



DAAR-UL-REHMAT TRUST'S
A.E. KALSEKAR DEGREE COLLEGE

KAUSA, MUMBRA
Permanently Affiliated to University of Mumbai
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ISO certified 9001:2015

PROGRAMME SPECIFIC OUTCOME

BACHELOR OF MANAGEMENT STUDIES

1	Learners will be able to demonstrate progressive learning of various company formation formalities issues and accounting.
2	Learners will learn relevant financial & managerial accounting career skills applying both quantitative and qualitative knowledge to their future careers in business.
3	Learners will acquire the skills like effective communication, decision making, problem solving in day to day business affairs, especially leadership qualities.
4	Learners will be able to do higher education and advance research in the field of banking and non-banking, sectors.
5	Learners will gain systematic and subject skills within various disciplines of commerce, financial accounting, economics, finance, logistic ,marketing, entrepreneurial skills etc.
6	Learners will be able to understand the challenges faced by manager in the dynamic environment.
7	Learners will involve in various co- curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.
8	Learners will be able to prove their proficiency by engaging themselves in preparation of competitive exams and PG Courses like M.Com, MBA.
9	Learners will be able to obtain the knowledge and skills needed to assume management positions in a wide range of organizations.
10	To provide students with a solid foundation in organisational behaviour and human resource management.



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COURSE OUTCOMES:

BACHELOR OF MANAGEMENT STUDIES

FYBMS

SEM 1

INTRODUCTION TO FINANCIAL ACCOUNTS

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To make students understand the preparation of basic Financial data and Balance sheet.	Students will be able to prepare the basic financial data and balance sheet.
CO 02	To make students understand the Indian Accounting Standards, concepts and conventions	Students will come to know the detail knowledge about Indian Accounting Standard, concepts and conventions
CO 03	To make students the preparation of Bank Reconciliation Statements	Students will be able to Reconciled Bank Statements
CO 04	To make to students aware about different methods of depreciation and how to calculate depreciation on fixed assets.	Students will be able to charge depreciation on fixed assets with the help of different methods

SEM I

BUSINESS LAW-I

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To give the students insight into various provisions of Contract Act 1872 and explain its concepts, scope and nature of Law of Contract.	Students will be able to understand basic of different contracts, scope and objectives of the Act.
CO 02	To clarify them provisions of Sale of Goods Act.	Students will understand various aspects of bond and different related terms.
CO 03	To teach students the concept of Negotiable Instrument Act	Students will realise countless negotiable Instruments and its related provisions.
CO 04	To show and make students aware of various consumer rights and gain (Consumer Protection Act 1986)	Learners will understand several consumer rights and gain understanding of other related provisions.



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SEM : 1

Business Statistics

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To familiarizes the concept of statistics	Enable learners to solve basic of central tendency in real life situation
CO 02	To provide practical exposure on calculation of measures of average, median , mode and standard deviation	Enable learners to solve examples on statistics
CO 03	Providing students a mathematical model to predict the future value based on past experiences in industry and day to day life	The students will understand the Price and Quantity Index numbers and their different measures, understand the applicability of cost of living Index number and to Know the components and Need for Time series.
CO 04	To introduce the students about the concept of probability and random variables To focus on decision making criteria and investigate the decision through experimentation	Enable learners to predict and able to find the probability of real life situations Enable learner to take helpful decision based on requirement through experimentation

SEM: 1 & 2

BUSINESS COMMUNICATION PAPER I/II

Syllabus (Unit Wise)	Objectives	Outcome
CO 01	To understand communication definition, concept, need and importance. To understand communication types and process along with barriers.	The students will be able to categorize communication and use it practically in daily life if they are involved in business.
CO 2	To understand the line of communication deployed at work place and listening skill. To imbibe values and ethics at work place.	The learner's will purposefully select appropriate channel to communicate at workplace. The students exhibit good behavior and refined manners in business or work place.
CO 3	To improve business correspondence.	The learners will be able to aptly usedifferent forms of written communication.



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SEM: I

FOUNDATION COURSE - I

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To provide knowledge about our Indian society in terms of Caste, population, tradition from past till present.	Students will become aware about our Indiansociety and its religions from Vedic period till Present.
CO 02	To acquaint the students with the concept of Stratification and its system with measures.	Students will able to determine the concept of disparity through various system and views in our India.
CO 03	To make students learn about the Multi- Lingual, Communalism and women's Empowerment.	Learners will recognise the concept of Discrepancy in various aspects of modernism.
CO 04	To form beginners understanding in the Indian Constitution.	The students tacit the role of constitution and its function in India.
CO 05	To enable the knowledge about the Political methods.	The learners will determine the process ofthe politics and its initiate for the development.

SEM: 1

Foundation of Human Skills

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To make students understand the Human nature and their behavior in organization	Students will understand the human nature and their behavior in organization
CO 02	To make students understand how to focus on team building and group behavior in the organization	Students will be able to do team building work and have understanding group behavior in the organization
CO 03	To make students Analyse the basic behavior pattern of human, which are important for business	The students will be able to analyse human basic behavior pattern of the human, which are important for the business
CO 04	To discuss and create awareness among the students about different kinds of human nature with greater awareness of the human behavior	Students will understand about different kinds of human nature with greater awareness of the human behavior



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SEM: I **BUSINESS ECONOMICS – I**

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To introduce scope and importance of Business Economics. To explain Demand and Supply theory.	Students will understand concept of Business Economics. They learnt about Law of Demand, Law of supply and its implementation.
CO 02	To teach nature of demand curve under different markets. To provide information about working of elasticity of Demand and demand Forecasting.	Students will learn about nature of demand curve under different markets. They developed understanding about elasticity of demand and Demand Forecasting.
CO 03	To explain short run and long run production function and economies of scale. To teach cost behaviour and breakeven point.	Students will learn about production function under short run and long run. They understand different cost concepts and breakeven point.
CO 04	To teach pricing and output decisions under perfect and imperfect competition.	Students will understand about pricing and output decisions undertaken in perfect and imperfect competition.
CO 05	To teach pricing method and pricing techniques under different market structure.	Students will learn about different pricing methods and different techniques to determine prices under different markets structures.

SEM : 2

Principles of Marketing

Syllabus (Unit wise)	Objective	Outcome
CO 1	To introduce students to marketing as a discipline and understand basic terminologies	It will enable learner to understand basics of marketing and its application in real life situations
CO 2	To introduce students with the various micro and macro environment effecting marketing directly and indirectly and also Orient them with MIS	It will enable learner to understand various environments as well as consumer behaviour And also enable them to use MIS and make marketing decisions
CO 3	To introduce students with the concept of marketing mix and product lifecycle and also Orient them to the concepts of branding, pricing, promotion etc.	It will enable learner to understand marketing mix and use them according to the situation required in the market and also enable them to take complex decisions like pricing of a product
CO 4	To introduce students with the concepts of targeting segmenting etc. and also to acquaint them with new the marketing trends evolving.	It will enable learner to understand concepts of Targeting and segmenting and use them in real market situation as well as to understand new emerging trends like internet in marketing



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SEM: 2

Industrial Law

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To make to students understand development of Industrial law, judicial authorities, award, settlement, strikes, layout, retrenchment	Students will understand about development of Industrial law, judicial authorities, award, settlement, strikes, layout, retrenchment
CO 02	To teach nature of demand curve under different markets. To provide information about working of elasticity of Demand and demand Forecasting.	Students will learn about nature of demandcurve under different markets. They developed understanding about elasticity of demand and Demand Forecasting.
CO 03	To explain short run and long run production function and economies of scale. To teach cost behaviour and breakeven point.	Students will learn about production function under short run and long run. They understand different cost concepts and breakeven point.
CO 04	To teach pricing and output decisions under perfect and imperfect competition.	Students will understand about pricing andoutput decisions undertaken in perfect and imperfect competition.
CO 05	To teach pricing method and pricing techniques under different market structure.	Students will learn about different pricing methods and different techniques to determine prices under different markets structures.

SEM: II

BUSINESS COMMUNICATION- II

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To upgrade their presentation skills	Learners learn the ways of communication among the organization.
CO 02	To aware them about the ethics of Group discussion	Students will understand the norms and capability skills that a group discussionneed in different mode of organization.
CO 03	To teach them different letter writing formats in business point of view.	Learner will learn the variants of businessletters that a firm demand.
CO 04	To enhance their proposal writings and oral skills in business and higher groups.	The students will enrich their oral communication and business application writing skills that a business firm demand.



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SEM: II

Business Mathematics

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To teach the concepts of ratio, proportion and percentage and to make students able to make use of these and their types to solve practical problems.	Students will be able to recognise the concepts ratio, proportion, percentage. They are evenable to solve problems using different forms of the same.
CO 02	To teach those terms and formulae related to profit and loss and their applications, even to introduce them commission and brokerage.	Students will be able to solve profit and loss problems. Students are aware of the terms commission and brokerage and are able to solve problems on commission and brokerage.
CO 03	To teach students the concept of interest, different types and annuity.	Students will understand different types of interest and their application. Students understand and able to solve problems of annuity. Students understand EMI and able to calculate it using annuity concepts.
CO 04	To introduce the concept of shares and mutual fund and different terms in it.	Students will understand the concepts of shares, different types and terms as face value, market value, dividend and they are able to solve problems involving shares. Students understand the concepts of mutual fund and are able to solve simple problems on it.

SEM: 2

Business Environment

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To teach students about business objectives and environmental analysis	The students will understand about business objective and also able to analyze the environment
CO 02	To make students understand the relation between business and society and aware about business ethics and consumer protection act	Students will be able to understand the relation between business and society and they are also aware about business ethics and consumer protection act
CO 03	To help students illustrate the CSR, Carbon Credit and Social Audit	The students will be able to illustrate the CSR, Carbon Credit and Social Audit



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CO 04	To provide information about foreign trade, International Organisations, Global Strategies MNCS and TNCs	The students will be aware about foreign trade, International Organisations, Global Strategies MNCS and TNCs
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SEM: 2

Principles of Management

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To make student understand about the nature of management. To make them aware about the various theories of management.	Students will get the information about the nature and meaning of management. Students understands the various theories of management.
CO 2	To aware the students about the process of planning of and decision making.	Students will get the information about the process of planning and decision making.
CO 3	To provide the information about the organising and departmentation. To provide the information about differences between centralization and decentralization.	Pupils will get the information about the organizing and departmentation. Students gets awareness about the centralization and decentralization.
CO 4	To make the students understand about the directing, Leadership, co ordinating and controlling.	Students will obtain the information about the directing, Leadership, co ordinating and controlling.

SYBMS

SEM: 3

Information Technology in Business Management I

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To make students understand basic concept of Email, Internet and Website Domains and Security	Students will understand basic concept of Email, Internet and Website Domains and Security
CO 2	To teach students about basic concept of Information technology its support and role in Management for Managers	The students will be able to illustrate the basic concept of Information technology its support and role in Management for Managers
CO 3	The make students familiarise with the basic concepts and its applications in managing business	The students will now familiarise with the basic concepts and its applications in managing business



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CO 4	The students will learn how to enhance working knowledge of concepts and terminology related to information technology in open source	The students will be able to enhance working knowledge of concepts and terminology related to information technology in open source
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SEM: 3 Business planning and Entrepreneurial Management (BPEM)

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To make students understand the basic concepts of Entrepreneurship to budding managers	To students will understand the basic concepts of Entrepreneurship to bussing managers
CO 2	To help students develop responsibility of full line of management function of a company with special reference to SME sector	The students will now be aware about the responsibility of full line of management function of a company with special reference to SME sector
CO 3	The help students identify areas of Disciple of Management and Entrepreneurship	The students will be now able to identify areas of disciple of management and entrepreneurship
CO 4	The help the students demonstrate the systematic process and to select and screen a business idea	The students will now be able demonstrate the systematic process and to select and screen a business idea

SEM: 3 Accounting for Management Decision (AMD)

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To make the students understand the basic accounting fundamentals for making Business decisions	The students will understand the basic accounting fundamentals for making Business Decisions
CO 2	To develop financial analysis skills of the students	The students will be able to analysis financial.
CO 3	The students are now able to analyse various techniques to various domains concerned with Accounting based applications and solutions	The students will be able to identify areas of disciple of management and entrepreneurship
CO 4	The help the students demonstrate the systematic process and to select and screen a business idea	The students will be able demonstrate the systematic process and to select and screen a business idea



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SEM: 3

STRATEGIC MANAGEMENT

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To provide students with the knowledge of various prospective and concepts in the field of strategic management.	Students will learn about the various concepts of strategic management.
CO 2	To help students masters the analytical tool of strategic management.	Students will gain knowledge about the various analytical tools.
CO 3	To learn about the procedures of implementation of policies with the help of various theories.	Students will gain the knowledge about thevarious policies and theories.
CO 4	To learn about the method of evaluation and techniques to control strategies	Students will learn about the varioustechniques of management.

SEM:3

Foundation Course III

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To make students understand identify and value the effect of the pollutants on the environment: atmosphere, air, water and soil	The students will understand and identify and value the effect of the pollutants on the environment: atmosphere, air, water and soil
CO 2	To make students illustrate skills and improved understanding of how firms and organisations work with sustainability issues such as Environmental and Natural Resource Management	The students will be able to illustrate skills and improved understanding of how firms and organisations work with sustainability issues such as Environmental and Natural Resource Management
CO 3	To make students develop an activity using various strategies to control, reduce and monitor all environmental problems that might arise as a result	The students will be able to develop an activity using various strategies to control, reduce and monitor all environmental problems that might arise as a result
CO 4	To help students develop professional Business Communication skills through writing, presentations and group discussions.	The students will be able to demonstrate professional Business Communication skills through writing, presentations and group discussions.



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Finance Group

SEM: 3

Basic of Financial Services

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To make students understand the operations and structure of different financial institutions	The students will be able to understand the operations and structure of different financial institutions
CO 02	To make students aware about various types of insurance contracts and their uses in financial services	The students will be able to describe various types of insurance contracts and their uses in financial services
CO 03	To help students describe clients dispositions toward risk and identify appropriate strategies to pursue	The students will be able to describe clients dispositions toward risk and identify appropriate strategies to pursue
CO 04	To help students identify the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates	The students will be able to identify the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates

SEM: 3

COST ACCOUNTING - I

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To enable the students with the concept of Cost Accounting.	Students will understand the concept and various forms of cost, cost allocation and apportionment of cost.
CO 02	To acquaint the students with the concept of material costing and its procedure.	Students will be able to ascertain the concept of material cost and also the skill of understanding when to order for materials in a production unit.
CO 03	To make students learn the method of calculating the labour cost.	Learners will understand the concept of labour cost and will also learn the various aspects of labour cost.
CO 04	To make learners understand the concept of overheads.	The students will understand the concept of overhead and its types.



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Marketing Group

SEM: 3

Product Innovation Management

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To understand the concept of Innovation and Relevance of innovations in the present day scenario	The students will understand the concept of Tools of Innovation
CO 2	To understand the importance of protecting innovations and legal aspects related to innovations.	To enable the students to understand the application Managing and strategizing Innovations.
CO 3	To study product innovations process innovations and innovations diffusions.	The students will expose the to learn the concepts of Product and process diffusion.
CO 4	To acquaint with stages in new product development.	To enable the students to know about New product Development and Product testing.

SEM: 3

Advertising

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To make students understand and analyze the relevant research in advertising and marketing communication	The students will be able to understand and analyze the relevant research in advertising and marketing communication
CO 2	To help students design effective visual communication for various advertising approaches that combine the use of print, online / digital, and other multimedia communication	The students will able to design effective visual communication for various advertising approaches that combine the use of print, online / digital, and other multimedia communication
CO 3	To help students develop advertising media buying and planning strategies	The students will be able to develop advertising media buying and planning strategies
CO 4	To help students create and defend the strategy and execution of an ad campaign for a client	The students will be able to create and defend the strategy and execution of an ad campaign for a client



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Human Resource Group

SEM: 3

Recruitment and selection

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To familiarize the students with concepts and principles, procedure of recruitment and selection in an organization	The students will now familiarize the students with concepts and principles, procedure of recruitment and selection in an organization
CO 2	To help students demonstrate an in depth insight into various aspects of Human Resource management in an organization	The students will be able to demonstrate an in depth insight into various aspects of Human Resource management in an organization
CO 3	To help students explain the various process and procedure about Recruitment and selection	The students will be able to understand the various process and procedure about Recruitment and selection
CO 4	To help students understand and make learner acquainted with practical aspects of the subject	The students will understand and able to make learner acquainted with practical aspects of the subject

SEM: 3

Organisational Behaviour and HRM

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help student understand importance of cross cultural and human relation	The Student will understand the importance of cross cultural and human relation
CO 2	To help students understand time management strategies and reward and punishment	The students will understand time management strategies, reward and punishment
CO 3	To enable students to teach the objective of HRM, HRP and HRD	The students will understand the objective of HRM, HRP and HRD
CO 4	To help students understand performance appraisal, career planning and compensation	The students will be able to performance appraisal, career planning and compensation



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SEM: 4

Information Technology in Business Management II

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students analyse how Information Technology impacts a firm	Students will be able to analyse how Information Technology impacts a firm.
CO 2	To help students interpret how to use Information Technology to solve business problems	Students will be able to interpret how to use Information Technology to solve business problems
CO 3	To help the students to understand the concept of outsourcing	Students will be able to understand the concept of outsourcing
CO 4	To help the students understand the knowledge of database	The students will be able to understand the knowledge of database
CO 5	To help the students understand the role of Information Technology and Information System in Business	The students will be able to understand the role of Information Technology and Information System in Business

SEM: 4

Business Economics

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To make the students understand about the Macroeconomic. To make them understand about the measurement of national income. To make them aware about the Keynes theory of effective demand.	Students gets the knowledge about the concepts of macroeconomics. They understand the measurement of national income. They understand the various Keynes theories.
CO 2	To make the students understand about the demand and supply of money. To make them aware about the monetary policy and inflation.	Students will understand the demand and supply of money. They get the information about the monetary policy.
CO 3	To provide the students about the government fiscal policy Make them aware about the budget and deficit.	Students will come to know about the government fiscal policy. Students will understand about the budget and deficit.
CO 4	To help students examine the role of public policy in shaping those global level	The students will be able to examine the role of public policy in shaping those global level



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SEM: 4

Business Research Methods

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To enhance the abilities of learners to undertake research in business Organisation.	Students will learn the meaning, objectives and importance of the Research study.
CO 2	To enable the learners to understand, develop and apply the fundamental skills in formulating research problems.	Students will understand the concept, stages in Research process, Factor influencing selection of Research problem and Research design.
CO 3	To enable the learners in understanding and developing the most appropriate methodology for their research.	Students will learn and understand the problem with the available research methods and research design for the smooth functioning of a business organisation.
CO 4	To make the learners familiar with the basic statistical tools and techniques applicable for research.	Students will understand the Research methodology with proper implementation of Research tools and techniques sources of Data collection and process, data interpretation, objectives of research study, scope and limitation, recommendation and conclusion and bibliography etc.

SEM: 4

Production and Total Quality Management

Syllabus (Unit wise)	Objective	Outcome
CO 1	To introduce students with basics of manufacturing and production also acquaint them with concepts of product design and plant layout	It will enable learner understand the details of product manufacturing and also to make efficient plant layout according to the situation
CO 2	To introduce students with the various concepts related to inventory management as well various inventory control technique	It will enable learner to understand basics of inventory and stock management and use them in real life situations
CO 3	To introduce students with the concepts such as productivity and cost quality And also introduced them with various philosophies related to quality management	It will enable learner to understand the philosophies given by various thinkers and enable them to use these philosophies in the real life situations.
CO 4	To introduce students with the strategies of quality improvement and various certificates	It will enable learner to understand strategies for quality improvement and use them when needed also acquaint them with criteria of various quality certificate.



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SEM: 4

Foundation Course IV

Syllabus (Unit wise)	Objective	Outcome
CO 1	To help students focus on teams, execute task assigned and perform on timelines set	The students will be able to focus on teams, execute task assigned and perform on timelines set
CO 2	To help students familiarise the importance and application of Ethics in modern business practices	The students will be able to familiarise the importance and application of Ethics in modern business practices
CO 3	To help students will illustrate case studies, learner will develop a moral and ethical perspective of looking at business problems	The students will be able to illustrate case studies, learner will develop a moral and ethical perspective of looking at business problems
CO 4	To help students understand emerging trends and growing importance of good Governance and CSR by organizations	The students will be able to understand emerging trends and growing importance of good Governance and CSR by organizations

Financial Group

SEM: 4

Financial Institutions and Markets

Syllabus (Unit wise)	Objective	Outcome
CO 1	To help students to learn financial system and micro finance	The students will be able to learn financial system and micro finance
CO 2	To help students understand financial regulations and specialized financial institutions in India	The students will be able to understand financial regulations and specialized financial institutions in India
CO 3	To help students understand money market, capital market, commodities and derivatives market, insurance and mutual fund (financial market)	The students will be able to understand money market, capital market, commodities and derivatives market, insurance and mutual fund (financial market)
CO 4	To help students understand managing financial system at national and international level with case studies	The students will be able to understand how to manage financial system at national and international level with case studies



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SEM: 4

Auditing

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To teach the concept of auditing, errors and frauds, principle of audit and different types of audit.	The students will be able to understand the concept of auditing which will help them to understand different types of errors and frauds. They will also learn different types of audit.
CO 2	To teach audit planning, audit program and audit working paper.	The students will understand audit planning, audit program and audit working paper in detail which will help them the role of audit plan and program in auditing procedure.
CO 3	To teach concept, importance and role of test check, sampling technique, internal control and internal audit.	The students will understand in detail the concept, role and importance of test check, sampling techniques, internal control and internal audit.
CO 4	To teach concept and procedure of vouching and verification.	The students will learn in detail the concept and procedure of vouching of income and expenditure and verification of assets and liabilities.

Marketing Group

SEM 4:

Integrated Marketing Communication

Syllabus (Unit wise)	Objective	Outcome
CO 1	To introduce students knowledge of marketing communication, various promotion tools and communication process	It will enable learner to understand basics of marketing communication and enable them to plan and execute efficient Integrated Marketing Communication plan
CO 2	To introduce students with basics of advertising and sales promotions	It will enable learner to understand details of advertising and promotion and to effectively Plan and execute advertising and promotional activities in real Market situations
CO 3	To introduce students with the various elements of integrated marketing communication such as public relations, publicity, direct selling etc.	It will enable learner to understand the basics of elements of Integrated Marketing Communication
CO 4	To introduce students with methods of effective evaluation of Integrated Marketing Communication program and also provide them knowledge about various ethics In marketing	It will enable learner to effectively evaluate integrated marketing communication program and also will guide them to ethical and unethical practices in the marketing



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SEM: 4

Training and Development in HRM

Syllabus (Unit wise)	Objective	Outcome
CO 1	To make students familiarise the concepts of Training and Development provided by an organization for its employees	The students will be familiarise the concepts of Training and Development provided by an organization for its employees
CO 2	To help students understand the managerial performance and ability to observe, interpret the issues and modify employees approach and behaviour	The students will be able to understand the managerial performance and ability to observe, interpret the issues and modify employees approach and behaviour
CO 3	To help the students to tailor themselves to meet the specific needs of the organizations in Training and Development activities	The students will be able to tailor themselves to meet the specific needs of the organizations in Training and Development activities
CO 4	To help students focus on the various Training and Development programs to be conducted by an organization for the development of its Human Resource	The students will be able to focus on the various Training and Development programs to be conducted by an organization for the development of its Human Resource

TYBMS

SEM: 5

Logistics and Supply Chain Management

Syllabus (Unit wise)	Objective	Outcome
CO 1	To help students focus on the concepts of applied in Logistics and Supply Chain Management	The students will be able to focus on the concepts of applied in Logistics and Supply Chain Management
CO 2	To help students illustrate concepts like inbound and outbound Logistics, offshore and inshore logistics	The students will be able to illustrate concepts like inbound and outbound Logistics, offshore and inshore logistics
CO 3	To help students develop skills for planning, designing the operational facilities of supply chain with the analytical and critical point view	The students will develop skills for planning, designing the operational facilities of supply chain with the analytical and critical point view
CO 4	To help students understand how logistics play an important role in redefining value chain globally	The students will understand how logistics play an important role in redefining value chain globally



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SEM: 5

Corporate Communication and Public Relations

Syllabus (Unit wise)	Objective	Outcome
CO 1	To help students understand the concepts of Corporate Communication and Public Relations	The students will understand the concepts of Corporate Communication and Public Relations
CO 2	To help learner familiarise various aspects of corporate communication and its correspondence	The students will learn various aspects of corporate communication and its correspondence
CO 3	To explain student various aspects and theories of Public Relations	The students will understand various aspects and theories of Public Relations
CO 4	To help students understand various mass media laws and use of technology and correspondence in day-to-day activities of an organization	The students will understand various mass media laws and use of technology and correspondence in day-to-day activities of an organization

Finance Group

SEM: 5

Risk Management

Syllabus (Unit wise)	Objective	Outcome
CO 1	To help students understand risk measurement and control	The students will understand risk measurement and control
CO 2	To help students understand risk avoidance and enterprise risk management	The students will understand risk avoidance and enterprise risk management
CO 3	To make students understand the risk governance, risk assurance and risk and stake holder expectation	The students will understand the risk governance, risk assurance and risk and stake holder expectation
CO 4	To help students understand risk management in insurance industry and players in insurance business with claim management	The students will understand risk management in insurance industry and players in insurance business with claim management



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SEM: 5

Wealth Management

Syllabus (Unit wise)	Objective	Outcome
CO 1	To help students understand the performance of alternative investment portfolios in Wealth Management	The students will understand the performance of alternative investment portfolios in Wealth Management
CO 2	To help students focus on effective implementation of portfolio management strategies within the context of alternative investment requirement and risk criteria	The students will be able to focus on effective implementation of portfolio management strategies within the context of alternative investment requirement and risk criteria
CO 3	To help students identify effectiveness of performance evaluation techniques of Wealth Management	The students will be able identify effectiveness of performance evaluation techniques of Wealth Management
CO 4	To help students develop the various approaches of managing Personal Finance by planning their finance such as retirement planning	The students will be able to develop the various approaches of managing Personal Finance by planning their finance such as retirement planning

SEM: 5

Financial Accounting

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOM E
CO 1	To teach the format and accounting procedure of final account of the companies as per the revised schedule VI	The students will understand the provisions of Companies Act 2013 regarding the accounting procedure to be followed while preparing the final account of the companies.
CO 2	To teach the concepts, legal aspect and the accounting procedure of internal reconstruction.	The students will be able to understand the concept, legal aspect and the accounting procedure to be followed in the case of Internal Reconstruction.
CO 3	To teach the concepts, conditions and accounting procedure to be followed in Buy-Back of equity shares.	The students will be able to understand the concept and conditions of Buy-Back to be fulfilled as per the Companies Act 2013, further they will be able to follow the accounting procedure in the case of Buy-Back.
CO 4	To teach the basic concepts of investments, its type and accounting procedure to record the transactions related to investment accounts.	The students will be able to understand the basic concept of investments, its type and accounting procedure to be followed to record the transactions related to investment accounting.



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CO 5	To make the students aware with Ethical Behavior and its importance in financial reporting.	The students will be able to understand the basic concept of Ethical Behavior and its importance in the accounting system as well as at the time of financial reporting.
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SEM: 5

Direct Taxes

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To understand the concept of Amendments in Income tax Act 1961 Understand the current application of general taxation principle.	The students will understand the concept of Amendments in Income tax Act 1961 Understand the current application of general taxation principle.
CO 2	To understand the importance of Heads under Salary, Business and Profession.	The students will understand the importance of Heads under Salary, Business and Profession.
CO 3	To help students understanding the taxation of business activity	The students will be able to understand the taxation of business activity
CO 4	To acquaint with Guidelines of Gross total Income and Computation, Be aware of the potential impacts of taxation on the decision making.	The students will be able to acquaint with Guidelines of Grosstotal Income and Computation, Be aware of the potential impacts of taxation on the decision making.

Marketing Group

SEM: 5

Services Marketing

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand the service marketing concept and role of service marketing in modern economic	The students will understand the service marketing concept and role of service marketing in modern economic
CO 2	To help students understand the key elements of service marketing mix	The students will be able to understand the key elements of service marketing mix
CO 3	To help students understand the quality aspects of service marketing and productivity of service marketing	The students will understand the quality aspects of service marketing and productivity of service marketing
CO 4	To help students understand the marketing of services in national and international level	The students will understand the marketing of services in national and international level



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SEM: 5

E- Commerce and Digital Marketing

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand the value of E commerce, importance and factors responsible in E commerce	The students will understand the value of E commerce, importance and factors responsible in E commerce
CO 2	To help students understand the E business application and management according to electronic data interchanged	The students will understand the E business application and management according to electronic data interchanged
CO 3	To help students understand the payments security and privacy and legal issues in E commerce	The students will understand the payments security and privacy and legal issues in E commerce
CO 4	To help students understand the digital marketing and promoting the web traffic	The students will understand the digital marketing and promoting the web traffic

SEM: 5

Customer Relationship Management

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To learn about the evolution of CRM and its needs.	Students understand about the evolution and needs of CRM.
CO 2	Learn about procedure of CRM and data collection of warehousing and mining.	Students learn about the data collection process of warehousing.
CO 3	To learn about the role of technology in CRM.	Students learn about the role of technology in CRM.
CO 4	To learn the various software and applications used in CRM.	Students learn about the use of Software and applications in CRM.

SEM: 5

Strategic Marketing Management

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To learn about the marketing tactics, business models and strategic marketing plan	Students will understand about the marketing tactics, business models and strategic marketing plan
CO 2	To help students learn about the segmenting, targeting, positioning and creation of values in the context of strategic marketing	Students will learn about the segmenting, targeting, positioning and creation of values in the context of strategic marketing
CO 3	To learn about the strategic decision in product, services and branding	Students will learn about the strategic decision in product, services and branding



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CO 4	To help students in strategic decision in pricing, promotion and distribution and strategic growth management	Students will learn about the strategic decision in pricing, promotion and distribution and strategic growth management
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SEM: 6

Operation Research

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand operations research methodologies used in an organization	Students will understand operations research methodologies used in an organization
CO 2	To help students Illustrate the concepts to solve various problems practically	Students will be able to Illustrate the concepts to solve various problems practically
CO 3	To help students enhance the proficient in case analysis and interpretation of Operation carried in Business	Students will enhance the proficient in case analysis and interpretation of Operation carried in Business
CO 4	To help students identify how to Interpret and apply the result of an operations research model to an organisation	Students will learn how to identify how to Interpret and apply the result of an operations research model to an organisation

Finance Group

SEM: 6

International Finance

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand the fundamental aspects of various issues associated with International finance	Students will understand the fundamental aspects of various issues associated with International finance
CO 2	To help students demonstrate basic knowledge of how international finance is calculated	Students will be able to demonstrate basic knowledge of how international finance is calculated
CO 3	To equip students with the ability to analyse and make decisions relating to foreign currency	Students will analyse and make decisions relating to foreign currency
CO 4	To help students understand about different currencies with Indian rupee calculations of various countries of the world	Students will learn about different currencies with Indian rupee calculations of various countries of the world



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SEM: 6

Innovative Financial Services

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 01	To provide information about traditional financial services. To make students understand about differences between factoring, Forfeiting and bill discounting services.	Students learnt about concepts of traditional financial services. They got information about the concept of factoring, Forfeiting and Bill discounting. Students get equipped with knowledge of traditional financial services.
CO 02	To teach about issue management and Securitization process. To introduce the concept of Merchant Banker, Stock Broker. To teach the process of Securitization in details.	Students understand about the process of issue management and Securitization. Students get familiar with the concepts of Merchant Banker and Stock Broker. They learn the process of Securitization.
CO 03	To teach various financial services and its mechanism. To give in depth information about lease, hire purchase services, Housing Finance and venture Capital.	Students learnt about various financial services available. They developed understanding about financial services like lease, hire purchase services, Housing Finance and venture Capital.
CO 04	To teach Sources, Types, Mechanisms of Consumer Finance. To introduce the concept of Plastic Money and provide information about Credit rating agency.	Students become familiar with concept of Consumer Finance and learnt the various components associated with it. They become aware about plastic money and developed understanding about working of credit rating agency.

SEM: 6

Indirect Taxes

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand the concept of in GST Act 2017. Understand the current application of general taxation principle.	The students will understand the concept of in GST Act 2017. Understand the current application of general taxation principle.
CO 2	To help students understand the importance of Place of Supply and Time of Supply.	The students will understand the importance of Place of Supply and Time of Supply.
CO 3	To Provide students an understanding of the taxation of business activity	The students will be able to Provide an understanding of the taxation of business activity



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CO 4	To acquaint with Guidelines of total Income and Computation, Be aware of the potential impacts of taxation on the decision making.	Students will be able acquaint with Guidelines of total Income and Computation, Be aware of the potential impacts of taxation on the decision making.
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Marketing Group

SEM: 6

Brand Management

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand the meaning of brand management and create awareness of brand management	The students will understand the meaning of brand management and create awareness of brand management
CO 2	To help students understand the planning and implementing brand marketing programmes	The students will understand the planning and implementing brand marketing programmes
CO 3	To helps students understand about measuring and interpreting brand performance	The students will be able to measure and interpretate about brand performance
CO 4	To help students know about Growing and sustaining brand equity	Students will be aware about Growing and sustaining brand equity

SEM: 6

Retail Management

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand the concepts of retail management and operation	The students will understand the concepts of retail management and operation
CO 2	To help students understand the retail management and types of retailers and retail strategies	The students will understand the retail management and types of retailers and retail strategies
CO 3	To helps student develop thermology's including merchandise management, store management and retail strategies	The students will be able to develop thermology's including merchandise management, store management and retail strategies
CO 4	To help students know retail store operation and legal and ethical aspect of retailing	Students will be aware about retail store operation and legal and ethical aspect of retailing



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SEM: 6

International Marketing

Syllabus (Unit wise)	Objective	Outcome
CO 1	To introduce students with basics of International marketing and trade various challenges involved and also provide them with information on various international trade organisations as well as barriers to international trade	It will enable learner understand marketing in global arena as well as acquaint them with barriers in trade globally and also give them a Detailed introduction to various trade organisations
CO 2	To introduce students with the environment directly and indirectly effecting the marketing techniques internationally and also give them detailed knowledge on marketing research	It will enable learner to understand the environment in the international market as well as make them equipped with techniques to do marketing research with the effective use of information technology
CO 3	To introduce students with the various marketing strategies like pricing, promotion, distribution etc.	It will enable learner to understand the concept of marketing mix in international market and use the effectively and efficiently in the marketing situation
CO 4	To introduce students with planning and developing market strategies internationally and also acquaint them with the marketing of services	It will enable learner understand planning and make strategies in international market according to the situation

SEM: 6

Media Planning and Management

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
CO 1	To help students understand the meaning of media, media planning elements, role of media in business	The students will know meaning of media, media planning elements, role of media in business
CO 2	To help students understand the meaning of media mix, different media choices, new emerging media, media strategies	The students will understand the meaning of media mix, different media choices, new emerging media, media strategies
CO 3	To helps students understand about media budgeting, environmental analysis of media, media scheduling	The students are aware about meaning of media mix, different media choices, new emerging media, media strategies
CO 4	To help students understand about new development international marketing and to analyse media through various measurement like basic metrics, plan metrics etc	Students will be aware about new development international marketing and to analyse media through various measurement like basic metrics, plan metrics etc



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