



Government of Maharashtra
ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE & COMMERCE
(Affiliated to University of Mumbai)

Jogeshwari Station Road, Jogeshwari - East, Mumbai - 400 060

Email: principaliyc@rediffmail.com

Website: www.ismailyusufcollege.in

PROGRAMME OUTCOMES

The College is affiliated to the University of Mumbai. Thus, the college follows the guidelines and syllabus prescribed by the Affiliated University.

PROGRAMME: BACHELOR OF MANAGEMENT STUDIES (BMS)

Programme Outcomes

PO1: Develop a strong foundation in business management concepts, including finance, marketing, human resources, operations, and strategic management.

PO2: Enhance the ability to analyze complex business situations, identify problems, and develop effective solutions through critical thinking and data-driven decision-making.

PO3: Improve oral and written communication skills, enabling students to convey ideas clearly, persuasively, and effectively in a business environment.

PO4: Encourage innovation and entrepreneurship by fostering the ability to identify business opportunities and take calculated risks in starting and managing new ventures.

PO5: Promote adaptability to changing business environments and the importance of continuous learning to stay updated with the latest trends and practices in management.

PO6: Prepare students to demonstrate professionalism, work ethics, and a commitment to personal and professional growth in their careers

Prof. (Dr.) A.S. Luhar
Co-Ordinator BMS



Prof. (Dr.) Vijay Narkhede
Principal



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Course Outcomes

FYBMS SEM I

Course Name	Course Outcomes
Introduction to Final Accounts	<p>CO1: Familiarizes the students with the basic accounting principles and techniques of preparing and presenting the accounts.</p> <p>CO2: Provides the underlying framework and concepts of financial accounting in the context of how accounting fits into overall business environment of contemporary society.</p> <p>CO3: Prepare final accounts of a sole trader.</p>
Business Statistics	<p>CO1: Prepares students to learn to apply commonly used mathematics concepts and statistical methods in business context and how to interpret analyses performed by others.</p> <p>CO2: Equips the students with a broad based knowledge of mathematics with emphasis on business application.</p> <p>CO3: Understanding time series and index number</p>
Foundation of Human Skills	<p>CO1: The course has developed an understanding of human nature, personality and attitudes among students.</p> <p>CO2: Students understand the concept of group behaviour, organizational culture and theories of motivation</p>

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	<p>CO3: Learners comprehend the organizational processes and systems, reasons for conflicts and resolution.</p> <p>CO4: Students acquired the skill of creativity in problem solving</p>
Business Communication	<p>CO1: Provides exposure to business writing, preparation of reports and presentation.</p> <p>CO2: Develops basic communication skills in the students and enables them to communicate appropriately in the corporate and social world.</p>
Business Economics	<p>CO1: Enables complete grasp over the General Principles of Economics, Profit Principles, Pricing Practices and Demand and supply.</p> <p>CO2: Prepares students to apply the various theories and principles of Economics in Business and Commercial Environment.</p> <p>CO3: Understand how various companies price their products and services.</p>
Foundation course	<p>CO1: Sensitizes the students regarding numerous social issues, constitution and preamble.</p> <p>CO2: Creates basic awareness amongst the students regarding various social issues ranging from gender, religion, caste, social justice etc.</p> <p>CO3: Examine inequalities manifested due to caste system and inter-group conflicts</p>
Business law	<p>CO1: The course enhanced the student understanding of Indian constitution and the fundamental rights granted to the citizens.</p> <p>CO2: The course developed the understanding of various negotiable instruments and legal aspects associated with the same.</p>

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	CO3: The students gained knowledge of various objectives and concepts associated with Contract Act, 1872 & Sale of Goods Act, 1930, Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986, Company Law 15 and Intellectual Property Rights(IPR).
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FYBMS SEM II

Course Name	Course Outcomes
Principles of Marketing	CO1: Students understand the basic concepts of marketing, its functions and orientation. CO2: Learners comprehend marketing environment and the various forces that affect business firms. CO3: Students understand the marketing mix, its needs and elements. Students have learnt the concepts of segmentation, targeting and positioning and the various trends in marketing
Business Mathematics	CO1: Prepares students to learn to apply commonly used mathematical concepts and statistical method in business contexts and how to interpret analyses performed by others. CO2: Introduces linear programming, graphical reading, statistical application of investment based on business application. CO3: Understand matrices and determinants
Business Environment	CO1: Students understand the basic concept of business environment and its components CO2: Students comprehend the factors of political and legal environment, social and cultural environment, technological environment and competitive environment

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	<p>CO3: Learners gained knowledge of environment challenges faced by International Business and Investment opportunities for Indian Industry</p>
Business Communication II	<p>CO1: Provides exposure to business writing, presentation of reports and presentation, basic knowledge of Verbal Skills.</p> <p>CO2: Develops the students for interviews and Group discussions.</p> <p>CO3: Enhances and develops students for facing the corporate world</p>
Industrial Law	<p>CO1: Students understand laws related to Industrial Relations and Industrial Disputes</p> <p>CO2: Students have gained insights in the laws related to health, safety and welfare</p> <p>CO3: Learners acquired knowledge about the social legislations and Miscellaneous Provision Act, 1948</p> <p>CO4: Students comprehend laws related to compensation management</p>
Foundation Course	<p>CO1: Creates understanding of the concepts of Liberalization, Privatization and Globalization, Growth of Information technology and Communication and Migration.</p> <p>CO2: Evolves the concept of Human Rights, Importance of Ecology.</p> <p>CO3: Provides knowledge about the causes of Stress and management of stress.</p>

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Principles of Management	<p>CO1: Prepares the students with better managerial abilities and development of managerial skills.</p> <p>CO3: Provides detail knowledge about the Management process and various functions of management.</p>
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SYBMS SEM III

Course Name	Course Outcomes
Information Technology in Business Management – I	<p>CO1: Learners develop basic understanding of concepts of Information Technology, its support and role in Management, for managers</p> <p>CO2: Students acquired practical hands on training in office automation through practical sessions.</p> <p>CO3: Learners understand basic concepts of Email, Internet and websites, domains and security therein.</p> <p>CO4: Students learn to recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.</p>
Foundation Course (Environmental Management)	<p>CO1: Learners have developed basic understanding of the environmental concepts</p> <p>CO2: Students understand the ill effects of environmental degradation and measures to solve the same</p> <p>CO3: Students understand the concept of sustainability and role of business for achieving the same</p> <p>CO4: Learners have explored the innovations in business from an environmental perspective</p>

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Business Planning & Entrepreneurial Management	<p>CO1: Learners understand the concept of Entrepreneurship.</p> <p>CO2: The course has developed entrepreneurial skills among learners</p> <p>CO3: The students have acquired knowledge of management function of a company with special reference to SME sector.</p>
Accounting for Managerial Decisions	<p>CO1: The course has acquainted management learners with basic accounting fundamentals.</p> <p>CO2: The course has developed financial analysis skills among learners.</p> <p>CO3: Students understand the core concepts of business finance and its importance in managing a business</p>
Strategic Management	<p>CO1: Students understand the management policies and strategies in the corporate world.</p> <p>CO2: Students have learnt to critically examine the management of the entire enterprise from the top management view-point</p> <p>CO3: Students have developed conceptual skills in corporate level policy</p> <p>CO4: Learners acquired knowledge of strategy formulation as well as application in the corporate world.</p>
Introduction to Cost Accounting (finance elective)	<p>CO1: Learners gained knowledge of the basic concepts and the tools used in Cost Accounting</p> <p>CO2: The course enabled the learners to understand the principles and procedures of cost accounting</p>

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	CO3: The students understand practical application procedure of cost accounting to different situations
Corporate Finance (Finance elective)	CO1: Students understand tools, techniques and processes of financial management in the area of financial decision making CO2: Students have learnt about the core concepts of corporate finance and its importance in managing a business CO3: The course has provided an understanding of nature, importance and structure of corporate finance
Consumer Behaviour (Marketing elective)	CO1: Students understand the consumer decision making process and its applications in marketing function of firms. CO2: Students are equipped with basic knowledge about issues and dimensions of Consumer Behaviour. CO3: The course has developed the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.
Advertising (Marketing Elective)	CO1: Students understand and examine the growing importance of advertising. CO2: Students have acquired the skill of constructing an effective advertisement campaign. CO3: Learners understand the role of advertising in contemporary scenario CO4: The course helped students explore the future careers in advertising

SYBMS SEM IV

Course Name	Course Outcomes
Information Technology in Business Management -	CO1: Students understand managerial decision-making and develop perceptive of major functional areas of MIS CO2: Learners acquired knowledge of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, etc.

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II	CO3: This course provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.
Foundation Course (Ethics & Governance) – IV	CO1: Students get to learn the applicability of ethics in functional areas like marketing, finance and human resource management CO2: Students understand emerging need and growing importance of good governance and CSR by organizations CO3: Students attained knowledge of ethical business practices, CSR and Corporate Governance practiced by various organizations.
Business Economics-II	CO1: Students have learnt the concept of macroeconomic data and theory. CO2: Learners are acquainted with concepts of money, Inflation and Monetary Policy. CO3: Students understand the constituents of Fiscal Policy CO4: Learners gain knowledge about open economy, theory and issues of International Trade
Business Research Methods	CO1: Students are introduced to the concept of business research methods, data collection and processing CO2: Learners understand the techniques of data analysis and Interpretation CO3: Students inculcated the analytical abilities and research skills. CO4: Students gained hands on experience in Business Research.
Production & Total Quality Management	CO1: Learners are acquainted with the basic management decisions with respect to production and quality management CO2: Learners understand the designing aspect of production systems CO3: Students apply what they have learnt theoretically.
Auditing	CO1: Learners get acquainted with the various concepts of auditing. CO2: Students understand and practice the various techniques of auditing while managing their finances

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Corporate Restructuring	<p>CO1: Students develop a conceptual frame work of corporate restructuring</p> <p>CO2: Learners acquired knowledge relating to legal, accounting and practical implementation of corporate restructuring</p> <p>CO3: Students understand the complex facets of corporate restructuring process.</p>
Integrated Marketing Communication	<p>CO1: Learners gain knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program</p> <p>CO2: Students understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.</p>
Event Marketing	<p>CO1: Learners understand basic concepts of Event Marketing.</p> <p>CO2: Students gain knowledge about categories of Events.</p> <p>CO3: Students understand segmenting, targeting and positioning in the context of Event Marketing.</p> <p>CO4: Learners are familiarized with trends and challenges in Event Marketing</p>

TYBMS SEM V

Course Name	Course Outcomes
Logistics and Supply Chain management	<p>CO1: Learners have basic understanding of concepts of logistics and supply chain management</p> <p>CO2: Learners understand key activities performed by the logistics function.</p> <p>CO3: Students learn the nature of supply chain and its functions</p> <p>CO4: Students understand global trends in logistics and supply chain management</p>

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Corporate Communication & Public Relations	<p>CO1: Learners acquire basic understanding of the concepts of corporate communication and public relations</p> <p>CO2: Students are familiarized with various elements of corporate communication and their roles in managing organizations</p> <p>CO3: Learners understand how various elements of corporate communication must be coordinated to communicate effectively</p> <p>CO4: Learners develop critical understanding of the different practices associated with corporate communication</p>
Investment Analysis & Portfolio Management	<p>CO1: The course acquaints learners with various concepts of finance.</p> <p>CO2: Students understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world</p> <p>CO3: Students understand various models and techniques of security and portfolio analysis</p>
Financial Accounting	<p>CO1: Learners are acquainted with preparation of final accounts of companies.</p> <p>CO2: Students learn provisions relating to underwriting of shares and debentures.</p> <p>CO3: Learners understanding accounting of foreign currency and investment.</p> <p>CO4: Students understand the need of ethical behaviour in Accountancy</p>
Risk Management	<p>CO1: Students are familiarized with the fundamental aspects of risk management and control.</p> <p>CO2: Learners get an overview of risk governance and assurance with special reference to insurance sector.</p> <p>CO3: Learners understand basic concepts, functions, process, techniques of risk management</p>
Direct Taxes	<p>CO1: Students understand the provisions of determining residential status of individual</p>

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	<p>CO2: Learners comprehend various heads of income.</p> <p>CO3: Learners deductions from total income</p>
Services Marketing	<p>CO1: Learners understand distinctive features of services and key elements in services.</p> <p>CO2: Students gained insight into ways to improve service quality and productivity.</p> <p>CO3: Students understand marketing of different services in Indian context</p>
E-Commerce & Digital Marketing	<p>CO1: Students understand increasing significance of E-Commerce and its applications in business and various sectors.</p> <p>CO2: Learners have an insight of Digital Marketing activities on various Social Media platforms and its emerging significance in Business.</p> <p>CO3: Students understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation</p>
Sales & Distribution Management	<p>CO1: Learners develop understanding of the sales & distribution processes in organizations.</p> <p>CO2: Students get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management</p>
Customer Relationship Management	<p>CO1: Students understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management.</p> <p>CO2: Learners acquired insight of CRM marketing initiatives, customer service and CRM strategy.</p> <p>CO3: Students are acquainted with new trends in CRM, challenges and opportunities for organizations</p>

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TYBMS SEM VI

Course Name	Course Outcomes
Operation Research	CO1: Learners understand operations research methodologies. CO2: Learners understand how to solve various problems practically. CO3: Learners become proficient in case analysis and interpretation
International Finance	CO1: Students are familiarized with the fundamental aspects of International Finance. CO2: Learners have an overview of International Finance as a separate area in International Business. CO3: Students have understanding of techniques and functioning of International Finance in Globalized Market
Innovative Financial Services	CO1: Learners are familiarized with the fundamental aspects of various issues associated with financial services. CO2: Students have an overview of emerging financial services in the light of globalization. CO3: Learners understand basic concepts, functions, process, and techniques of financial services
Strategic Financial Management	CO1: Students learn to match the needs of current market scenario and upgrade skills and knowledge for long term sustainability. CO2: Learners are acquainted with the changing scenario in Banking Sector. CO3: Students are given insights into banking as a career. CO4: Learners are made aware of contemporary issues related to financial management.
Indirect Taxes	CO1: Students understand the basics of GST. CO2: Learners understand the registration process and computation of GST.

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	CO3: Learners are acquainted with filing of returns in GST.
Brand Management	CO1: Students understand the meaning and significance of Brand Management. CO2: Students learn how to build, sustain and grow brands. CO3: Learners are acquainted with various sources of brand equity
Retail Management	CO1: Learners are familiarized with retail management concepts and operations. CO2: Students have basic understanding of retail management and types of retailers. CO3: Learners develop an understanding of retail management terminology including merchandize management, store management and retail strategy. CO4: Students are acquainted with legal and ethical aspects of retail management. CO5: Students are made aware about emerging trends in retail management
International Marketing	CO1: Students understand International Marketing, its Advantages and Challenges. CO2: Students have an insight on the dynamics of International Marketing Environment. CO3: Learners understand the relevance of International Marketing Mix decisions and recent developments in Global Market
Media Planning & Management	CO1: Learners understand Media Planning, Strategy and Management with reference to current business scenario. CO2: Students know the basic characteristics of all media to ensure most effective use of advertising budget. CO3: Learners gain an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.

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Project Work	CO1: Provides learning experience to students. CO2: Provides opportunity to students to synthesize knowledge from various areas of learning.
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