



S.P. Mandali's
R.A. Podar College of Commerce & Economics

F.Y.B.M.S- Subjects and Learning Outcomes- 2018-19

Subjects: Semester I and Semester II

- **Business Statistics**
- **Business Communication**
- **Business Economics**
- **Foundation Course**
- **Business Law**
- **Introduction to Financial Accounting**
- **Foundation of Human Skills**
- **Principles of Marketing**
- **Principles of Management**
- **Industrial Law**
- **Business Mathematics**
- **Business Environment**

SEMESTER I-

Sr No.	Name of the Subject	Learning Objectives	Learning Outcome
1	Business Statistics	<ul style="list-style-type: none">• To understand the basics of statistics and organizing of data in presentation format• To understand the knowledge of probability and the standard statistical distribution• To understand the concept of decision theory by using various methods	<ul style="list-style-type: none">• The students are able to distinguish between different types of data and there is understanding of data presentation• Interpretation with examples of methods for summarizing data assets, including common graphical tools such as box plots, histograms, frequency polygon and ogive curve

2	Business Communication I	<ul style="list-style-type: none"> • To understand the relevance and importance of inter personal communication skills • To enhance written communication skills • To enable the students to adapt to the requirements of the industry 	<ul style="list-style-type: none"> • The students learn to use statistical tools in PowerPoint presentations • The students learn to write letters of enquiry and letters of complaint • Practical application of preparing flyers and leaflets help the students demonstrate their creativity.
3	Business Economics I	<ul style="list-style-type: none"> • To understand the basic concepts and microeconomics • To understand the demand function with the help of numerical illustration on trend analysis and simple linear regression • To understand the different market structures • To acquaint the students related to pricing practices in today's business world 	<ul style="list-style-type: none"> • Students are able to relate to concepts such as opportunity cost principle, basic economic relations-functional relations • Students are familiarized with nature of demand call under different markets • Under production function: short run analysis with law of variable proportions production function with two variable inputs is well understood • understand the concepts of cost oriented pricing method.
4	Foundation Course-I	<ul style="list-style-type: none"> • To help the learner understand the interdisciplinary approach of social fabric. • To sensitize learners on the socio-economic concerns in India with specific focus on the issues of the youth. • To help learners articulate their views on the contemporary social issues. 	<ul style="list-style-type: none"> • The successful completion of course will enable the learner to understand factual aspects of Indian society. • It will help create awareness and empathy among learners about various issues faced by youth • It will help ingrain social responsibility and participatory approval towards society
5	Business Law	<ul style="list-style-type: none"> • To understand the nature of contract and law applicable while buying and selling goods. • To understand the objects of consumer law and the application of negotiable instruments. • To introduce the concept of company and its relevance. 	<ul style="list-style-type: none"> • Clarity in understanding how the law of contract affects us on daily basis. • Better understanding of negotiable instruments and inform the rights of a consumer. • To help the students understand the laws related to trademarks, copyrights and patents.
6	Introduction to Financial Accounting-	<ul style="list-style-type: none"> • To understand the basic concept in bookkeeping • To impart knowledge on passing of journal entries and converting the journal entries into ledger • To learn the preparation of trial balance and final accounts 	<ul style="list-style-type: none"> • Students learns the basics of accounting • The curriculum enriches the students' knowledge on passing journal entries and preparing respective ledger accounts

			<ul style="list-style-type: none"> Students are able to learn accounting by initially passing journal entries then posting the entries into respective ledger accounts and then preparing trial balance and finally final accounts
7	Foundation of Human Skills	<ul style="list-style-type: none"> To understand individual differences and factors that affect the same To ensure clarity in understanding different types of personality and the theories related to the same To introduce the concepts related to conflict in an organization and its resolution To understand the importance of healthy work culture and motivation To be able to cope with and overcome stress 	<ul style="list-style-type: none"> There is clarity in understanding the factors that affect individual differences and thereby sensitising the students related to such differences The students are able to distinguish between type a and type b personalities The students are able to distinguish between intelligent, emotional and spiritual quotient and its impact on the workplace Students are able to apply various theories, regarding motivation and reinforcement taught in the class

SEMESTER II-

Sr No.	Name of the Subject	Learning Objectives	Learning Outcome
--------	---------------------	---------------------	------------------

1	Principles of Marketing	<ul style="list-style-type: none"> ● To understand the place and contribution of marketing to the business enterprise. ● Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels. ● To Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix 	<ul style="list-style-type: none"> ● There is understanding of 4P's of marketing ● The students are able to apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context. ● The students are able to appreciate the importance of cultural adaptation of international business and marketing through appraisal and critical analysis of the social, technological, political, legal and economic forces that affect business performance
2	Principles of Management	<ul style="list-style-type: none"> ● To introduce theories of learning on the evolution of levels of management ● To understand the need and the process in decision-making ● To understand structure and hierarchy of a business enterprise 	<ul style="list-style-type: none"> ● Enhances decision making skills ● Student acquires knowledge on responsibilities, powers and job profile ● Students are able to relate and put to use the concepts in practical life.
3	Industrial Law	<ul style="list-style-type: none"> ● To introduce the nature of industrial dispute and the role of trade unions ● To understand the laws related to health and safety of the employees 	<ul style="list-style-type: none"> ● Helps the students understand the concepts and apply them to maintain industrial relations. ● Clear understanding of the compensation payable to employees in case of accident
4	Foundation Course II	<ul style="list-style-type: none"> ● To understand the concept of liberalisation, privatisation and globalisation ● To ensure that the students understand the concept of human rights with special reference to fundamental rights as stated in the constitution of India 	<ul style="list-style-type: none"> ● The students are familiarised with the human rights as laid down in the Constitution ● The students understand the causes of stress and are able to effectively use the theory learned to be able to overcome stress

5	Business Mathematics	<ul style="list-style-type: none"> ● To understand the concept of calculus and application of derivatives ● To understand the concept of numerical analysis such as interpolation 	<ul style="list-style-type: none"> ● Students are able to distinguish between the concept of calculus in constant function, polynomial function and exponential function ● Practical application is possible of the theory taught in the class
6	Business Environment	<ul style="list-style-type: none"> ● To understand the impact of internal and external environmental factors on a business enterprise ● To sensitise the students on social responsibilities 	<ul style="list-style-type: none"> ● Develops a sense of gratitude and a feeling of giving back to society at an early age ● Inculcated concepts of evaluating threats and utilising opportunities for a better business enterprise
7	Business Communication II	<ul style="list-style-type: none"> ● To understand the relevance and importance of conducting meetings ● To teach the formats of letter writing. 	<ul style="list-style-type: none"> ● The students learn to write letters of enquiry and letters of complaint ● Practical application of preparing flyers and leaflets help the students demonstrate their creativity
