

Bachelor of Management Studies (BMS)

This course was introduced by the University of Mumbai in the year 1999-2000. While St. Gonsalo Garcia College introduced B.M.S. in 2005-06. B.M.S. as a course provides adequate basic understanding of management education that can be applied in the present day global corporate scenario. This course exposes the students to various practical aspects like project work, group studies, case studies & presentation.

It is a three-year degree course, with six semesters, managed by a full-time and visiting faculty drawn from the Industrial and Service sectors. The St. Gonsalo Garcia College is committed to providing in-depth training using the latest equipment in computers, practical experience, industrial visits and summer placements, wherever possible.

After the completion of this course, students can state their own start-ups. Besides, they may opt for Management and/or non-management oriented courses. Students could also consider pursuing a career in the field of Sales & Marketing, Finance, HRM, and Research & Development etc.

Program Specific Outcome (PSO)

1. To provide comprehensive management training to students by way of interaction, projects, presentations, industrial visits, practical training, job orientation and placements.
2. To impart training (encourage learners) to aspiring managers and budding CEOs of tomorrow.
3. To provide sufficient knowledge and understanding of management skills to apply in current globalised corporate world
4. To provide insight of core business functions like finance, marketing and human resource.
5. To inculcate leadership qualities among the learners.

Semester	I	Class	FYBMS
Course No.		Academic Year	2019-20
Course Name	Introduction to Financial Accounting		
Name of Faculty	Mr. Gatting Inas Koli		

Corse Objective

1	To acquaint learners with the terms used accounting.
2	To acquaint learners with Indian accounting standards and International Financial Reporting Standard
3	To enrich the knowledge of students about various elements of accounting transaction.

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction	To acquaint learners accounting and International Financial Reporting Standard
CO2	Accounting Transactions	To know various elements of accounting transaction and preparation of various books of accounts and classification of Expenditure and Receipts
CO3	Depreciation Accounting & Trial Balance	To impart knowledge of depreciation accounting and preparation of trial balance
CO4	Final Accounts	To give comprehensive knowledge of preparation final account of sole trading manufacturing concern

Semester	I	Class	FYBMS
Course No.		Academic Year	2019-2020
Course Name	Business Communication I		
Name of Faculty	Mildred Pereira		
Course objective			
<ul style="list-style-type: none"> • Students are expected to be able to demonstrate a good understanding of effective business writing. • To provide understanding of developing and delivering effective presentation. 			

Unit No.	Course Module	Description
CO1	Theory of communication	<ol style="list-style-type: none"> 1. Make the student understand about that the role of communicator has become very important, and communication is essentials to all human association 2. Enhance the student Knowledge about the Hierarchy of communication 3. Make Students aware about the mode and methods of communication depends upon various factor.
CO2	Obstacles to communication in business world	<ol style="list-style-type: none"> 1. This section will give idea to student about barriers in communication may arise any time. 2. Give student knowledge about listing is important aid to communication
CO3	Business correspondence	<ol style="list-style-type: none"> 1. Student can able to understand communication in writing, in the form of bills memos, letters reports etc
CO4	Language and writing skill	<ol style="list-style-type: none"> 1. This section will help improve the language and writing skills of students

Semester	I	Class	FYBMS
Course No.		Academic Year	2019-2020
Course Name	Foundation of Human Skills		
Name of Faculty	Sweedal Almeida		
Course objective			
<ul style="list-style-type: none"> • This course will help students understand the basic behavior pattern of human which is the most important resources of business and to deal with them in an apt manner. • This subject help in dealing and negotiating with different kind of human nature and greater awareness of the human behavior. 			

Unit No.	Course Module	Description
CO1	Understanding of Human Nature	<ol style="list-style-type: none"> 4. This unit explains students how emotions guide employee motivation, attitudes and personalities. 5. It will help students to know how thinking and learning becomes an essential step in decision-making to increase the level of self-esteem of an individual for dynamic work set-up. 6. It will make student s aware about the concepts and importance of Emotional Intelligence at work place
CO2	Introduction to Group Behaviour	<ol style="list-style-type: none"> 3. This unit helps students to know how power and politics impacts organisational effectiveness 4. It will familiarize students with the causes and measures for resolving organizational conflict
CO3	Organisational Culture & Motivation at Workplace	<ol style="list-style-type: none"> 2. Student will be able to understand about the functions and barriers of organisational culture 3. It will make students aware about the various motivational theories used at workplace
CO4	Organisational Change, Creativity and Development and Work Stress	<ol style="list-style-type: none"> 2. It will help students to know how change can be implemented effectively in an organisation by using Kurt Lewins Model 3. It will make students aware about how creativity can be enhanced for effective decision making. 4. It will familiarize students with the causes, consequences and ways of coping with stress.

Semester	I	Class	FYBMS
Course No.		Academic Year	2019-2020
Course Name	Business Economics I		
Name of Faculty	Dr. Somnath Vibhute		
<u>COURSE OBJECTIVE</u>			
<ul style="list-style-type: none"> • To build strong foundation in basic economics policies. • To develop the Understanding of how individual decision makers both Consumer and Producers behave in variety of economic environment. • To develop understanding of various market structures that exists in an economy. 			

Unit No.	Course Module	Description
CO1	Scope and Importance of Business Economics.	<ul style="list-style-type: none"> • Familiarize students with Micro Economics and its Importance in Business Environment. • To help students develop understanding about the Market and various components that influence Price.
CO2	Demand Analysis	<ul style="list-style-type: none"> • This section provides understand about the most important factors in terms of Business i.e. Demand.To give knowledge about the demand function its determinants and demand curve in different markets. • To explain elastic of demand and helps students understand the magnitude of change in demand in relation to the change in Price of the Product. • The provides students with insight as to how forecasting of demand is important to plan its business activities.
CO3	Supply and Production Decisions and cost of Production	<ul style="list-style-type: none"> • To develop understanding about Supply Function of the Business and its relation with the cost of production. • Students can gain knowledge about the various costs involved in the Production.
CO4	Market Structures	<ul style="list-style-type: none"> • To give students knowledge about the characteristics of various market structure and Long run and short run equilibrium that exist between the industry and Firms.. • To develop understanding about the significance of selling cost and role of advertisement in monopolistic Competition. • To help student understand the how the monopoly is formed.
CO5	Pricing Practices	<ol style="list-style-type: none"> 1. This section will help students to understand the degree of price decimation that exist in the market and the conditions due to which it becomes profitable. 2. It helps students gain knowledge about the concept “Dumping”. 3. It further provides information about various pricing technics and a case study to further give the practical knowledge to the students.

Semester	II	Class	FYBMS
Course No.		Academic Year	2019-2020
Course Name	Principles of Marketing		
Name of Faculty	Rubina D'mello		

Course Objectives	To enable the learners to obtain the basic knowledge and skills required in the field of marketing
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Unit No.	Course Module	Description
CO1	Introduction to Marketing	<ul style="list-style-type: none"> 7. Students will learn about basic introduction to marketing. 8. They can able to understand basic and important concepts of marketing which are used on regular basis. 9. Students can learn various orientation of a firm which is also evolution of marketing.
CO2	Marketing Environment, Research and Consumer Behaviour	<ul style="list-style-type: none"> 1. To equip the students with knowledge about the environmental factors affecting business before setting marketing strategies. 2. To make student understand about Marketing research and the importance of MIS. 3. To make students understand how consumer behaves when they make a decision of buying.
CO3	Marketing Mix	<ul style="list-style-type: none"> 4. Students would be able to understand which elements are required to make marketing strategies.
CO4	Segmentation, Targeting and Positioning and Trends in Marketing	<ul style="list-style-type: none"> 5. To equip students about how to select the markets and segments in which products will be sold 6. To make them aware new trends in marketing.

Semester	II	Class	FYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Industrial Law		
Name of Faculty	Mildred Pereira		
Course objective			
<ul style="list-style-type: none"> • To provide the knowledge of judicial set up of labour laws • To provide understanding of history and development of labour legislations in India . • To develop an understand of Industrial law's terminology 			

Unit No.	Course Module	Description
CO1	Law related to Industrial relation and Industrial disputes.	<p>10. The knowledge about Indian legislation and Industrial law is very important to become successful employer or business manager.</p> <p>11. Relevant case studies are included to enable the student to understand the subject..</p> <p>12. Make Students aware about the penalties can be imposed in case of violation of law</p> <p>13. To make them understand that we are human being and living in society, we interact with each other therefore to avoid any kind of conflict and control our behaviour a set of rules are necessary .</p>
CO2	Law related to health , safety and welfare	<p>5. Make student understand that it is important to give protection to the weaker section of our society.</p> <p>6. Law gives protection related to health, welfare and safety of human being.</p>
CO3	Social Legislation	<p>5. Student can able to understand that law gives punishment for unlawful action.</p> <p>6. Student will acquaint with legal terminology.</p> <p>7. Student will get more knowledge about social security benefits to employees.</p>
CO4	Law related to compensation management	<p>7. This section will help to create awareness about proper method of payment of wages. And list of authorised deduction. Minimum level of wages, bonus, gratuity etc.</p>

Semester	II	Class	FYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Business communication II		
Name of Faculty	Mildred Pereira		
Course objective			
<ul style="list-style-type: none"> • Students are expected to be able to demonstrate a good understanding of effective business writing . • To provide understanding of developing and delivering effective presentation. 			

Unit No.	Course Module	Description
CO1	Presentation skills	<ol style="list-style-type: none"> 1. Familiarize students with presentation and give them idea about how to give oral presentation before stakeholder 2. Aware student some dos and don'ts of good presentation. 3. Mention the audio and visual aids that can be used while making a presentation.
CO2	Group communication	<ol style="list-style-type: none"> 1. Make student ready for group discussion and interview. 2. Student could able to draft agenda, minutes and resolution of meeting 3. Student can able to handle the task of conducting conference 4. Make student understand that human being can never live in isolation, we need someone to talk and share our view and in this way we practice public relation
CO3	Business correspondence	<ol style="list-style-type: none"> 1. Student can keep important things into mind while drafting various types of business correspondence
CO4	Language and writing skill	<ol style="list-style-type: none"> 1. This section will help to build up writing skill and analytical skill of student.

emester	II	Class	F.Y. BMS
Course No.		Academic Year	2019- 20
Course Name	Foundation course		
Name of Faculty	Dr Dinesh kale		

Course Objectives

1	To develop fundamental knowledge about the social science
2	To create awareness in the listeners by the various topics of the subject
3	It can be useful for being good human being by the subject matter

Course Outcomes

Unit No.	Course Module	Description
CO 1	Globalisation and Indian society	Learners get clear idea about the globalization , liberalization and privatization and its impact on word economy .
CO 2	Human rights	Learners learn basic rules of human rights through the constitutional changes also they can learn how the preservation of human rights through the norms of human right on the world level.
CO 3	Ecology	Learners can learn about the environment, subject is important to give fundamental idea for preservation of environment, so overall subject matter is creating awareness in the listeners mind to stop environmental degradation
CO 4	Understanding stress and conflict	Learners can learn the more aspect about the stress and conflict. Usually the learners are more unaware from the basic idea of stress and conflict for the overcome on it, so subject matter is giving effective knowledge from the all points for understanding the stress and conflict.
CO 5	Managing stress and conflict in contemporary society	Learners are knowing the all fundamental aspect of the stress and conflict and they are getting a knowledge for removing the stress and conflict by the various technique, and also learners are being a familiar with the different kind behavioural act of various persons normally we are looking in our surround so learner can be learn how to behave with them.

Semester	II	Class	FYBMS
Course No.		Academic Year	2019-20
Course Name	Business Environment		
Name of Faculty	Brandan Dsilva		

Corse Objective

1	The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
2	To know the minor and major factors affecting the business in various streams
3	To know the different environment like, political, technological and economic environment in the business
4	Understand relationship between environment and business; Applying the environmental analysis techniques in practice

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction to Business Environment	Familiarize with the nature of business environment and its components.
CO2	Political and Legal Environment	Explain the effects of government policy on the economic environment and insurance industry.
CO3	Social and Cultural Environment, Technological Environment and Cooperative Environment	Understand Economic, Socio-Cultural and Technological Environment
CO4	International Environment	To give students understanding about the various constituents of global business environment.

Semester	II	Class	FYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Principles Of Management		
Name of Faculty	Rupali Dabre		

Course objective
<ul style="list-style-type: none"> • To help the student gain understanding of the functions and responsibilities of manager. • To enable them to analyze and understand the environment of organization. • To help the student develop cognizance of the importance of management principles.

Unit No.	Course Module	Description
CO1	Nature of Management	<ol style="list-style-type: none"> 4. Understand the concepts related to business. 5. Demonstrate the role, skills and functions of management. 6. Understand the management theories.
CO2	Planning and decision making	<ol style="list-style-type: none"> 5. Analyze effective application of knowledge to diagnose and solve organisation problem and develop optimum managerial decision. 6. Understand how the planning process is carried out in the organisation.
CO3	Organising	<ol style="list-style-type: none"> 2. The section will give idea to student about the purpose of organisation and organisation structure and its types. 3. Understanding the modern ways of working in organisation like department, span of control, delegation, centralisation and decentralisation.
CO4	Directing, leadership , coordination and controlling	<ol style="list-style-type: none"> 2. Explain the leading function and differentiation between leadership and management. 3. Identify different style of leadership. 4. Explaining controlling as imp function of management. 5. Recent trends like green management and CSR

Semester	III	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Accounting for Managerial Decisions		
Name of Faculty	Mr. Gating Inas Koli		

Corse Objective

1	To acquaint management learners with basic accounting fundamentals.
2	To develop financial analysis skills among learners.
3	The course aims at explaining the core concepts of business finance and its importance in managing a business

Corse Outcome

Unit No.	Course Module	Description
CO1	Analysis and Interpretation of Financial statements	To prepare financial statements in vertical form and learn various tools of analysis of financial statements
CO2	Ratio analysis and Interpretation	To give comprehensive knowledge of various ratios associated with financial statements
CO3	Cash flow statement	To give detail understudying of preparation of cash flow (using indirect method)
CO4	Working capital	To prepare working capital estimation under various conditions. To get insight credit policy and receivables management.

Semester	III	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Business Planning and Entrepreneurship Management		
Name of Faculty	Brandan Dsilva		

Course Objective

1	Entrepreneurship is one of the major focus areas of the discipline of management; this course introduce infinitive to budding managers.
2	To develop entrepreneurs and to prepare students to take the responsibility of full line of Management functions of a company with special reference to SME sector.
3	Gain the knowledge on legal aspects and government policy relating to entrepreneurship.
4	Understand the process of entrepreneurship and the institutional facilities available to an entrepreneur in India

Course Outcome

Unit No.	Course Module	Description
CO1	Foundation of Entrepreneurship Development	To enrich the students towards the knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goals of the business.
CO2	Types and Classification of Entrepreneurs	To aiming to develop students about Entrepreneurship development by explaining types and classification of entrepreneurs; Development of Women Entrepreneur and Rural Entrepreneurs.
CO3	Entrepreneur Project Development and Business Plan	Know about Business plan, Financing options and Statutory requirements for launching a new business.
CO4	Venture Development	Know the process of starting a new venture and create their business plan

Semester	III	Class	SYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Strategic Management		
Name of Faculty	Rupali Dabre		

Course objective
<ul style="list-style-type: none"> • To explore an Organisation's Vision, Mission, examine principles, techniques and models of Organisation and environmental analysis . • To enable them to analyze and understand the environment of organization. • Identification, appreciation and interpretation of the critical challenges and opportunities before an Organisation .

Unit No.	Course Module	Description
CO1	Introduction	7. Understand the concepts related to business policy, business strategic Management 8. Different levels of Strategy and their Function at that level. Process of Strategic Management 9. Strategic Intent
CO2	Strategy Formulation	7. Analysis the Environment and also Scanning (SWORT) 8. Strategy Formulation at different levels of Organisation .
CO3	Strategic Implementation	4. Understanding different Models of strategy making. 5. Strategic Analysis and choices and Implementation
CO4	Strategic Evaluation and Control	6. Steps of Evaluation and Techniques of contro. 7. Benefits of working together. 8. How to Bring the change in the Organisation.

Semester	III	Class	SYBMS
Course No.		Academic Year	2019-2020
Course Name	Foundation Course III		
Name of Faculty	Sweedal Almeida		
Course objective			
<ul style="list-style-type: none"> • This course will expose the students to the emerging environmental issues related to business and commerce at global, national and regional levels and the measures for effective management of these problems. • To understand the complexity of ecosystem and relationship between human and environment. 			

Unit No.	Course Module	Description
CO1	Environmental Concepts	<p>10. This unit will familiarize student with the components of environment.</p> <p>11. It will help students to know how resources should be used wisely.</p>
CO2	Environmental Degradation	<p>9. Enhance the student knowledge and understanding of environmental degradation, its causes and effects on the environment.</p> <p>10. It will make students aware of how environmental degradation result into global warming</p> <p>11. It will help students to know the methods for waste management</p>
CO3	Sustainability and Role of Business	<p>6. Student will be able to understand the concept, importance and components of sustainable development.</p> <p>7. It will make students aware about the various provision undertaken by the constitution for the protection of environment.</p>
CO4	Innovations in Business---An Environmental Perspective	<p>9. Make the student understand about the various innovative models adopted by business to produce and package goods in an eco-friendly manner</p> <p>10. It will make student aware of the non-conventional sources of energy</p>

Semester	III	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Corporate Finance		
Name of Faculty	Brandan Dsilva		

Corse Objective

1	The objective of develop a conceptual framework of Finance function and to acquaint the participant with the tools, techniques and process of financial management in the realm of financial decision making
2	Demonstrate an awareness of cost of each source of capital and combine these costs into a weighted average cost of capital for a company
3	Be able to perform time-value calculations by using financial mathematics.
4	To provide understanding of nature importance structure of corporate finance related areas and to impart knowledge regarding source of finance for a business

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction	This course aims at explaining the core concept of corporate finance and its important in managing a business
CO2	Capital structure and leverages	To educate students about Capital structure theories and decision, also effects of leverages on the capital structure decisions
CO3	Time value of money	To inculcate in students the understanding of time value of money; Compounding and discounting. capital budgeting with value of money besed method.
CO4	Mobilisation of fund international	To provide student basic knowledge about various source of fund internal and external short term and long term domestic and International

Semester	III	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Debt and Equity Market		
Name of Faculty	Brandan Dsilva		

Corse Objective

1	Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
2	Understand the basic features of Debt securities include securities offered by corporate or governments.
3	Analyze the complexities associated with management of cost of funds in the capital Structure
4	To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control Debt Equity incurrence and improve results.

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction to financial Market	Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets..
CO2	Dynamics of Equity Market	To familiarise the learners with the process required for capital market
CO3	Players in debt Market	Knowledge about the characteristics, participants and instruments in the money market You will learn the fundamentals behind different types of bonds in finance along with the differing classifications
CO4	Valuation of Equity and Bond	Students will know how to apply different valuation models to evaluate fixed income securities, stocks,

Semester	III	Class	SYBMS
Course No.		Academic Year	2019-2020
Course Name	Consumer Behaviour		
Name of Faculty	Rubina D'mello		

Course Objectives	<ol style="list-style-type: none"> 1. The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms. 2. This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. <p>Outcomes: The course gives an understanding of how a consumer selects, purchases, uses and disposes of products and services is pertinent to successfully managing the marketing function and also learn the role of CONSUMER BEHAVIOUR within marketing.</p>
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Unit No.	Course Module	Description
CO1	Introduction to Consumer Behaviour	Be able to understand the basics of how consumer makes a decision when they buy a particular product
CO2	Individual determinants of consumer Behaviour	Learners would be able to identify the individual factors influencing consumer behaviour. They also would be able to relate internal dynamics such as personality, perception, learning, attitude to the choices consumer make
CO3	Environmental determinants of consumer behaviour	Learners would be able to identify the external or environmental factors affecting consumer decision making process.
CO4	Consumer decision making models and new trends	Would be able to demonstrate the different models of consumer decision making can be applied to various products as well as for marketing.

Semester	III	Class	SYBMS
Course No.		Academic Year	2019-2020
Course Name	Advertising		
Name of Faculty	Rubina D'mello		

Course Objectives	<ol style="list-style-type: none"> 1. To understand and examine the growing importance of advertising 2. To understand the construction of an effective advertisement 3. To understand the role of advertising in contemporary scenario To understand the future and career in advertising <p>Outcomes: This course highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution.</p>
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Unit No.	Course Module	Description
CO1	Introduction to Advertising	Learners will gain basic knowledge of advertising like types, theories, ethics of advertising. Also the impact of social and cultural aspects, impact advertising on kids
CO2	Strategy and Planning process in Advertising	Learners are equipped with planning process of advertising. Also learners learned role of advertising agencies.
CO3	Creativity in Advertising	Learners will be made aware of different aspects of creativity which are used while creating ads for different medias. The elements of ads.
CO4	Budget, Evaluation, trends and career in advertising	The cost of factor of advertising will be learned by the learners. They can make a choice of career in advertising the various avenues available to them will be made aware..

Semester	III	Class	SYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Recruitment And Selection		
Name of Faculty	Heleena M. Alphanso		

Course objective
<ol style="list-style-type: none"> 1. To familiarise the students with procedures of R & S in an organisation 2. To give an in depth insight into various aspects of Human Resource Management

Unit No.	Course Module	Description
CO1	Recruitment	<ol style="list-style-type: none"> 1. To understand the concepts of Recruitment 2. To understand the uses of Job Analysis 3. To understand the Outsourcing Programme
CO2	Selection	<ol style="list-style-type: none"> 1. To understand the concepts of Selection 2. To understand the effective Interviewing techniques 3. To understand ways to overcome Selection hurdled
CO3	Induction	<ul style="list-style-type: none"> • Understand concepts of Induction • Types of Orientation • To understand the Socialisation Techniques
CO4	Soft skills	<ol style="list-style-type: none"> 1. Preparing Bio-Data and CV 2. Understand social & soft skills 3. Understand Negotiation and Presentation skills

Semester	III	Class	SYBMS
Course No.	1	Academic Year	2019-2020
Course Name	OB & HRM		
Name of Faculty	Heleena M. Alphanso		

Course objective
4. To familiarise the students with the fundamental aspects of various issues associated with HRM 5. To give a comprehensive overview of OB 6. To introduce the basic concepts of OB & HRM

Unit No.	Course Module	Description
CO1	OB-1	4. Introduction to OB 5. Importance of OB 6. Individual & Group Behaviour 7. Human Relations and Organizational Behaviour
CO2	OB-2	1. Managing Communication 2. Time Management Strategies 3. Learning Organisation 4. Rewards and Punishment
CO3	HRM-1	1. HRM - Meaning, Objective. 2. HRP - Importance, Feature 3. HRD - Concepts and Meaning
CO4	HRM-2	<ul style="list-style-type: none"> • Performance Appraisal • Concept of Compensation • Career stages and Careet • Planning

Semester	IV	Class	SYBMS
Course No.		Academic Year	2019-2020
Course Name	Economics II		
Name of Faculty	Candida Allan Gomes		

COURSE OBJECTIVE

- To provide learners with a basic understanding of the principles of macroeconomics.
- To develop the Understanding of how Country's Economy and Global Economy Functions.
- To develop understanding of various variable in Macro Economics and help them to analyse the economy as whole.

Unit No.	Course Module	Description
CO1	Introduction of Macroeconomic Data and Theory	<ul style="list-style-type: none"> • Familiarize students with Macro Economics and its Importance. <ul style="list-style-type: none"> • To help students understand the various measures that help to determine the growth rate and Economic welfare. • To develop understanding about the fluctuations that happens the world economy and their effect on domestic economy. • To explain how consumption helps determine the ultimate level of employment through Keynes's Consumption function.
CO2	Money, Inflation and Monetary Policy	<ul style="list-style-type: none"> • To provide student information about the various determinants of money supply in the economy. • Students will be able to understand the usefulness of money and the reasons why people demand money. • Helps develop an understanding about the relation between Money and Price put forward by various economists. • Make students understand the concept of Inflation and its effect on economy. • To equip students with the understanding about the Monetary Policies undertaken by the central bank of the country to influence economic activity.
CO3	Constituents of Fiscal Policy	<ul style="list-style-type: none"> • To develop understanding about the role of government to influence the Macro economic conditions. • Students can gain knowledge about the Fiscal Policies undertaken by the Government. • To develop understanding about the various instruments of the Fiscal Policies and its effect on the economy. • To helps students gain knowledge about how Union Budget is formulated and its components.
CO4	Open Economy: Theory and Issues of International Trade	<ul style="list-style-type: none"> • This section will help students to gain understanding about the concept of TRADE, its basis with the help of various economic theories. • To develop understanding about the significance of foreign investment on every economy. • To help student understand the concept of Balance of Payment and ways to correct in case of disequilibrium. • Further, it helps student understand the Foreign Exchange Market and its functioning.

Semester	IV	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Business Research Methods		
Name of Faculty	Mr. Gatting Inas Koli		

Corse Objective

1	The course is designed to inculcate the analytical abilities and research skills among the students.
2	The course intends to give hands on experience and learning in Business Research.

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction to business research methods	To enable the students to obtain the basic knowledge and skills required in the field of business research. To give detail knowledge of various stages involved in the research as a process.
CO2	Data collection and Processing	To familiarize students with the various tools and techniques used in data collection and data processing.
CO3	Data analysis and Interpretation	To give conceptual as well as practical knowledge of data analysis and interpretation in research
CO4	Advanced techniques in Report Writing	To make aware students about the various advanced techniques used in writing a research report.

Semester	VI	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Production & Total Quality Management		
Name of Faculty	Brandan Dsilva		

Corse Objective

1	To realize the importance of significance of quality in Production.
2	To acquaint learners with the basic management decisions with respect to production and quality management
3	Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.
4	Given the quality gurus (Deming/ Juran/ Taguchi/ Crosby), the student will be able to justify their philosophies/ contributions in Quality Management.

Corse Outcome

Unit No.	Course Module	Description
CO1	Production Management	To make the learners understand the designing aspect of production systems
CO2	Materials Management	To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping, Distributing, and Standardizing.
CO3	Basics Of Productivity & TQM	To realize the importance of significance of quality in contest of improving productivity.
CO4	Quality Improvement Strategies & Certifications	Demonstrate an awareness of the current Quality Improvement Strategies & Certifications

Semester	IV	Class	SYBMS
Course No.		Academic Year	2019-2020
Course Name	Foundation Course IV		
Name of Faculty	Sweedal Almeida		
Course objective			
<ul style="list-style-type: none"> To develop an awareness and understanding of the main themes, perspectives, frameworks, concepts and issues pertaining to business ethics and corporate governance from historical, global, institutional, commercial, best practices and regulatory perspectives. 			

Unit No.	Course Module	Description
CO1	Introduction to Ethics and Business Ethics	<ul style="list-style-type: none"> This unit will help students to understand the significance of ethics and ethical practices in businesses which are indispensable for the progress of a country. Enhance the student knowledge about the various myths in business ethics.
CO2	Ethics in Marketing, Finance and HRM	<ul style="list-style-type: none"> This section will help student to learn the applicability of ethics in functional areas like marketing, finance and human resource management Enhance the student knowledge about the traits of ethical Finance and HR manager. It will help students to know about the various major scams done in India.
CO3	Corporate Governance	<ul style="list-style-type: none"> Student will be able to understand the role of board of directors in shaping the strategies of organisation and protect the interest of stakeholders It will help students to understand the importance of ethics in corporate governance. It will familiarize student with the theories and models of Corporate Governance.
CO4	Corporate Social Responsibility	<ul style="list-style-type: none"> Help students to understand the emerging need and growing importance of CSR by organization It will make students aware about the various issues, recent guidelines and future of CSR.

Semester	VI	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Financial Institutes and Markets		
Name of Faculty	Brandan Dsilva		

Corse Objective

1	To provide student basic knowledge about structure of financial institutes and markets.
2	Understand the role and function of the financial system, explains the structure of banking industry and financial market.
3	Describe the types of equity securities that companies can use to raise equity capital and how these securities can be listed and traded in deverative market.
4	To inculcate understanding relating to financial system in leading economy in world.
5	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

Corse Outcome

Unit No.	Course Module	Description
CO1	Financial system in India	To give a comprehensive overview of structure of Indian financial system
CO2	Financial Regulators	To provide student basic knowledge about financial regulators and institutions
CO3	Financial Markets	To introduce basic concepts of different types of Markets and instruments
CO4	Financial System Design	To inculcate understanding relating to managing of financial system

Semester	IV	Class	SYBMS
Course No.		Academic Year	2019-20
Course Name	Corporate Restructuring		
Name of Faculty	Mr. Gatting Inas Koli		

Corse Objective

1	To impart knowledge relating to legal, accounting and practical implementation of corporate restructuring
2	The subject covers the complex facets of corporate restructuring process

Corse Outcome

Unit No.	Course Module	Description
CO1	Corporate Restructuring – Introduction and Concepts (Only Theory)	Impart knowledge related to legal accounting and practical implementation of corporate restructuring. Learner gets acquainted with the various concept used in corporate restructuring process. Learners can get detailed knowledge of complex facets of corporate restructuring process
CO2	Accounting of Internal Reconstruction	To impart the knowledge of legal and accounting treatment of internal reconstruction of a firm.
CO3	Accounting of External Reconstruction	Impart the knowledge of legal and accounting treatment of of external reconstruction of a firm i.e. Amalgamation/ Mergers/ Takeovers and Absorption
CO4	Impact of Reorganization on the Company - An Introduction (Only Theory)	Learners become aware of impact of reorganisation on the company.

Semester	IV	Class	SYBMS
Course No.		Academic Year	2019-2020
Course Name	Event Marketing		
Name of Faculty	Rubina D'mello		

Course Objectives	<ol style="list-style-type: none"> 1. To understand basic concepts of event marketing 2. To impart knowledge of learners about categories of events 3. To understand segmenting, targeting and positioning in the context of event marketing 4. To familiarise learners with trends and challenges in event marketing
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Unit No.	Course Module	Description
CO1	Introduction to Events	12. Students will learn about basics of Events and Event Marketing.
CO2	Segmenting, Targeting and Positioning of Events and Concept of products in Events	<ol style="list-style-type: none"> 4. To equip the students with knowledge about the segmentation and targeting of market for events and positioning of events. 5. Various types of events and how the events can be augmented from customer point of view
CO3	Concept of Pricing and Promotion in Events.	<ol style="list-style-type: none"> 8. To make students understand pricing of events along with event sponsorship 9. To enhance the knowledge of students about how promotional tools can help in organising events.
CO4	Trends and Challenges in Event Marketing	<ol style="list-style-type: none"> 11. To make them aware new trends in events marketing. 12. To make them aware about career opportunities in event marketing.

Semester	IV	Class	SYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Integrated Marketing Communication		
Name of Faculty	Mildred Pereira		
Course objective			
<ul style="list-style-type: none"> • To familiarize the student with Integrated communication and its tools. • To provide understanding of effective marketing communication • To develop an understand of IMC terminology. 			

Unit No.	Course Module	Description
CO1	Introduction to Integrated Marketing Communication	<ul style="list-style-type: none"> • Students will learn about importance of communication in marketing. • They can able to find out different between sales objective • Students can understand about communication budget.
CO2	Elements of IMC 1	<ul style="list-style-type: none"> • 1.To equip the students with knowledge about the advertising and current trends of advertising • 2. To make student understand about different types of sales promotion strategy and how it is applicable in today's world.
CO3	Elements of IMC 2	<ul style="list-style-type: none"> • Student can able to understand the importance of communication in direct marketing and various tools that are applicable to current marketing situation • Student will learn about execution of effective integrated Marketing communication programme in public relation, publicity and in personal selling
CO4	Evaluation and ethics in marketing communication	<ul style="list-style-type: none"> • IMC has direct impact on both consumer behaviour and brand equity • Students will learn that IMC has positive influence on information processing, memory, attitude and purchase intention.

Semester	IV	Class	SYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Training And Development		
Name of Faculty	Heleena M. Alphanso		

Course objective
<ul style="list-style-type: none"> • To help the students gain the overview of training • To help the students understand the concepts of management development • To get the deeper knowledge of performance measurement, talent management and knowledge management.

UnitNo.	Course Module	Description
CO1	Overview of Training	5. To understand scope, importance, objectives and assessment of training 6. Assessment of training needs, Methods and process of needs assessment 7. To design criteria, implement, an effective training program
CO2	Overview of Development	4. Concept, scope, importance and need and features, human performance improvement 5. Counselling techniques for development of employees, society and organisation 6. Career development of employees like planned self - development, succession planning.
CO3	Concept of Management Development	3. To understand the concepts of Management Development 4. Process of MDP 5. Programs and methods, importance and evaluating a MDP
CO4	Performance Measurement, Talent Management and Knowledge Management	4. To understand performance management like Appraisal, pitfalls and ethics of appraisal 5. To understand Talent Management like Measuring Talent management, Integration and Future of TM 6. To understand Knowledge Management like three stage of KM, KM life cycle.

Semester	IV	Class	SYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Change Management		
Name of Faculty	Heleena M. Alphanso		

Course objective
<ul style="list-style-type: none"> • To help the students understand the organisational culture and change • To understand change and its impact • To understand change and its implementation

Unit No.	Course Module	Description
CO1	Introduction	8. To understand the level of change 9. To understand organisational culture and change 10. To Understand the models of change
CO2	Impact of change	7. Importance and risk of not having individual perspectives 8. Resistance to change 9. Sources of organisational resistance
CO3	Resistance to change	6. Overcoming resistance to change 7. Minimizing resisting to change 8. Managing role stress
CO4	Effective implementation of change	7. To understand change agent and effective change program 8. Systematic approach to change 9. Classic skills for leader

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-2020
Course Name	Corporate communication and public relation		
Name of Faculty	Mildred Pereira		
Course objective			
<ul style="list-style-type: none"> • To provide the students with basic understanding of the concepts of corporate communication and public relation. • To introduce the various elements of corporate communication and consider their role in managing organization. • To examine how various elements of corporate communication must be coordinated to communicate effectively. • To develop critical understanding of the different practices associated with corporate communication. 			

Unit No.	Course Module	Description
CO1	Corporate communication scope and review	<p>13. It will help student to understand corporate identity, corporate image and corporate communication.</p> <p>14. Enhance the student Knowledge about the ethical laws that to be follow while communication to corporate public.</p>
CO2	Understanding the public relation	<p>12. Make student understand that just as an individual person is not an isolated entity but a member of society in which he lives.</p> <p>13. Give student knowledge about Public relation and how it is useful in today's corporate world.</p>
CO3	Function of corporate communication and public relation	<p>10. Student can able to understand how companies can able to interact with media, journalist, and reporter.</p> <p>11. Student will aware of need for overall consistency in the communications message.</p> <p>12. Student will get more knowledge about PR department and people and their efforts to come out from the crisis.</p>
CO4	Emerging technology in corporate communication and public relation	<p>13. This section will help to create awareness about emerging trends in corporate communication.</p> <p>14. Those students who wish to be in this field must be creative and should have new ideas to promote their business, use of technology will be helpful to them to interact and communicate.</p>

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	Investment Analysis & Portfolio Management		
Name of Faculty	Mr. Gating Insa koli		

Corse Objective

1.	To acquaint the learners with various concepts of finance
2.	To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world
3.	To understand various models and techniques of security and portfolio analysis

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction to Investment Environment	To acquaint the learners with various concepts of investment environment.
CO2	Risk - Return Relationship	To understand risk and return relationship involved in investment decision.
CO3	Portfolio Management and Security Analysis	To familiarise with various models and techniques of security analysis and portfolio.
CO4	Theories, Capital Asset Pricing Model and Portfolio Performance Measurement	To acquaint the learner with various theories of investment and measurement of portfolio performance.

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	Commodities and Derivative Market		
Name of Faculty	Brandan Dsilva		

Corse Objective

1.	By successfully completing this course, students will be able to Know history of commodities and Derivative markets.
2.	Assess the different types of derivative securities and instruments.
3.	Understand the constituents of the definition of futures contracts and the payoff (risk) profile of futures contracts.
4.	Describe the different types of, and concepts relating to options.

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction to Commodities Market and Derivatives Market	Understanding the articulation of Commodities with the financial markets
CO2	Futures and Options	Assess the different types of derivative securities and instruments.
CO3	Hedging and Option Pricing Models	Elucidate the characteristics of an option and Explain the payoff profiles of the various option types.
CO4	Trading, Clearing & Settlement In Derivatives Market and Types of Risk	Construct hedging, arbitrage and speculative trading strategies using short and long-term interest rate derivatives.

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	Risk Management		
Name of Faculty	Brandan Dsilva		

Corse Objective

1	Understand the approach to risk management through risk identification, risk measurement and risk management
2	Appreciate and understand the basic challenges in measuring, managing and evaluating risk by applying popular financial tools and procedures
3	Learn to implement robust risk management measures to smoothly sail through the crisis situations
4	Apply the insurance mechanism in risk management.

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction, Risk Measurement and Control	Identify and categories the various risks face by an organization
CO2	Risk Measurement Risk Avoidance and ERM	Learn about use of derivatives and ERM Matrix to manage the risk.
CO3	Risk Governance and Assurance	Evaluate the corporate governance structure of firms and examine the interactions, from a governance perspective, between firm management, financial markets and stakeholders.
CO4	Risk Management in Insurance	To give a comprehensive overview of Insurance as a tool of Risk Management

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	Direct Tax		
Name of Faculty	Mr. Gatting Inas Koli		

Corse Objective

1	To understand the provision of determining residential status of individual
2	To study various heads of income
3	To study deductions from total income
4	To compute taxable income of individuals

Corse Outcome

Unit No.	Course Module	Description
CO1	Definitions and Residential Status	<ul style="list-style-type: none"> • Learners get grip on practical implications of provisions of income tax act. • Learners get insight of taxation system in India • Learners get familiar with various terms used in in determination of of total income.
CO2	Heads of Income-I	<ul style="list-style-type: none"> • Learners understand calculating income from various heads of income i.e income from salary income house property e income from profit and gain from business and profession.
CO3	Heads of Income -II	<ul style="list-style-type: none"> • Learners can understand the process of assessing income from capital gain and other sources.
CO4	Deductions under chapter VI	<ul style="list-style-type: none"> • Learners get acquainted with deduction mention under chapter 6a of income tax act i.e. 80C, 80CCC, 80D, 80DDD, 80E, 80U, 80TT
CO5	Computation of Taxable Income of Individuls	<ul style="list-style-type: none"> • Learners get acquainted with process computation of total taxable income of individuals.

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-2020
Course Name	Services Marketing		
Name of Faculty	Rubina D'mello		

Course Objectives	<ol style="list-style-type: none"> 1. To understand distinctive features of services and key elements in services marketing. 2. To provide insight into ways to improve service quality and productivity. 3. To understand marketing of different services in Indian context <p>Outcomes: This curriculum is designed to help students learn the fundamentals of services marketing from a practical point of view focusing on the needs of the customers, who are to be kept satisfied and delighted for a business to prosper</p>
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Unit No.	Course Module	Description
CO1	Introduction of Services Marketing	To Make learners aware about how service sector is different from other sectors also the growth of this sector challenges and opportunities.
CO2	Key Elements of Services Marketing	Learners are equipped with how to form marketing strategies using elements of marketing mix i.e. 4p's and also the additional 3 p's required for services marketing.
CO3	Managing quality aspects of services marketing	Learners are equipped with how to manage the quality of services as services are intangible in nature.
CO4	Marketing of Services	Learners can learn various strategies required at transnational or international level for marketing the services along with the ethics to be followed.

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	E-Commerce and Digital Marketing		
Name of Faculty	Anthony Dmello		

Course Objective

1	To understand increasing significance of E-Commerce and its applications in Business and Various Sectors
2	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
3	To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation

Course Outcome

Unit No.	Course Module	Description
CO1	Introduction to E-commerce	To Understand Ecommerce, Impact of E-Commerce on Business and M-Commerce
CO2	E-Business & Applications	To Learn Important Concepts in E-Business, Electronic Data Interchange (EDI) in E-Business and Website
CO3	Payment, Security, Privacy & Legal Issues in E-Commerce	To learn Issues Relating to Privacy and Security in E-Business, Electronic Payment Systems and E-Commerce Laws
CO4	Digital Marketing	To educate students about Digital Marketing, Promoting Web Traffic and Latest developments and Strategies in Digital Marketing.

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-2020
Course Name	Sales and Distribution Management		
Name of Faculty	Mildred Pereira		
Course objective			
<ul style="list-style-type: none"> • To develop understanding of sales and distribution process in organization. • To get familiarize with the concept , approaches and the practical aspect of the key decision making in sales and distribution management. 			

Unit No.	Course Module	Description
CO1	Sales Management	<p>15. To develop understanding of the sales and distribution process in organisations.</p> <p>16. Make Students aware in area of sales management software programmes are available.</p>
CO2	Marketing analysis and selling	14. To get familiarise with the concept, approaches and the practical aspect of the key decision making variables in sales and distribution management
CO3	Distribution and channel management	13. Student can able to understand distribution management like warehousing, material handling, stock control, order processing ,controlling and transport
CO4	Performance evolution ethics and trends	<p>15. Student will acquaint with legal and ethical aspect of retail management.</p> <p>16. Students will come to know about the new trends in sales and distribution management.</p>

Semester	V	Class	TYBMS
Course No.		Academic Year	2019-2020
Course Name	Strategic Marketing Management		
Name of Faculty	Rubina D'mello		

COURSE OBJECTIVE	<ol style="list-style-type: none"> 1. To make aware learners about various elements of Strategic marketing 2. To make aware learners about tactics related to marketing mix
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Unit No.	Course Module	Description
CO1	Introduction to Strategic Marketing Management	Learner are made aware of tactics and business models. They also learned strategic marketing planning
CO2	Segmenting, Targeting, positioning , creation value in context of strategic marketing	Learners are equipped with the knowledge of segmenting and targeting to identify the customer profile. They also learned to create value how positioning plays and important role they are also made aware of creation of company and collaborator value.
CO3	Strategic decision in product, service and Branding	Learners have acquired the knowledge of managing product mix, different product lines along with tactics for managing brands.
CO4	Strategic Decision in pricing, promotion and distribution and strategic growth management	To make learners aware tactics related to 3ps of marketing mix which is price, promotion place. Learners will also learn how defend the position in market.

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-2020
Course Name	OPERATION RESEARCH		
Name of Faculty	Asst. Prof. Prettyrose Menezes		

COURSE OBJECTIVE	<ol style="list-style-type: none"> 3. To impart knowledge in concepts and tools of Operations Research 4. To understand mathematical models used in Operations Research 5. To apply these techniques constructively to make effective business decisions
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Unit No.	Course Module	Description
CO1	Introduction to operation research and linear programming	<ol style="list-style-type: none"> 1. Students get the insight of solving practical problems of linear programming 2. Students are able to formulate , and solve the problems using graphical and simplex methods
CO2	Assignment and transportation models	<ol style="list-style-type: none"> 1. Practical problems of one to one assignment are covered which provides the students the insight of assigning the jobs 2. Transportation problems gives the students the knowledge about calculating the optimum transportation cost using various methods
CO3	Network analysis	<ol style="list-style-type: none"> 1. Students are able to create a network diagram and calculate the project completion time 2. Insights on Numerical problems on how to evaluate and review the project provides students the details on using the probability technique.
CO4	Sequencing and game theory	<ol style="list-style-type: none"> 1. To provide the students on practical way of sequencing the job on various machines used in production 2. Game theory will provide the insights regarding the various strategies and to achieve a win – win negotiation by evaluating various alternatives

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	Strategic Financial Management		
Name of Faculty	Mr. Gating Inas Koli		

Corse Objective

1	To match the needs of current market scenario and upgrade the learner skills and knowledge for long term sustainability
2	Changing scenario in banking sector and the indication of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable
3	To acquaint learners with contemporary issues related to financial management

Corse Outcome

Unit No.	Course Module	Description
CO1	Dividend Decision and XBRL	<ul style="list-style-type: none"> To acquaint learners with various dividend policies and extensive business reporting language used by corporates. To equipped the learners with the skills of capital budgeting and capital reasoning in order to make proper investment decisions
CO2	Capital Budgeting and Capital Rationing	<ul style="list-style-type: none"> Learners become aware of corporate governance practices followed by Indian corporates.
CO3	Shareholder Value and Corporate Governance/ Corporate Restructuring	<ul style="list-style-type: none"> Learners will get insight of the concept of shareholders value and corporate restructuring.
CO4	Financial Management in Banking Sector and Working Capital Financing	<ul style="list-style-type: none"> Learners can understand role of financial management in changing scenario of Indian banking sector. Learners can understand; managing working capital needs of a company

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	Innovative Financial Services		
Name of Faculty	Brandan Dsilva		

Course Objective

1	To introduce students to Innovative financial services provided by financial companies, their salient features and importance, and their present position in the Indian financial sector
2	To help students to Understand the working of Financial System in India. To introduce them to the view areas of merchant banking, Leasing, Factoring and Insurances
3	Gain knowledge on existing and emerging areas of merchant banking financial services
4	To understand the basic concept, functions, process, techniques and create an awareness of the role, functions and functioning of financial service

Course Outcome

Unit No.	Course Module	Description
CO1	Introduction to Traditional Services	To familiarize the learners with the fundamental aspects of various issues associated with various financial services
CO2	Issue Management and Intermediaries	To create an awareness about merchant banking, issue management, capital markets and role of SEBI
CO3	Financial Service and its Mechanism	To provide knowledge about leasing and hire purchase concepts
CO4	Consumer Finance and Credit Rating	To create awareness about modern banking services like e-banking, m-banking and internet banking

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	Project Management		
Name of Faculty	Brandan Dsilva		

Corse Objective

1	To familiarise the learners with the fundamental aspect software issues associated with project management.
2	To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
3	To make them understand the concepts of Project Management for planning to execution of projects.
4	Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

Corse Outcome

Unit No.	Course Module	Description
CO1	Introduction to Project Management	To familiarise the learners with the fundamental aspect software issues associated with project management.
CO2	Analysing Project Feasibility	To give a comprehensive overview of project feasibility analysis.
CO3	Budgeting, Cost and Risk Estimation	To introduce basic concepts of risk management in Poject Management.
CO4	New Dimensions in Project Management	To educate students about happenings in model development of project management.
CO5	Project Termination	To inculcate in students the understanding of project monitoring and controlling as well as project termination.

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	International Finance		
Name of Faculty	Mr. Gatting Inas Koli		

Course Objective

1	To familiarise the students with the fundamental aspects of various issues associated with international finance
2	Conference over your international finance as a secret area in international business.
3	To introduce the basic concepts functions process techniques and create an awareness functions and functioning of international finance in the globalised market.

Course Outcome

Unit No.	Course Module	Description
CO1	Fundamentals of International Finance	To familiarise the students with the fundamental aspects of various issues associated with international finance
CO2	Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives	To give insight of foreign exchange market in order to make learners aware of exchange rate determination and operation currency derivatives.
CO3	World Financial Markets & Institutions & Risks	To introduce to international euro currency market, international equity market & international foreign exchange market
CO4	Foreign Exchange Risk, Appraisal & Tax Management	Learners get knowledge of various risk associated with foreign exchange management and techniques of international project appraisal.

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-2020
Course Name	Brand Management		
Name of Faculty	Rubina D'mello		

Course Objectives	<ol style="list-style-type: none"> 1. To understand the meaning and significance of Brand Management 2. To know how to build, sustain and grow brands 3. To know the various sources of brand equity
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Unit No.	Course Module	Description
CO1	Introduction to Brand Management	17. Students will learn about basics of Brand Management.
CO2	Planning and Implementing Brand Marketing Programs	6. To equip the students with knowledge about How to make Brand marketing programmes and implement them using with all the elements of marketing mix.
CO3	Measuring and interpreting Brand Performance.	14. To make students understand how to build, sustain and grow brands
CO4	Growing and Sustaining Brand Equity	17. To make students aware various sources of brand equity.

Semester	VI	Class	TYBMS
Course No.	1	Academic Year	2019-2020
Course Name	Retail Management		
Name of Faculty	Mildred Pereira		

Course objective
<ul style="list-style-type: none"> • To familiarize the student with retail management concepts and operations. • To provide understanding of retail management and types of retailer. • To develop an understand of retail management terminology. • To acquaint the students with legal and ethical aspects of retail management. • To create awareness about emerging trends in retail management.

Unit No.	Course Module	Description
CO1	Retail Management an Overview	18. Familiarize students with retail management concept and operation. 19. Enhance the student Knowledge about the types of retailer. 20. Make Students aware retail management as ac career that offers employment opportunities.
CO2	Retail consumer and Retail Strategy	15. Make student understand many practical cases of ongoing retail outlets and their strategies. 16. Give student knowledge about CRM strategy, Store location strategy, HRM strategy and consumer behaviour strategy.
CO3	Merchandise Management and Pricing	15. Student can able to understand terminology of retail management including merchandise management and store management 16. Student will acquaint with legal and ethical aspect of retail management. 17. Student will get more knowledge about the pricing strategy in retail sector
CO4	Managing and Sustaining Retail	18. This section will help to create awareness about emerging trends in retail management. 19. Those students who wish to be in this field must be creative and should have new ideas to promote their business.

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-20
Course Name	International Marketing		
Name of Faculty	Anthony Dmello		

Course Objective

1	To understand International Marketing, its Advantages and Challenges.
2	To provide an insight on the dynamics of International Marketing Environment.
3	To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

Course Outcome

Unit No.	Course Module	Description
CO1	Introduction to International Marketing & Trade	To Understand basics about International Marketing & International Trade
CO2	International Marketing Environment and Marketing Research	To Learn International Marketing Environment such as Economic Environment Political and Legal Environment Cultural Environment and Marketing Research
CO3	International Marketing Mix	To Learn International Marketing Mix such as International Product Decision, International Pricing Decision, International Distribution Decisions, International Promotion Decisions
CO4	Developments in International Marketing	To Learn International Marketing Plan, International strategies, International Marketing of Services

Semester	VI	Class	TYBMS
Course No.		Academic Year	2019-2020
Course Name	Media Planning and Management		
Name of Faculty	Rubina D'mello		

Course Objectives	<ol style="list-style-type: none"> 1. To understand Media Planning, strategy and Management with reference to current business scenario 2. To know the basic characteristics of all medxdia to ensure most effective use of advertising 3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.
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Unit No.	Course Module	Description
CO1	Overview of Media and Media Planning	21. To Make students aware about media planning and Media Research
CO2	Media Mix and Media Strategy	7. Learner will learn about different medias available and the strategies to be made using various medias
CO3	Media Budgeting, buying and scheduling	Learners can equip with the different budgeting methods for media. They will also learn scheduling strategies.
CO4	Media Measurement and Evaluation	20. Learners can learn various metrices used for media measurement and evaluation of the strategies made for media.