



# Guardian Degree College of Arts, Commerce & Science

## BMS

### Overview

Today the management requires talented and skilful leaders to face the challenges in the management. This course provide a wide opportunity for the students to use their creativity and explore various avenues to face and deal with the management challenges. It also helps the students to adopt various styles of thinking and acting to be a successful in the managerial leaders. M-pulse, an Inter college event, is organized under this department. The club, Buoyancy, was formed with the objective to develop the managerial qualities and enhance their ability to face challenges in the real environment.



## Program Outcomes

After the completion of the Program the students will be :

1. Prepared to take up various challenging roles in different functional areas as well as the industry
2. Develop skills such communication, interpretation and analysis, select and use resources to collect business data that will help in effective decision making
3. Undertake leadership role to mentor, guide and motivate team
4. Identify upcoming opportunities in business and changing trends and its impact on business
5. Apply conceptual learning skills in their business areas

## Course outcomes

Course Name	FY BMS (SEMESTER I & II)
	After completing the course the learners will be:
Introduction to Financial Accounts	<ul style="list-style-type: none"><li>• enable students to learn principles &amp; fundamentals of accounting at basic level.</li><li>• Understanding Accounting Standards, Depreciation Accounting &amp; Finalization of Accounts.</li><li>• Become capable to pursue higher studies in diverse fields of finance &amp; accountancy like MBA in finance &amp; M Com in Advanced Accountancy</li><li>• Get adequately trained to be good entrepreneurs and handle the financial aspects of an organisation.</li></ul>
Business Statistics	<ul style="list-style-type: none"><li>• Familiarise with the concepts of statistics</li><li>• Understand its importance and application in various business areas</li><li>• Enable them to analyse data and prepare reports</li></ul>
Business Law	<ul style="list-style-type: none"><li>• Understand the brief idea about the frame work of Indian Business Laws.</li><li>• Oriented students, about the legal aspects of business.</li><li>• Students will be Familiar with case law studies related to Business Law.</li><li>• Students will be acquainted with laws related to Indian Contract Act, Sale of goods Act, Negotiable Instruments Act, Companies Act, IPR.</li></ul>
Business Communication	<ul style="list-style-type: none"><li>• Become aware about the complexity of the communication process</li><li>• Develop effective oral and listening skills</li></ul>

	<ul style="list-style-type: none"> <li>□ Build up confidence and help them to write in clear, concise and persuasive manner</li> </ul>
Foundations of Human Skill	<ul style="list-style-type: none"> <li>□ Have an Understanding the basic behaviour pattern of an individual with respect to his/her personality, attitude, thinking and learning patterns.</li> <li>□ Importance of human nature and its impact on group, team and organisational behaviour.</li> <li>□ Understand the significance of culture in organisation.</li> <li>□ Familiarize with the concept and theories of motivation.</li> <li>□ Learn about organisational change, creativity and organisational development.</li> </ul>
Foundation Course I	<ul style="list-style-type: none"> <li>□ Introduce students to various religions of their belief. □ Sensitize the students on various social issues.</li> <li>□ Create an awareness and importance of Indian Constitution.</li> <li>□ Learn about local self-government in urban and rural areas</li> <li>□ Understand significant issues of people with disabilities</li> </ul>
Business Economics	<ul style="list-style-type: none"> <li>□ Understand Scope and Importance of Business Economics</li> <li>□ Understand various concepts of Demand and Supply function in economics</li> <li>□ Understand and apply production function and cost function</li> <li>□ Understand various features and concepts of Market structure</li> <li>□ Understand various pricing strategy.</li> </ul>
Principles of Marketing	<ul style="list-style-type: none"> <li>□ Introduce students to learn the fundamentals of Marketing</li> <li>□ Provide knowledge about the various types of marketing</li> <li>□ Give practical experience about the marketing practices adopted in the industry</li> </ul>
Principles of Management	<ul style="list-style-type: none"> <li>□ Introduce students to the core concepts and principles of management.</li> <li>□ Familiarize students with the works of management thinkers like F.W Taylor and Henri Fayol.</li> <li>□ Develop understanding of the various basic concepts of management, viz: planning, decision making, organising, directing, leadership, co-ordination and controlling.</li> <li>□ Creating awareness about the recent trends in management namely, green management and CSR.</li> </ul>

Business Mathematics	<ul style="list-style-type: none"> <li>□ Clarify basic concepts of Mathematics and its applications</li> <li>□ Help them to use it for the purpose of research and analysis</li> <li>□ Investigate and apply the mathematical concepts and solutions in various contexts related to business and illustrate the solutions using graphical and numerical method</li> </ul>
Industrial Law	<ul style="list-style-type: none"> <li>□ Understand various roles of people played in factory, their rights and duties how they settle their problems like disputes, health safety and welfare, social legislation</li> <li>□ Compensations rules, Claims and Settlement for various work done by the workers.</li> </ul>
Foundation course II	<ul style="list-style-type: none"> <li>□ Introduce students to the changing scenario with reference to LPG.</li> </ul>

	<ul style="list-style-type: none"> <li>□ Develop a basic understanding about issues related to human right.</li> <li>□ Create awareness about environmental issues and sustainable development</li> <li>□ Familiarize with different agents of socialization</li> <li>□ Various ways to reduce stress from different sources</li> </ul>
Business Communication	<ul style="list-style-type: none"> <li>□ Develops awareness of the complexity of the communication process</li> <li>□ Develop effective oral and listening skills</li> <li>□ Build up confidence and help them to write in clear, concise and persuasive manner</li> </ul>
Business Environment	<ul style="list-style-type: none"> <li>□ Understand Meaning, Definition, Nature &amp; Scope, Types of Business Organizations</li> <li>□ Understand various business environment and its impact on business decisions</li> <li>□ Understand international business environment and its importance in business decision</li> <li>□ Understand various tools and techniques of business analysis and its application in real business.</li> </ul>

Course Name	<b>SY BMS (SEMESTER III &amp; IV)</b>

Introduction to Cost Accounting	<ul style="list-style-type: none"> <li>• Exposes the students to the basic concepts and the tools used in Cost Accounting</li> <li>• Enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations</li> <li>• Capability enhancement to pursue higher studies in diverse fields of finance &amp; accountancy like MBA in finance &amp; M Com in Advanced Accountancy</li> </ul>
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	<ul style="list-style-type: none"> <li>• Get adequately trained to be good entrepreneurs and handle the financial aspects of an organisation.</li> </ul>
Basics of Financial Services	<ul style="list-style-type: none"> <li>• The course aims at explaining the core concepts of business finance and its importance in managing a business</li> <li>• The objectives of the course is to 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.</li> </ul>
Consumer Behaviour	<ul style="list-style-type: none"> <li>• 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</li> <li>• This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.</li> <li>• Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.</li> </ul>

Advertising	<ul style="list-style-type: none"> <li>□ understand and examine the growing importance of advertising</li> <li>□ understand the construction of an effective advertisement</li> <li>□ understand the role of advertising in contemporary scenario</li> <li>□ understand the future and career in advertising</li> </ul>
Employee Relation & Welfare	<ul style="list-style-type: none"> <li>□ Understand the importance of harmonious relationship between employees and the organisation</li> <li>□ Learn about various welfare measures adopted by the organisation</li> <li>□ Familiarise with the HR process related to administering the welfare measures</li> </ul>
Recruitment and Selection	<ul style="list-style-type: none"> <li>□ Familiarize the students with concepts and principles</li> <li>□ Understand the procedure of Recruitment and Selection in an organization</li> <li>□ Provide an in depth insight into various aspects of HRM</li> <li>□ Acquaint students with practical aspect of the subject.</li> </ul>

Business Planning & Entrepreneurship Management	<ul style="list-style-type: none"> <li>□ Stimulate interest in entrepreneurship</li> <li>□ Prepare students to take the responsibility of full line of management function of a company</li> <li>□ Develop entrepreneurial capabilities among the students</li> </ul>
Accounting for Managerial Decisions	<ul style="list-style-type: none"> <li>□ Familiarise basic format and items in Financial Statement. Diagnose the information contained in financial statement with □ a view to know profitability and financial soundness of the firm, and to make forecast about future prospects of the firm.</li> <li>□ To understand various ratios relevant with Profit and loss account and Balance Sheet and its application.</li> <li>□ To understand Cash flow statement and concept and how to estimate working capital requirement of the firm in case of trading and manufacturing organization.</li> </ul>
IT in Business	<ul style="list-style-type: none"> <li>□ Successful implementation of Information Technology at managerial level</li> <li>□ Practically using MS Office tools for various managerial level official work</li> <li>□ Acquire knowledge about Email, Internet and websites, domains and security which will support future decision making in terms of security.</li> <li>□ Acquire the required knowledge to recognize security aspects of IT in business</li> </ul>
FC- Environmental	<ul style="list-style-type: none"> <li>□ Define environment and sustainability</li> </ul>

Management	<ul style="list-style-type: none"> <li>□ Understand economic activities in perspective of environmental sustainability.</li> <li>□ Understand the usefulness of Impact assessment of economic activities in relation to Environmental Management</li> <li>□ Appreciate usefulness of environmental management in environmental protection</li> </ul>
Strategic Management	<ul style="list-style-type: none"> <li>□ 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.</li> <li>□ Critically examine the management of the entire enterprise from the Top Management viewpoints.</li> <li>□ Understand corporate level Policy &amp; Strategy formulation areas.</li> </ul>

	<ul style="list-style-type: none"> <li>□ Develop conceptual skills in this area as well as their application in the corporate world.</li> </ul>
<p>Foundation and Course – Ethics Governance</p>	<ul style="list-style-type: none"> <li>□ Helps to understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country</li> <li>□ Learn the applicability of ethics in functional areas like marketing , finance and human resource management</li> <li>□ Understand the emerging need and growing importance of good governance and CSR by organisation</li> <li>□ Sensitise the students on ethical business practices, CSR and corporate governance practiced by various organisations</li> </ul>
<p>IT in Business- II</p>	<ul style="list-style-type: none"> <li>□ Using MIS for managerial decision-making.</li> <li>□ Understanding about emerging areas of MIS and effective implementation of the same in various management systems.</li> <li>□ Gaining the knowledge about different database management and data warehouse approaches and also the requirements and applications of data warehouse</li> <li>□ Understanding of outsourcing BPO/KPO industries and their structures</li> </ul>
<p>Business Economics II</p>	<ul style="list-style-type: none"> <li>□ Understand concept in circular flow of income and expenditure in closed and open economy</li> <li>□ understand various concept of National Income and its importance</li> <li>□ Understand various factors affecting demand and supply of money in the economy.</li> <li>□ Understand inflation and fiscal and monetary policy to control inflation</li> <li>□ Understand theories and issues in international trade</li> <li>□ Understand various concepts in international trade.</li> </ul>
<p>Productivity and Total Quality Management</p>	<ul style="list-style-type: none"> <li>□ Acquaint learners with the basic management decisions with respect to production &amp; quality management. Make the</li> <li>□ learners understand the designing aspect of</li> </ul>

	<p>production systems.</p> <ul style="list-style-type: none"> <li>□ Understand the applicability of theoretical knowledge.</li> </ul>
Business Research Methods	<ul style="list-style-type: none"> <li>□ Familiarise students with the concept and importance of employee relations in an organisation.</li> <li>□ Explore the concept of collective bargaining and workers' participation.</li> <li>□ Gain a conceptual understanding of the various theories, approaches and importance of employee welfare activities in an organisation.</li> <li>□ Understand the causes and effects of employee grievances as well as the procedure to solve the same.</li> <li>□ Gain insight into various issues related to work environment management.</li> </ul>
Integrated Marketing Communication	<ul style="list-style-type: none"> <li>□ Learn about various tools of Integrated Marketing Communication</li> <li>□ Understand different audience for different marketing tools</li> <li>□ Evaluate the tools of communication used for a campaign and measure its results</li> </ul>
Rural Marketing	<ul style="list-style-type: none"> <li>□ Familiarise with the strategies</li> <li>□ Understand the methods of marketing adopted in rural markets</li> </ul>
Human Resources Planning and Information system	<ul style="list-style-type: none"> <li>□ Understand the Concept and Process of HRP.</li> <li>□ Study the ways of matching job requirements and human resource availability.</li> <li>□ Explore the concept of Strategic HRP.</li> <li>□ Understand the applications of HRIS.</li> </ul>
Conflict and Negotiation	<ul style="list-style-type: none"> <li>□ Understand the nature of conflicts, their causes and outcomes.</li> <li>□ Study the aspects of conflict management and how to handle them effectively</li> <li>□ Gain insight into the concept of negotiation and negotiation process</li> <li>□ Understand the role of third party negotiation and skills for effective negotiation.</li> </ul>
Auditing	<ul style="list-style-type: none"> <li>□ understand the basics of Auditing</li> <li>□ Get acquainted with Audit Techniques and Internal Audit</li> <li>□ Learn about audit planning ,procedure and documentation</li> <li>□ Understand vouching and verification process in Auditing</li> </ul>

Strategic Cost Management	<ul style="list-style-type: none"> <li>□ Enable students to learn principles &amp; fundamentals of strategic cost management.</li> <li>□ The subject covers the various facets of decision making and controlling product cost at organisational level.</li> <li>□ To understands the concepts of different techniques of controlling cost like marginal, standard costing and responsibility accounting.</li> </ul>
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Course Name	TY BMS ( SEMESTER V&VI)
Service Marketing	<ul style="list-style-type: none"> <li>• Understand distinctive features of services and key elements in services Marketing</li> <li>• Get insight into ways to improve service quality</li> <li>• Understand marketing of different services in Indian Context</li> </ul>
Ecommerce & Digital Marketing	<ul style="list-style-type: none"> <li>• understand increasing significance of E-Commerce and its applications in Business and Various Sectors</li> <li>• Gain insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business</li> <li>• Understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation</li> <li>□</li> <li>□</li> </ul>
Sales & Distribution Management	<ul style="list-style-type: none"> <li>• Develop understanding of the sales &amp; distribution processes in organizations</li> <li>• Familiarize with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management</li> </ul>
Customer Relationship Management	<ul style="list-style-type: none"> <li>• Understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management</li> <li>• Gain insight into CRM marketing initiatives, customer service and designing CRM strategy</li> <li>• Understand new trends in CRM, challenges and opportunities for organizations</li> <li>□</li> </ul>
Investment Analysis and Portfolio Management	<ul style="list-style-type: none"> <li>• Learners get acquainted with various concepts of finance</li> <li>• Understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world •</li> <li>• Learn about various models and techniques of security and portfolio analysis</li> </ul>

Direct Tax	<ul style="list-style-type: none"> <li>• Acquire Knowledge regarding the provisions of determining residential status of individual</li> <li>• Gain information on various heads of income</li> <li>• Study deductions from total income</li> <li>• Able to compute taxable income of Individuals</li> </ul>
Strategic HRM	<ul style="list-style-type: none"> <li>• Understand human resource management from a strategic perspective</li> <li>• Able to link the HRM functions to corporate strategies in order to understand HR as a strategic resource</li> <li>• Gain knowledge about the relationship between strategic human resource management and organizational</li> </ul>

	<p>performance</p> <ul style="list-style-type: none"> <li>□ Apply the theories and concepts relevant to strategic human resource management in contemporary organizations</li> <li>□ Understand the purpose and process of developing Human Resource Policies</li> </ul>
Industrial Relations	<ul style="list-style-type: none"> <li>□ Understand the concept of performance management in organizations</li> <li>□ Able to review performance appraisal systems</li> <li>□ Understand the significance of career planning and practices</li> </ul>
Performance & Planning Compensation Management	<ul style="list-style-type: none"> <li>□ Able to learn and apply basic compensation concepts and the context of compensation practice</li> <li>□ Analyse different ways to strengthen the pay-for-performance link.</li> <li>□ Understand the concepts of Payment and employee benefits issues for contingent workers.</li> <li>□ Understand the legally required employee benefits.</li> <li>□ Learn the implications for strategic compensation and possible employer approaches to managing legally required benefits</li> </ul>
Finance for Professionals HR	<ul style="list-style-type: none"> <li>□ Able to orient Professionals with financial concepts to enable them to make prudent HR decisions</li> <li>□ Understand the various compensation plan</li> <li>□ Helps to study the issues related to compensation management and understand the legal framework of compensation management.</li> <li>□</li> </ul>

Logistics & Supply Chain Management	<ul style="list-style-type: none"> <li>□ Provide students with basic understanding of concepts of logistics and supply chain management</li> <li>□ Introduce students to the key activities performed by the logistics function</li> <li>□ Provide an insight in to the nature of supply chain, its functions and supply chain systems</li> <li>□ Understand global trends in logistics and supply chain management</li> </ul>
Corporate Communications & PR	<ul style="list-style-type: none"> <li>□ Provide the students with basic understanding of the concepts of corporate communication and public relations</li> <li>□ Introduce the various elements of corporate communication and consider their roles in managing organizations</li> <li>□ Helps them to examine how various elements of corporate communication must be coordinated to communicate effectively</li> <li>□ Helps students to develop critical understanding of the different practices associated with corporate communication</li> </ul>
Project Management	<ul style="list-style-type: none"> <li>□ Learners become familiar with the fundamental aspects of</li> </ul>

	<ul style="list-style-type: none"> <li>□ Get a comprehensive overview of project management as a separate area of management</li> <li>□ Get introduced to the basic concepts , functions ,process, techniques and create an awareness of the role , functions and functioning of Project management</li> </ul>
International Finance	<ul style="list-style-type: none"> <li>□ Familiarizes the student with the fundamental aspects of various issues associated with International Finance</li> <li>□ Get a comprehensive overview of International Finance as a separate area in International Business</li> <li>□ Understand and apply the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market</li> </ul>

	various issues associated with project management
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Strategic Financial Management	<ul style="list-style-type: none"> <li>☐ Able to match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability</li> <li>☐ Understand the 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</li> <li>☐ Get acquainted with contemporary issues related to financial management</li> </ul>
Indirect Taxes	<ul style="list-style-type: none"> <li>☐ Understand the basics of GST</li> <li>☐ Study the registration and computation of GST</li> <li>☐ Acquaint with filing of returns in GST</li> </ul>
Brand Management	<ul style="list-style-type: none"> <li>☐ understand the meaning and significance of Brand Management</li> <li>☐ Learn how to build, sustain and grow brands</li> <li>☐ Gain knowledge about the various sources of brand equity</li> </ul>
Retail Management	<ul style="list-style-type: none"> <li>☐ Familiarize the students with retail management concepts and operations</li> <li>☐ Understanding of retail management and types of retailers</li> <li>☐ Learn retail management terminology including merchandize management, store management and retail strategy</li> <li>☐ Acquaint with legal and ethical aspects of retail management</li> </ul>
International Marketing	<ul style="list-style-type: none"> <li>☐ Understand International Marketing, its Advantages and Challenges.</li> <li>☐ Gain an insight on the dynamics of International Marketing Environment.</li> <li>☐ Understand the relevance of International Marketing Mix decisions and recent developments in Global Market</li> </ul>
Media Planning and Management	<ul style="list-style-type: none"> <li>☐ Understand Media Planning, Strategy and Management with reference to current business scenario.</li> <li>☐ Know the basic characteristics of all media to ensure</li> </ul>
	<p style="padding-left: 40px;">most effective use of advertising budget.</p> <ul style="list-style-type: none"> <li>☐ Learn about Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.</li> </ul>

Organisational Development	<ul style="list-style-type: none"> <li>□ Understand the concept of Organisational Development and its relevance in the organisation.</li> <li>□ Learn about the issues and challenges of OD and understand of Phases of OD programmes</li> <li>□ Gain Knowledge about the OD interventions to meet the challenges faced in the organisation. □ Get an insight in to Ethical issues in OD</li> </ul>
Indian Ethos	<ul style="list-style-type: none"> <li>□ Understand the concept of Indian Ethos in Management <ul style="list-style-type: none"> <li>□ Correlate the Traditional Management System to Modern Management System</li> </ul> </li> <li>□ Learn about the Techniques of Stress Management</li> <li>□ Understand the Evolution of Learning Systems in India</li> </ul>
HRM in Global Perspective	<ul style="list-style-type: none"> <li>□ Introduce the students to the study and practice of IHRM</li> <li>□ Understand the concepts, theoretical framework and issues of HRM in Global Perspective <ul style="list-style-type: none"> <li>□ Gain insights of the concepts of Expatriates and Repatriates</li> </ul> </li> <li>□ Find out the impact of cross culture on Human Resource Management and trends in HRM</li> <li>□</li> </ul>
Work force Diversity	<ul style="list-style-type: none"> <li>□ Understand the nature of workforce diversity</li> <li>□ Learners will be familiar with the strategies and use of technology to deal with work force diversity</li> <li>□ They will be able to interlink between workforce diversity and HRM functions</li> </ul>
Operations Research	<ul style="list-style-type: none"> <li>□ Learners can understand various operations research methodologies</li> <li>□ They can solve various problems practically</li> <li>□ Become proficient in case analysis and interpretation</li> </ul>

*Sobha*



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