would be exposed to the role that CSR must play towards the society and the environment

5.	To understand the various barriers that could obstruct smooth communication	Students would learn to analyze and overcome the various barriers through theoretical concepts and case studies
6.	To understand the importance listening and to acquire listening skills.	Students would learn the process of listening for successful communication.
Foundation Course I		
1.	To create awareness among students about various social issues and societal problems.	Students would be able to relate well with social issues
2.	To generate awareness among students regarding social, linguistic, religious, gender-based and caste-based disparities and physical, social and mental disabilities..	Students would be sensitized to various disparities in society and be able to empathize with the various issues
3.	To foster interest in students in constitutional safeguards and legal provisions	Students would be able to hone basic understanding of Indian Constitution and legal rights.
Foundation of Human Skills		
1.	To create Understanding of human skills, introduction to group behaviour, organizational culture & motivation at workplace, organization change & creativity	Students will be able to have a better understanding of human skills
Business Economics I		
1.	To make the students understand the concept of demand and its application in economic analysis and forecasting.	Students would know about the market economy and its composition.
2.	To make the students understand the working and growth of a business unit in the market oriented economic system.	Students would know about the basic tools and principles used in the market economy with respect to production analysis and economies of scale
3.	To orient students with various kinds of costs involved in the production process	Students would learn about various cost concepts and it's behavior in the short and long run.
4.	To equip students with the different revenue concepts and ways to achieve the different objectives of the firm.	Students would be aware of rational decision making.

FYBMS SEM II

Principles of Marketing		
1.	Define the term marketing and explain its role and importance in an individual firm and the overall economy.	Students will understand key terms, topics and concepts in marketing
2.	Understand the importance of strategic marketing and know the basic outline for a marketing plan: Analyze the external environment to identify opportunities or challenges to a business. Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.	Students will understand and apply marketing concepts to real life situations from consumer and managerial perspectives.
3.	Describe the elements of the marketing mix (4Ps of marketing):	Students will be acquainted with the 4 Ps of marketing mix
Industrial Law		
1.	To acquaint the students with the Laws relating to Trade Unions	Students will be able to understand the various laws relating to Trade Unions
2.	To make the students understand the laws relating to Industrial Disputes	Students will learn the laws relating to Industrial Disputes
Business Mathematics		
1.	To introduce the students the of mathematics in business	Students will find themselves capable of understanding financial calculations with more ease.
2.	To encourage the application of mathematics in practical life	Students will be able to apply financial knowledge in business
Business Communication -II		
1.	To understand and develop efficient skills during interviews and group discussions	Students would be acquainted with oral and group communication skills to enable better presentation during interviews and group discussions
2.	To understand the dynamics of a meeting and the role of various people involve	Students would learn group communication skills.
3.	To acquaint the students with the importance of committees and conferences	Students would understand the meaning and importance of attending, organizing and contributing to committees and conferences
4.	To understand the meaning, need and importance of Public Relations (PR)	Students would learn the role and impact of Public Relation
5.	To enable the students to compose effective content for business correspondence.	Students would learn the rules and formats for effective business correspondence
6.	To equip students to prepare reports of activities and events	Students would learn report writing skills

Foundation Course II		
1.	To orient students with the concepts of liberalization, privatization and globalization along with its impact	Enhanced conceptual clarity on the effect of LPG reforms in India
2.	To introduce the concept of Human Rights and Fundamental Rights stated in the Constitution	The students will know about the significance of human rights and the impact of Fundamental Rights on the citizen
3.	To improve understanding of the importance of environment and its preservation 4	Students learn about the significance of sustainable development
4.	To equip students with an understanding of stress and its coping mechanisms	Students will implement better techniques of stress management
Business Environment		
1.	To acquaint the students with the Concepts of Business , internal and external environment of Business, Business ethics , Consumer protection Act 1986, WTO,GATT and MNC	Students will have a basic understanding of the concepts of Business and various aspects of Business
Principles of Management		
1.	The objective of this subject is to build a base for management education i.e. understanding of management theory, which will aid the understanding of other management subject like marketing management, financial management and others.	Upon completion, students should be able to work as contributing members of a team utilizing these functions of management.
2.	This course is designed to be an overview of the major functions of management. Emphasis is on planning, organizing, directing and controlling	Students would be able to integrate management principles into management practices
3.	With case and news discussion approach the subject provides opportunities for application of these ideas in real world situations.	Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances