

## KAPOL VIDYANIDHI COLLEGE OF HOTEL MANAGEMENT

### Programme Outcome of Bachelors of Management Studies.

- 1. Knowledge of Business, Management functions and its effective application:** Ability to gain and apply knowledge of management principles, concepts and theories.
- 2. Critical Thinking, problem solving and decision making:** Ability to analyse Problem and provide effective and meaningful solutions. To increase awareness of the factors influencing decisions & the risks involved.
- 3. Innovation, conceptualisation and creative thinking.** To encourage enterprise culture through innovative & creative thinking & develop attitude to provide solutions to the problems in the business world as well as address the needs of the society.
- 4. Team work and Intercultural Competence:** An ability to apply managerial skills by working effectively as an individual, as a member of a team or as a leader on multidisciplinary management projects.
- 5. Communication, Interpersonal skills & Social Skills:** To develop effective interpersonal skills & display efficient verbal, non-verbal and written communication.
- 6. Research, analytics and Business intelligence:** To develop an acumen to apply analytical skills and results of research to solves business problems.
- 7. Global citizenship, Ethics, governance and conflict handling:** An ability to understand and commit to personal and professional ethics, responsibilities and norms and code of conduct of management practices.
- 8. Environmental consciousness & Cross cutting Issues:** To understand and be sensitive to the impact of management decisions from a sustainability and environmental context and take suitable measures to mitigate the emerging risks.
- 9. Digital Capabilities and Lifelong learning:** An ability to recognize the need for and engage in independent and life-long learning.

FY.B.M.S

Sem-I

Foundations Of Human Skills

culture and motivation concepts.

To learn about organizational change and work stress. To understand the Accounting Standards and IFRS. To understand the concept of Expenditure and Receipts. To understand the preparation of Trial Balance and Final Accounts

To understand the basic concept of book keeping with journal and ledger.

Introduction of Financial Accounts

To understand the different business related laws and application thereto.

To know about Indian Contract Act, Sale of goods act, Negotiable Instruments act

Business Law

To know about Special contracts, Consumer Protection Act To know about Company Laws and IPR laws

To familiarize the students with fundamental statistical tools To understand statistical definition and concept and use them correctly

Business Statistics

To provide primary knowledge regarding mathematical techniques to be used in managerial decision making To analyzing the statistical tool in the business data. The different modes and methods of communication helps the students to refresh their knowledge on video conferencing, fax though now not in use

Business Communication-I

The business ethics and the different social problems which surface out in the society are given, hands on experience, with the case studies which help the students become the responsible citizens to understand the obstacles in communication to understand the writing skills, report writing etc The programme provides the student with the capacity to identify issues and problems relating to the realization of Indian society and its hierarchy.

Foundation Course-I

To understand individual behaviour, personality, attitudes and thinking styles.

To understand the concept of relating to the realization of Indian society and its hierarchy, concept of , purity and pollution, Social Interdisciplinary, Varna, Caste, and Other Divisions, concept of human rights.

To learn group dynamics, organizational process and systems. To understand types of organizational

understanding to Indian constitution and important constitutional rights, Environment, and ancient scientific development with new science.

Business Economics-I

It develop investigative and analytical skills.

business economics To apply the economic rules and principles in day to day daily life

To apply economic policies in professional environment

To understand the role and working of

### Class Course Outcomes

FY.B.M.S

Sem-II

Business Environment

Industrial Law

word imbibed in the constitution under the 42nd amendment act. To understand Industrial disputes act, Trade unions act, factories act

To understand ESIC act, Provident fund act

To understand payment of wages act, payment of bonus act To understand the concept of Marketing and its scope. To understand the consumer Behavior.

Principles of Marketing

To Learn Marketing Mix.

To understand the Segmentation, Targeting and Positioning in Marketing.

Business Communication-II

To learn the communication skills in terms of Business To get personally develop with the fundamentals of communication

To be groomed with body language and performance To built up leadership capabilities and group dynamics To get better knowledge of communication with others To understand the basic concepts, functions and methods of mathematical techniques.

Business Mathematics

To understand mathematical definition and use them correctly Demonstrate an understanding of the common body of knowledge in mathematics.

Business Environment

Use mathematical ideas to model real world problems To understand basic concepts related to business organisations To learn concept of business environment and business environmental analysis

To understand factors of micro environment

To understand factors of macro environment

To understand various upcoming sectors in Indian economy To understand functions of WTO

To understand the process of management

Principles of Management

Understand basic fundamentals of business

Understand business environment and its analysis

Understand political and economic factors affecting business Understand the concept of GATT, WTO, MNC.

To learn the challenges faced by international Business . To get knowledge of Investment opportunities for Indian Industry.

To understand the different labour laws which help in understanding the meaning of socialism/socialist

Principles of Management

To understand the working of an business

organisation To inculcate basic managerial skills

To understand how the skills can be executed. To

apply strategic organisation planning

### **Class Course Outcomes**

SY.B.M.S

Sem-III

Information Technology in  
Business Management- I

Environmental  
Management

Accounting for Managerial  
Decisions

environmental problem solving.

Appreciate the ethical, cross-cultural, and historical context of environmental issues.

To understand the links between human and natural systems. To understand the interrelation between Environment and human's activity.

Business Planning &  
Entrepreneurial  
Management

To gain in depth knowledge of the professional standards, principles and procedures regarding preparation of financial Statement.

That will help in detailed analysis and interpretation of financial statements.

Gauge the health of the organisation with reference to liquidity, activity, leverage, profitability and investment. To carry out necessary adjustment in funds from operation to arrive at the figure of cash operations.

Strategic Management

And to take decision on managing long term and short term funds.

Understand importance of entrepreneurship

Know functions of EDPs conducted by various Government initiated institutions

Consumer Behaviour

An understanding of the major functional disciplines: management, marketing, finance, and accounting competency in business writing and presentation skills.

Know options available to entrepreneurs

Understand the concept of Strategic Management.

Understand what managers do in the strategic management process.

An understanding of ethical practices in organizations. The ability to use different methodologies for recognizing, analyzing, and solving problems in an organizational context (critical thinking).

Understand how Benchmarking can be used to find better ways in having things done for the corporation.

Understand the importance of strategic management for the organisation's continuity, survival and success.

The ability to work effectively in teams to accomplish organizational goals.

Understanding the concept of consumer behaviour

Appreciate concepts and methods from ecological and physical sciences and their application in

Consumer Behaviour Advertising

behaviour Understanding process of consumer decision making To understand and examine the growing importance of advertising

To understand the construction of an effective advertisement To understand the role of advertising in contemporary scenario

Understanding types of consumer behaviour

To understand the future and career in advertising

Understanding theories of motivation behind consumer behaviour

Understanding determinants of consumer

### Class Course Outcomes

SY.B.M.S  
Sem-IV

Business Economics-II Business Research

Information Technology in  
Business Management- II

Methods

Production & Total Quality Management

Study of ERP planning, Supply chain management CRM, key challenges and trends.

To learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse. To learn outsourcing concepts. BPO/KPO industries, their structures, cloud computing.

Ethics & Governance

Understand concept of production management Understand scope of inventory management in detail Understand concept of TQM

Integrated Marketing Communication & Advertising

Understand quality improvement techniques and SQM To understand the significance of business

To understand the concepts of business economics To apply business economics in professional environment To understand about the foreign exchange market To understand the concept of Research

To learn the applicability of ethics

Learn formulation of Hypothesis

To understand the need and importance of good governance. To study ethical business practices and CSR

To understand the concept of data collection and processing To understand the various Method of Data Analysis. To learn the layout of Research Report .

Various corporate governance practices.

To understand managerial decision-making and to develop perceptive of major functional area of MIS

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.

Communication & Advertising

To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.

To understand different elements of Marketing like advertising, PR, Internet marketing, Sales promotion.

To be able to strategize the entire marketing activities for a brand.

Understand the concept of Strategic Management

Understand what managers do in the strategic management process

Strategic Management

Understand the importance of strategic management for the organisation's continuity, survival and success.

Understand how Benchmarking can be used to find better ways in having things done for the corporation.

**Class Course Outcomes**

TYBMS Sem V

& Public Relations

Logistics & supply Chain Management

Service Marketing

Corporate Communications

E-Commerce & Digital Marketing

Sales & Distribution Management

To know role of technology in corporate communication and public relations

To understand fundamentals of service marketing To understand different models of service marketing To understand service marketing in various sectors To understand increasing significance of E-Commerce and its applications in business and Various Sectors.

Customer Relationship Management

To enhance customer service reduce cost through effective logistics& supply chain management

To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.

To understand inventory planning, transportation, warehousing,packaging& other functions in detail.

To understand Latest Trends and Practices in E-Commerce and Digital marketing, along with its Challenges and Opportunities for an Organisation

It cover all the challenges & trends in industry.

Develop understanding of the sales and distribution process in organisations.

To understand supply chain management process of transforming into final product.

Get familiarised with concepts of sales department.

To understand various elements of corporate communication To understand role of corporate communication in managing organisation

Understand the working of Distribution Channel Management. Understand the Ethics in Sales Management.

To understand importance of coordinating elements of corporate communication and public relations

To understand concept of Customer Relationship Management (CRM)

To understand various theories and practices associated with corporate communication and public relations

To learn how to implementation of Customer Relationship Management

Customer Relationship Management

To provide insight into CRM marketing initiatives, customer service and designing CRM strategy

To understand new trends in CRM, challenges and opportunities for organisations

To acquaint the learners with various concepts of finance

To understand the terms which are often confronted while

Investment Analysis and Portfolio Management

techniques of security and portfolio analysis

To provide an overview of various aspects related to wealth management

To study the relevance and important of Insurance un wealth management

To acquaint the learners with issues related to taxation in wealth management

Wealth Management

To understand various components of retirement planning To familiarize the student with the fundamental aspects of Risk Management and Control

To give comprehensive overview of risk governance and assurance with special reference to insurance sector To introduce the basic concepts, functions, process, techniques of risk management

Risk Management

To understand the provisions of determining residential status of individual

To study various heads of income

Direct Tax

reading newspaper, magazines etc for better correlation with the practical world

To study deductions from total income

To compute taxable income of individuals

To understand various models and

## Class Course Outcomes

TYBMS Sem VI	Understand the mathematical tools that are needed to solve optimisation problems. Use mathematical software to solve the proposed models Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management Engineering. To understand the meaning and significance of Brand Management. To know how to build, sustain and grow brands. To know the various sources of brand equity.
Operation Research	To understand retail concepts and operations To understand types of retailer To understand merchandise management To understand legal and ethical aspect of retail
Brand Management	
Retail Management	
Identify and develop operational research models from the verbal description of the real system. Retail Management	To create awareness of emerging trends. To understand international marketing, its advantages and challenges
International Marketing	
Media Planning & Management	Indirect Tax To provide an insight on the dynamics of international marketing To understand the relevance of international marketing mix decisions and recent developments in Global Market To understand Media Planning, Strategy and Management with reference to current business scenario. To know the basic characteristics of all media to ensure most effective use of advertising budget.
International Finance	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys. The objective of this course is to familiarize the student with the student with the fundamental aspects of various issues associated with International Finance The course aims to give a comprehensive overview of International Finance as a separate area in International Business
Innovative Financial Services	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 To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services
Project Management	

To give a comprehensive overview of emerging financial services in the light of globalisation

To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Financial Services

The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management

To give a comprehensive overview of Project Management as a separate area of Management

To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management

To understand the basics of GST

To study the registration and computation of GST

To acquaint the students with filling of returns in GST