



# SASMIRA's Institute of Commerce & Science

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## **Bachelor of Management Studies (BMS)**

In June 1999, the University of Mumbai introduced the Bachelor of Management Studies (BMS) Course, a three – year integrated degree program having practical and theoretical sessions.

### **EDUCATIONAL OBJECTIVES:**

Bachelor of Management Studies (BMS) aims at cultivating knowledge among students to be ideal managers / entrepreneurs. The course lays specific emphasis on managing the financial and accounting aspects of business.

### **THE BROAD OBJECTIVES OF THE PROGRAMME ARE;**

1. To sensitize students towards the challenges in the global market.
2. To give an insight into business and modern management practices.
3. To develop professional knowledge and skills in the field of Accountancy, Marketing, Human Resource Management and Financial Management
4. To help students apply the concepts of statistics and research methodology in management.
5. To help students develop competency and skills to make learners employable.

### **PROGRAMME OUTCOMES:**

Programme outcomes are a set of competencies which students acquire at the end of graduation. On successful completion, they shall:

1. Be capable to pursue higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management.
2. Acquire knowledge about management practices which facilitate them to become effective professionals.
3. Acquire the required skills to develop business models and be responsible global citizens with cross-cultural competent behavior and ethical values.
4. Be adequately trained to be entrepreneurs and communicate effectively.
5. Develop a positive attitude towards lifelong learning and research.
6. To obtain adequate leadership qualities in order to manage and work in a team.

### **CAREER PROSPECTS:**

BMS (Bachelors of Management Studies) is a professional undergraduate course that opens up a whole lot of career options for students to pursue MBA, MSc. In Finance, Professional Course (CA, CMA, CFA & CS), Law or Start up own ventures etc. some of the prime recruiters are;

- MNCs
- Business Houses
- Retail firms
- Finance companies
- Consultancies
- Marketing agencies
- Corporate houses



# SASMIRA's Institute of Commerce & Science

## COURSE OUTCOME

### FYBMS - SEMESTER I

COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSI.1	Introduction to Financial Accounts	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To understand the basic concepts and fundamentals used in financial accounting. 2. To learn all the intricacies of corporate financial statements.		1. Ability to apply the principles and concepts of accounting in preparing the financial statements. 2. Clarity and understanding of the basic concepts of accounting and financial statements. 3. Ability to execute the accounting process-Recording-Classifying and Summarizing. 4. Understanding the use of accounting software.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Classroom subject quiz 2.Power point presentation		1.To gauge the subject mastery of learners 2.To assess the presentation & communication skill of students.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSI.2	Business Law	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To provide the brief idea about the frame work of Indian Business Laws. 2. To orient students, about the legal aspects of business. 3. To familiarize the students with cases related to Business Laws		1. Giving idea about the frame work of Indian Business Laws. 2. Orientation students, about the legal aspects of business. 3. Acquainting the students with case law studies related to Business Laws, labour laws.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Classroom subject quiz 2.Power point presentation		1.To gauge the subject mastery of learners 2.To assess the presentation & communication skill of students.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSI.3	Business Statistics	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1.To know statistical techniques 2.To understand different statistical tools 3.To understand importance of decision support provided by analysis techniques 4.To appreciate and apply it in business situations using case lets, modelling, cases and projects 5.To understand Managerial applications of Statistics.		1. Learner will be able to apply these basic concepts in business situations, 2.Analyze charts graphs to analyse business situations 3.Understand the uncertainty in business situations as probability 4.Understand decision under risk, use of conditional expectation as basis for comparison	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Training on the usage of Excel 2.Case Discussion on Arithmetic Mean and Median		1. Excel helps the students in analysis of various statistical tools. 2.Case discussion give clear understanding to	



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		differentiate between Mean and Median	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSI.4	Business Communication - I	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To develop awareness of the complexity of the communication process 2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener. 3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups		After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Elocution competition 2.Debate competition		1.Defined sentence structure, thought process and enunciation 2.Nurture rational thinking, organization of thought, persuasion and public speaking	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSI.5.1	Foundation Course - I	02	50
COURSE OBJECTIVES		COURSE OUTCOME	
i. To Develop a basic understanding about issues related to Human Rights of weaker sections, ecology, and science and technology. ii. To Gain an overview of significant skills required to address competition in career choices iii. To Appreciate the importance of developing a scientific temper towards technology and its use in everyday life		i. Understanding about issues related to Human Rights of weaker sections, ecology, and science and technology. ii. overview of significant skills required to address competition in career choices iii. Appreciation of the importance of developing a scientific temper towards	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Presentations on human rights violations 2.Caser studies on current scientific development		1.To understand the concept of different types of group communication. 2.Create awareness on human rights	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSI.6	Foundation of Human Skills	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To Understand of Human Nature 2. To Introduction of Group Behaviour 3. To study Organizational Culture and Motivation at workplace 4. To study Organisational Change, Creativity and Development and Work Stress		1.Understanding of Human Nature 2. Introduction to Group Behaviour 3. Organizational Culture and Motivation at workplace 4.Organisational Change, Creativity and Development and Work Stress	



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COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Case Study 2. Assignment		1. develop Analytical ability	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSI.7	Business Economics-I	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
<p>1. This course is designed to equip the students with basic tools of economic theory and its practical applications</p> <p>2. The course aims at familiarizing the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking</p> <p>3. In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics</p> <p>4. In order to make the study practical oriented, the paper requires discussion of some cases involving the use of concepts of business economics</p>		<p>1. The students should be able to decipher, analyse and apply the theory and practice of Managerial Economics</p> <p>2. Students develop an understanding of a businessman need to locate various factors affecting demand of his product and plan marketing &amp; business strategies accordingly.</p> <p>3. Students develop an understanding of the practical application of law of demand</p> <p>4. Students develop an understanding of the various concepts and its applications</p> <p>Students should understand the analytics of supply and demand and its various uses.</p>	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
<p>1. Group Presentation on different market types</p> <p>2. Assignment and case studies on pricing practices</p>		<p>1. Presentation gives knowledge and understanding of different market structure and</p> <p>2. help students to improve the analytical ideas</p> <p>Case discussion gives a clear image of current economy change in market.</p>	



# SASMIRA's Institute of Commerce & Science

## FYBMS - SEMESTER II

COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSII.1	Principles of Marketing	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To Introduction of Marketing concepts 2.To study concepts of Marketing Environment, Research and Consumer Behaviour 3. To Study Marketing Mix concept 4.To study concepts of Segmentation, Targeting and Positioning and Trends In Marketing		1. Students will develop basic understanding of concepts in the marketing with respect to historical development of the subject 2. Making students familiar with the Fundamental concepts and vocabulary or practices from business perspective in the Organization. 3. Understanding of the Marketing environment to help students to compare various opportunities available in various sectors. 4. To familiarize students with Various concepts related to market Research and its utility. 5. Helping students to focus on important issues Related to success in consumer buying behavioural process vis a vis organizational buying behaviour process. 6. Understanding mechanism of developing a new product related process	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Case Study 2.Assignment		1. develop Analytical ability	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSII.2	Industrial Law	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1.To Study Laws Related to Industrial Relations and Industrial Disputes 2.To Study Laws Related to Health, Safety and Welfare 3.To Study Social Legislation 4.To Study Laws Related to Compensation Management		1.Understaning Laws Related to Industrial Relations and Industrial Disputes 2.Understanding Laws Related to Health, Safety and Welfare 3.Understanding Social Legislation 4.Understanding Laws Related to Compensation Management	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Case studies and case lets discussion on different acts. 2. Assignment and documentary on industries facing problems in their legal formation.		1. Understand the basic structure, rules & powers of consumer protection act. 2. Help to know the provision regarding strikes and lock outs under industrial dispute act. 3. Be acquainted with development of patents and environment protection act.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSII.3	Business Mathematics	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1.To Study Elementary Financial Mathematics		1.Understanding Elementary Financial Mathematics	



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2.To Study Matrices and Determinants 3.To Study Derivatives and Applications of Derivatives 4.To Study Numerical Analysis [Interpolation]		2.Understanding Matrices and Determinants 3.Understanding Derivatives and Applications of Derivatives 4.Understanding Numerical Analysis [Interpolation]	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Case study Interpolation 2.Case study discussion on applications of Derivatives		1.Case Study help a student to understand the concept of Interpolation and applications of Derivative in business prospects	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSII.4	Business Communication - II	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To develop the different communication skills among the students. 2. To understand the concept of different types of group communication. 3. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centred manner. 4. To develop ability to communicate effectively with the help of electronic media.		After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the world.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Essay writing		1. Encourages & enhances critical and creative thinking, organizing thoughts.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSII.5.1	Foundation Course - II	02	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1.To study Globalisation and Indian Society 2. To study Human Rights 3. To study Ecology 4. To study Understanding Stress and Conflict 5. To study Managing Stress and Conflict in Contemporary Society		1. Understanding Globalisation and Indian Society 2. Understanding Human Rights 3. Understanding Ecology 4. Understanding Stress and Conflict 5.Managing Stress and Conflict in Contemporary Society	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Group discussion on current issues 2.Assignment on globalization		1.Deep understanding of Indian society 2.Knowledge of current globalization issues	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSII.6	Business Environment	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To study Introduction to Business Environment 2. To study Political and Legal environment 3. To study Social and Cultural Environment, Technological environment and Competitive Environment		1. Understand the concept of Business Environment & it's factors & elements 2.Understand Political and Legal environment & it's effects 3.Understand Social and Cultural Environment, Technological environment and Competitive	



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4. To study International Environment		Environment 4. Understand International Environment	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Case Study 2. Assignment		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSII.7	Principles of Management	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To study Nature of Management 2. To study concept of Planning and Decision Making 3. To study concept of Organising 4. To study Directing, Leadership, Co-ordination and Controlling concepts.		1. Understand Nature of Management 2. Understand Planning and Decision Making 3. Understand Organising 4. Understand Directing, Leadership, Co-ordination and Controlling	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Group presentations 2. Case studies		1. Group Participation, management, team work 2. Analytical Abilities	



# SASMIRA's Institute of Commerce & Science

## SYBMS SEMESTER - III

COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIII.1.02	Introduction to Cost Accounting	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
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		1. Exposing to the basic concepts and the tools used in Cost Accounting 2. Understanding the principles and procedure of cost accounting and to apply them to different practical situations	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. To practice various types of numerical illustration. 2. To practice various types of numerical objectives.		1. By doing practices students will be able to understand all the types of adjustments in illustration of different variety. 2. By practicing various numerical objectives students will be able to understand the different ways of solving those types of numerical.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIII.1.04	Corporate Finance	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1.To make students aware of corporate finance principles & practices		1. Students should be able to use financial leverages. 2. Students should be able to apply capital budgeting technique. 3. Students should be able to understand and appreciate capital structure planning and time value of money.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Classroom subject quiz 2. Power point presentation		1. To gauge the subject mastery of learners 2. To assess the presentation & communication skill of students.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIII.1.05	Consumer Behaviour	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms 2. This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. 3. Students are expected to develop the skill of understanding and		1. Understanding about the consumer decision making process and its applications in marketing function of firms 2. Understanding basic knowledge about issues and dimensions of Consumer Behaviour. 3. Development of the skill of understanding and analysing consumer information and using it to create consumer-oriented marketing strategies.	





## SASMIRA's Institute of Commerce & Science

analysing consumer information and using it to create consumer-oriented marketing strategies			
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
<ol style="list-style-type: none"> <li>1. Case Study discussion on Family and its impact on Consumer Buying Behavior</li> <li>2. Case study on impact of Individual Determinants on buying behavior.</li> <li>3. Project on study on family and its impact on buying behavior of Electronics /FMCG products</li> <li>4. Role Play on selling Industrial products</li> </ol>		<ol style="list-style-type: none"> <li>1. A student has clear understanding through case study on various factors affecting the consumer buying behavior.</li> <li>2. Project work help the students to learn about the various methods for collection of data and its analysis to find the impact of family members on Buying Behaviour.</li> <li>3. It help a student to know the ability and skills required for Institutional selling and to know how its effect on buying behavior.</li> </ol>	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIII.1.07	Advertising	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
<ol style="list-style-type: none"> <li>1. To understand and examine the growing importance of advertising</li> <li>2. To understand the construction of an effective advertisement</li> <li>3. To understand the role of advertising in contemporary scenario</li> <li>4. To understand the future and career in advertising.</li> </ol>		<ol style="list-style-type: none"> <li>1. Understanding and examining the growing importance of advertising</li> <li>2. Understanding the construction of an effective advertisement</li> <li>3. Understanding the role of advertising in contemporary scenario</li> <li>4. Understanding the future and career in advertising.</li> </ol>	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
<ol style="list-style-type: none"> <li>1. Advertising making Competition</li> <li>2. Case study</li> </ol>		<ol style="list-style-type: none"> <li>1. Practical Exposure on making and Executing Advertisement</li> <li>2. Analytical Ability</li> </ol>	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIII.2	Information Technology in Business Management - I	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
<ol style="list-style-type: none"> <li>1. To learn basic concepts of Information Technology, its support and role in Management, for managers.</li> <li>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.</li> <li>3. To understand basic concepts of Email, Internet and websites, domains and security therein.</li> <li>4. To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features</li> </ol>		<ol style="list-style-type: none"> <li>1. To know data analysis and database management with Microsoft Excel</li> <li>2. To know management of data using Microsoft Access</li> <li>3. To know how to prepare interactive business presentation</li> </ol>	



## SASMIRA's Institute of Commerce & Science

COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Presentation on digitalization in banking and insurance sector 2.Assignments on MS office		1.To make students well familiar with computer concepts and Office automation tools 2.Create awareness of E- banking	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIII.3.02	Foundation Course – Contemporary Issues III	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To understand human rights, violations and redressal. 2. To understand co-relation between science and technology. 3. To make aware a dealing with environmental concerns related with disaster management.		1. Develop understanding on human rights, violations and redressal. 2. Develop understanding on co-relation between science and technology.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Presentation on current affairs. 2. Videos and documentary on environmental hazards. 3. Assignment on development issues		1. Develop soft skills of students 2. Make them aware of current issues. 3. Aware students about the contemporary issues	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIII.4	Business Planning & Entrepreneurial Management	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
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 & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.		1. This course introduces Entrepreneurship to budding managers. 2. Development of entrepreneurs & to prepare students to take the responsibility of full line of management functions of a company with special reference to SME sector.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Business Bazaar		1.Practical experience on business planning, marketing, sales and generating revenue and profit	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIII.5	Accounting for Managerial Decisions	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To acquaint management learners with basic accounting fundamentals. 2. To develop financial analysis skills among learners.		1. Understanding basic accounting fundamentals. 2. Development of financial analysis skills among learners. 3. Understanding the core concepts of business	



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3. The course aims at explaining the core concepts of business finance and its importance in managing a business		finance and its importance in managing a business	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Classroom subject quiz 2. Power point presentation		1. To gauge the subject mastery of learners 2. To assess the presentation & communication skill of students.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIII.6	Strategic Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world. 2.The focus is to critically examine the management of the entire enterprise from the Top Management view points. 3. This course deals with corporate level Policy & Strategy formulation areas. 4.This course aims to developing conceptual skills in this area as well as their application in the corporate world.		1. Understanding the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world. 2. Examining the management of the entire enterprise from the Top Management view points. 3. Understanding corporate level Policy & Strategy formulation areas. 4. Development of conceptual skills in this area as well as their application in the corporate world.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.study one company and analyse the strategies adopted by it		1. develop analytical ability	



# SASMIRA's Institute of Commerce & Science

## SYBMS SEMESTER – IV

COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIV.1.02	Auditing	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To provide basic knowledge of auditing concept, principles & techniques, vouching & verification, audit ceiling, qualification, system audit, liability of auditor, etc. 2. To develop an understanding of audit of bank & insurances companies, role of regulatory authorities.		1. Student learns how to create vouchers & verify that. 2. How to write audit report role& know the rules regulation of auditing.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Have a glancing of different vouchers. 2. Have a glancing of audit report of different companies.		1. By seeing different vouchers will get idea about how to prepare vouchers. 2. By seeing audit reports of different companies will provide idea about exactly by which method independent auditor used to prepare his/her report.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIV.1.03	Strategic Cost Management	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1.Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting 2.The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.		1.Development skills of analysis, evaluation and synthesis in cost and management accounting 2.Understanding various facets of decision-making and controlling operations take place.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Classroom subject quiz  2.Power point presentation		1.To gauge the subject mastery of learners  2.To assess the presentation & communication skill of students.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSIV.1.05	Integrated Marketing Communication	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
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 co-ordinating them for an effective marketing communication program.		1.The learners acquires knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program. 2.Develops an understanding on the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	



## SASMIRA's Institute of Commerce & Science

1. Case Study 2. Assignment		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIV.1.06	Rural Marketing	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
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.		1. Understanding 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.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Case Study 2. Assignment on company's rural marketing strategy		1. help in investigating and understanding the underlying principles 2. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIV.2	Information Technology in Business Management - II	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To understand managerial decision-making and to develop perceptive of major functional area of MIS. 2. To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. 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.		1. Understand managerial decision-making and to develop perceptive of major functional areas of MIS. 2. Providing conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications. 3. Understanding relationship between database management and data warehouse approaches, the requirements and applications of data warehouse. 4. Learning outsourcing concepts. BPO/KPO industries, their structures, Cloud computing.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Assignments on basic concepts of Total Income, Tax Calculations		1. To study how to calculate the tax by using Tax base software	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIV.3.02	Foundation Course – Contemporary Issues IV	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	



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1. To make aware among the student the value system and gender sensitivity and human empowerment. 2. To understand the environment and energy conservation programme. 3. To make aware the concepts of disaster management and preparedness among the students.		1.Able to articulate their thought on social issues. 2.able to evaluate, synthesize and use information from different sources. 3.acquire ability to apply skills required to address competition in career choices.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Presentation on contemporary issues on conflicts in society 2.MCQ test series 3.Role play and group discussions		1.Increases the analytical thinking of students towards the society 2.Create knowledge of current scenario	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIV.4	Business Research Methods	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
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.		1.Inculcating the analytical abilities and research skills among the students. 2. Giving hands on experience and learning in Business Research.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Research Paper Publication		1. Developing research attitude	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIV.5	Business Economics-II	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To Introduction to Macroeconomic Data and Theory 2. To study Money, Inflation and Monetary Policies 3. To Study Constituents of Fiscal Policy. 4. To Study Open Economy : Theory and Issues of International Trade		1. Understanding Macroeconomic Data and Theory 2.UnderstandingMoney, Inflation and Monetary Policy 3.UnderstandingConstituents of Fiscal Policy 4.UnderstandingOpen Economy : Theory and Issues of International Trade	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. analysing and comparing economic and fiscal policies of past two decades and comparing the results 2. analysing union budget		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSIV.6	Production & Total Quality Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1.To acquaint learners with the basic management decisions with respect to production and quality management		1. Understanding learners with the basic management decisions with respect to production and quality management.	



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2.To make the learners understand the designing aspect of production systems 3. To enable the learners apply what they have learnt theoretically.	2. Understanding the designing aspect of production systems 3. Application of theoretical concepts to practical areas of business.
<b>COURSE ACTIVITIES</b>	<b>ACTIVITIES' OUTCOME</b>
1.Compare production of any one industry, pre and post mechanization and study its impact	1. understand the importance of adoption of sophisticated technology in production and quality management



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## TYBMS SEMESTER – V

COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSV.4	Corporate Communication & Public Relation	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1.To provide the students with basic understanding of the concepts of corporate communication and public relations. 2.To introduce the various elements of corporate communication and consider their roles in managing organizations. 3.To examine how various elements of corporate communication must be coordinated to communicate effectively. 4.To develop critical understanding of the different practices associated with corporate communication.		1. Basic understanding of the concepts of corporate communication and public relations. 2. Introduction the various elements of corporate communication and consider their roles in managing organizations. 3. Examining how various elements of corporate communication must be coordinated to communicate effectively. 4. Understanding of the different practices associated with corporate communication.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Project on companies PR policies 2.Role play and Assignment on corporate communication of organizations		1.To train students in strongly using communication skills in business and life 2.Students will be armed with skills which will enable them to think critically, research and analyze information and apply it in modern business contexts.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSV.5	Logistics and Supply Chain Management	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
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		1 Understanding of concepts of logistics and supply chain management 2 Introduction of students to the key activities performed by the logistics function 3 Understanding the nature of supply chain, its functions and supply chain systems 4.Understanding global trends in logistics and supply chain management	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1.Case Study 2.Assignment		1. develop Analytical ability	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSV.1.1	Investment Analysis & PFM	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. 1. To have a basic understanding of		1.To be able to analyze the different	





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different investment avenues. 2. To have a basic understanding of risk & return analysis. 3. To have a basic understanding of difference between ER & AR. 4. To have a basic understanding of portfolio creation and management		availability of investment avenues . 2.To be able to compute holding period returns for holding the investment for a specific period by keeping risk & return factors in mind. 3. To be able to compute Holding period returns 4.To be able to differentiate between expected return and actual return 5.To be able to understand the creation of own investment portfolio.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Reading of financial newspapers. 2.Interactive session on exchange of quarterly results of securities which are getting traded in market.		1. By reading financial newspapers students will be able to understand how to read financial newspapers. 2. By interactive session amongst students they will be having idea about the current traded securities and its performance.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.1.3	Wealth Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1.To make students aware of concept of Wealth management, retirement planning and state planning.		1. Students should be able to design an investment portfolio. 2. Devise a retirement plan. 3. Prepare a estate plan	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Classroom subject quiz 2.Power point presentation		1.To gauge the subject mastery of learners 2.To assess the presentation & communication skill of students.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.1.4	Financial Accounting	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1.To make students aware of presentation of financial statements in Schedule-III format of Companies Act, 2013.		1. To make students be able to prepare financial statement of Companies. 2.Ability to account for foreign currency transaction.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Classroom subject quiz 2.Power point presentation		1.To gauge the subject mastery of learners 2.To assess the presentation & communication skill of students.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.1.6	Direct Tax	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1.Awareness about principles of practices of direct taxation.		1. Computation of gross total income. 2. Deductions under chapter VIA	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Classroom subject quiz 2.Power point presentation		1.To gauge the subject mastery of learners 2.To assess the presentation & communication	



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		skill of students.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.2.1	Service Marketing	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
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		1. Understanding distinctive features of services and key elements in services marketing 2. Providing insight into ways to improve service quality and productivity 3. Understanding marketing of different services in Indian context	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Case Study 2.Assignment on strategies adopted by one service provider		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.2.2	E-Commerce and Digital Marketing	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
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.		1.Understand online business sits applications in Business and Various Sectors. 2.Understands insides of Ecommerce. 3.To know how technology helps bridging gaps in business. 4.Become familiar with mechanism for conducting business transactions through electronic means.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1.Preparing a dummy web site. 2.Videos and case studies on diversification of E-Markets		1.To prepare students to acquire the knowledge of recent trends in e-commerce. 2.Also students are prepared for website management which can helpful in industry.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.2.4	Customer Relationship Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
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		1. Understanding concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management 2. Providing insight into CRM marketing initiatives, customer service and designing CRM strategy 3. Understanding new trends in CRM, challenges and opportunities for organizations	



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COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Case Study on CRM implementation and its affects in enhancing customer services. 2. Assignment on CRM of any one company of Service Sector/ IT Sector		1. Students will learn about the CRM and its benefits in enhancing a business 2. Students have knowledge on various components of CRM and its effects on service of the company.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSV.2.6	Strategic Marketing Management	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. Understand the overview of strategic management 2. Analyse the internal and external environment, formulate strategic intent and understand the different levels of strategy.		1. Engage in group based decision making activities including collaborative reporting and accepting joint responsibility; 2. Engage in strategic thinking including projecting future outcomes, setting goals, and reflecting on the implementation process to reach those goals; 3. Integrate marketing theory, prior practice and prior learning into the strategic marketing environment; and, 4. Communicate effectively in oral and written forms about marketing strategy using appropriate concepts, logic and rhetorical conventions.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. studying marketing strategies of various companies providing substitutes & comparing its impact		1. develop Analytical ability	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSV.3.2	Strategic Human Resource Management and HR Policies	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To understand human resource management from a strategic perspective 2. To link the HRM functions to corporate strategies in order to understand HR as a strategic resource 3. To understand the relationship between strategic human resource management and organizational performance 4. To apply the theories and concepts relevant to strategic human resource management in contemporary organizations 5. To understand the purpose and process of developing Human Resource Policies		1. Understanding human resource management from a strategic perspective 2. Understanding HRM functions to corporate strategies in order to understand HR as a strategic resource 3. Understanding the relationship between strategic human resource management and organizational performance 4. Understanding the theories and concepts relevant to strategic human resource management in contemporary organizations 5. Understanding the purpose and process of developing Human Resource Policies	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Case Study		1. develop Analytical ability	



## SASMIRA's Institute of Commerce & Science

2. Assignment on strategies adopted by one service provider			
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.3.3	Performance Management and Career Planning	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To understand the concept of performance management in organizations 2. To review performance appraisal systems 3. To understand the significance of career planning and practices		1. Understanding the concept of performance management in organizations 2. Understanding performance appraisal systems 3. Understanding the significance of career planning and practices	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Role play on different situations in day to day work. 2. Presentation on different performance systems 3. Case studies on corporate appraisals		1. Provide an understanding of the strategic importance of managing human resources within an organization. 2. Provide an overview of the various functions of the HR management regarding performance appraisal.	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSV.3.2	Talent & Competency Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To understand key talent management & competency management concepts 2. To understand the concept and importance of competency mapping 3. To understand the role of talent management and competency management in building sustainable competitive advantage to an organization 4. To know the ethical and legal obligations associated with talent management		1. Develop understanding on key talent management & competency management concepts 2. Develop understanding on the concept and importance of competency mapping 3. Develop understanding on the role of talent management and competency management in building sustainable competitive advantage to an organization 4. Learners are able to realise the ethical and legal obligations associated with talent management	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Case Study 2. Assignment		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSI.3.6	Stress Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To understand the nature and causes of stress in organizations 2. To familiarize the learners with the stress prevention mechanism 3. To understand the strategies that help cope		1. Develop understanding on the nature and causes of stress in organizations 2. The learners familiarizes with the stress prevention mechanism 3. Develop understanding on the strategies	



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with stress 4.To be able to apply stress management principles in order to achieve high levels of performance 5.To enable to learners to adopt effective strategies, plans and techniques to deal with stress	that help cope with stress 4. The learners are able to apply stress management principles in order to achieve high levels of performance 5.The learners adopts effective strategies, plans and techniques to deal with stress
<b>COURSE ACTIVITIES</b>	<b>ACTIVITIES' OUTCOME</b>
1.Case Study 2.Assignment	1. develop Analytical ability



# SASMIRA's Institute of Commerce & Science

## TYBMS SEMESTER - VI

COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSVI.4	Operation Research	03	50
COURSE OBJECTIVES		COURSE OUTCOME	
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		1. Understand application in business. Data Envelopment Analysis as extension of LPP model. 2. Understand special cases of LPP and apply in appropriate Situation. 3. Understand special case of LPP and apply in appropriate situation. 4. Understand Competitive environment of business 5. Understanding project management techniques.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Case study or problem discussion with various situation of supply of goods. 2. To Collect the strategy as follow by two different companies of similar Industry		1. The case study helps the students to understand the concept of Transportation. 2. The learning on strategies of two different companies of same industry helps the student to know the concept of game theory	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSVI.5	Project Work	04	50
COURSE OBJECTIVES		COURSE OUTCOME	
Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/ difficult problem. Project work would be of 04 credits. A project work may be undertaken in any area of Elective Courses/ study area selected		Learners will get Corporate exposure and develop research attitude.	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. Research work & data collection on topics related to the electives selected by them in second & third year		1. Develops thinking abilities & research attitude in their respective areas of specialization	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSVI.1.1	International Finance	04	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To familiarize the learner with the fundamental aspects of various issues associated with International Finance. 2. 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.		1. Develop an understanding on fundamental aspects of various issues associated with International Finance. 2. Develop an understanding on the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this globalised market.	



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COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. To practice various types of numerical illustration. 2. To practice various types of numerical objectives.		1. By doing practices students will be able to understand all the types of adjustments in illustration of different variety. 2. By practicing various numerical objectives students will be able to understand the different ways of solving those types of numerical.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSVI.1.3	Project Management	04	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. 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		1. Develop an understanding on fundamental aspects of various issues associated with Project Management. 2. Develop an overview of Project Management as a separate area of Management 3. Develop an understanding on basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. To practice various types of numerical illustration. 2. To practice various types of numerical objectives.		1. By doing practices students will be able to understand all the types of adjustments in illustration of different variety. 2. By practicing various numerical objectives students will be able to understand the different ways of solving those types of numerical.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSVI.1.4	Strategic Financial Management	04	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. Awareness of strategic financial management technique		1. Capital budgeting and Capital rationing. 2. XBRL	
COURSE ACTIVITIES		ACTIVITIES' OUTCOME	
1. To practice various types of numerical illustration. 2. To practice various types of numerical objectives.		1. By doing practices students will be able to understand all the types of adjustments in illustration of different variety. 2. By practicing various numerical objectives students will be able to understand the different ways of solving those types of numerical.	
COURSE NUMBER	COURSE NAME	CREDIT POINTS	NUMBER OF HOURS
UBMSFSVI.1.6	Indirect Taxes	04	50
COURSE OBJECTIVES		COURSE OUTCOME	
1. To understand the difference between direct and indirect tax		1. To be able to understand the difference between direct tax and indirect tax.	



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<p>2. To have a basic understanding of procedures to be followed for the GST filing and its applicability.</p> <p>3. To have a basic understanding of time of supply, place of supply, date of registration etc.</p> <p>4. To have a basic understanding of types of goods &amp; services to which GST is applicable.</p>		<p>2. To be able to understand GST return filing procedures.</p> <p>3. To be able to understand the computation of Time of supply, place of supply etc.</p> <p>4. To be able to understand different types of Goods &amp; Services are coming under the purview of GST Act 2017.</p>	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
<p>1. To practice various types of numerical illustration.</p> <p>2. To practice various types of numerical objectives.</p>		<p>1. By doing practices students will be able to understand all the types of adjustments in illustration of different variety.</p> <p>2. By practicing various numerical objectives students will be able to understand the different ways of solving those types of numerical.</p>	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSVI.2.1	Brand Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
<p>1. To understand the meaning and significance of Brand Management.</p> <p>2. To Know how to build, sustain and grow brands</p> <p>3. To know the various sources of brand equity</p>		<p>1. Understanding the meaning and significance of Brand Management.</p> <p>2. Knowing how to build, sustain and grow brands</p> <p>3. knowing the various sources of brand equity</p>	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
<p>1. Case Study</p> <p>2. Assignment on strategies adopted by one Company</p>		<p>1. develop Analytical ability</p>	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSVI.2.2	Retail Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
<p>1. To familiarize the students with retail management concepts and operations.</p> <p>2. To provide understanding of retail management and types of retailers.</p> <p>3. To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.</p> <p>4. To acquaint the students with legal and ethical aspects of retail management.</p> <p>5. To create awareness about emerging trends in retail management.</p>		<p>1. Familiarize the students with retail management concepts and operations.</p> <p>2. Understanding of retail management and types of retailers.</p> <p>3. Development of an understanding of retail management terminology including merchandize management, store management and retail strategy.</p> <p>4. To acquaint the students with legal and ethical aspects of retail management.</p> <p>5. Creation of awareness about emerging trends in retail management.</p>	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
<p>1. Case Study</p> <p>2. Assignment</p>		<p>1. develop Analytical ability</p>	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>





## SASMIRA's Institute of Commerce & Science

UBMSFSVI.2.3	International Marketing	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
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.		1. Understanding International Marketing, its Advantages and Challenges. 2. Providing an insight on the dynamics of International Marketing Environment. 3. Understanding the relevance of International Marketing Mix decisions and recent developments in Global Market.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Case Study 2. Assignment		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSVI.2.4	Media Planning and Management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
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. 3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.		1. Understanding Media Planning, Strategy and Management with reference to current business scenario. 2. Understanding the basic characteristics of all media to ensure most effective use of advertising budget. 3. Providing an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Case Study 2. Assignment		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSVI.3.2	Organisational Development	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To understand the concept of Organisational Development and its Relevance in the organization. 2. To Study the Issues and Challenges of OD while undergoing Changes. 3. To get an Understanding of Phases of OD Programme. 4. To Study the OD Intervention to meet the Challenges faced in the Organisation. 5. To get an Insight into Ethical Issues in OD.		1. Understand the concept of Organisational Development and its Relevance in the organization. 2. Understanding the Issues and Challenges of OD while undergoing Changes. 3. Understanding of Phases of OD Programme. 4. Understanding the OD Intervention to meet the Challenges faced in the Organisation. 5. Understanding Ethical Issues in OD.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Case Study 2. Assignment		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSVI.3.3	HRM in Service	03	50



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	Sector Management (HRMS)		
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To understand the concept and growing importance of HRM in service sector 2. To understand how to manage human resources in service sector 3. To understand the significance of human element in creating customer satisfaction through service quality 4. To understand the Issues and Challenges of HR in various service sectors		1. Understanding the concept and growing importance of HRM in service sector. 2. Understanding how to manage human resources in service sector. 3. Understanding the significance of human element in creating customer satisfaction through service quality. 4. Understanding the Issues and Challenges of HR in various service sectors.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Case Study 2. Assignment		1. develop Analytical ability	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSVI.3.5	Human Resource Accounting & Audit (HRA)	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To introduce various auditing Techniques and tools to the students. 2. To enable the students to know the Corporate Human Resource Auditing practices, and the auditing practices followed in the audit of certain other entities 3. To introduce the students the relevant Auditing & Assurance Standards		1. To know about recent trends and processes of HRA. 2. To introduce to the students the concept, principles & practices of H.R.A. 3. To familiarize students with different source to Auditing.	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Group discussion on auditing assurance 2. Case studies and presentation on corporate auditing policies		1. Develop the idea and present of differ HRA condition 2. Awareness of conceptualization 3. To know about recent trends and processes of HRA	
<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CREDIT POINTS</b>	<b>NUMBER OF HOURS</b>
UBMSFSVI.3.6	Indian Ethos in management	03	50
<b>COURSE OBJECTIVES</b>		<b>COURSE OUTCOME</b>	
1. To understand the concept of Indian Ethos in Management. 2. To link the Traditional Management System to Modern Management System. 3. To understand the Techniques of Stress Management. 4. To understand the Evolution of Learning Systems in India		1. Understanding the concept of Indian Ethos in Management. 2. Understanding Traditional Management System to Modern Management System. 3. Understanding the Techniques of Stress Management. 4. Understanding the Evolution of Learning Systems in India	
<b>COURSE ACTIVITIES</b>		<b>ACTIVITIES' OUTCOME</b>	
1. Case Study 2. Assignment		1. develop Analytical ability	



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