



Bombay Suburban Art & Craft Education Society's

SHEILA RAHEJA SCHOOL OF BUSINESS MANAGEMENT AND RESEARCH

(Approved by AICTE, DTE, Affiliated to University of Mumbai and NAAC Accredited)

Program: Bachelor of Management Studies (BMS)


Course Outcome(s) (COs)

Semester 1:	
Course Name : Introduction to Financial Accounts	
CO1	To help students understand the Accounting principles and Accounting Standards.
CO2	To equip students with accounting transactions, classify expenditures, receipts and maintain profit & loss accounts.
CO3	To help students prepare different types of accounts.
Course Name : Business Law	
CO1	To familiarize students with different types of Acts and Laws to run a business.
Course Name : Business Statistics	
CO1	To help students have basic knowledge on statistical tools and deal with data.
Course Name : Business Communication	
CO1	To help students enhance their communication skills through business correspondence, improve their writing skills, help them prepare their resume.
Course Name : Foundation Course - 1	
CO1	To help students display sense of patriotism, secular values which will motivate the youth to contribute towards nation building.
CO2	To help students to be self-disciplined, improve tolerance, smartness and react with good reflexes and learn to obey orders.
Course Name : Foundation of Human Skills	
CO1	To make students understand human nature.
CO2	To introduce them to group behaviour, organisational processes and system.
CO3	To make students understand organisational culture and motivation at workplace.
Course Name : Business Economics - I	
CO1	To make students familiarize with the concepts of demand and supply analysis, production decisions and costs of production, market structures, pricing practices.

For Sheila Raheja School of Business
Management & Research

(SRBS-BMS: PEOs, POs & COs)

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Semester 2:	
Course Name : Principles of Marketing	
CO1	To make the students understand the concepts of marketing.
CO2	To help them understand marketing environment and consumer behavior.
CO3	To help students understand the marketing mix.
Course Name : Industrial Law	
CO1	To give an overview on laws related to industrial relations and disputes.
CO2	To introduce laws related to health, safety and welfare and compensation management.
CO3	To make students understand social legislation.
Course Name : Business Mathematics	
CO1	To help students calculate simple and compound interest.
CO2	To make students understand the depreciation of assets.
CO3	To introduce derivative and its applications.
Course Name : Business Communication – II	
CO1	To help students enhance their presentation skills.
CO2	To improve their group communication skills.
CO3	To help students for better correspondence.
CO4	To hone language and writing skills.
Course Name : Foundation Course – II	
CO1	To make students amiliarize human rights, make them understand stress and conflict.
CO2	To equip the students with skills to manage stress and conflict in contemporary society.
CO3	To make students understand the importance of environment.
Course Name : Business Environment	
CO1	To make students amiliarize with concepts of business environment.
CO2	To introduce political, legal, social, technological environment.
CO3	To give students an overview on International environment.
Course Name : Principles of Management	
CO1	To introduce the concept, nature and characteristics of Management.
CO2	To help students understand the importance of planning and decision making.
CO3	To make students amiliarize with concepts of directing, controlling and coordinating.





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Semester 3:	
Finance Specialization(Any Two)	
Course Name : Basics of Financial Services	
CO1	To help the students understand the core concepts of business finance and its importance in managing business.
CO2	To help students understand the conceptual framework of finance function.
CO3	To acquaint the students with tools, types, instruments of financial system in the context of Indian Financial Market.
Course Name : Introduction to Cost Accounting	
CO1	To help students understand the relevant concepts and tools used in Cost Accounting.
CO2	To make students understand the principles and procedures of Cost Accounting and its applications.
Course Name : Equity and Debt Market	
CO1	To enable the students understand the evolution of various aspects of financial markets.
CO2	To help them in framing financial policies, developing financial instruments and processes and evolving strategies during crisis.
Course Name : Corporate Finance	
CO1	To help students develop conceptual framework of finance and to familiarise students with tools, techniques and processes of financial management in the context of financial decision making.
CO2	To give students distinct explanation on the core concepts of corporate finance and its significance in managing business.
CO3	To provide with a better understanding of nature, importance, structure of corporate finance and its related areas and further familiarise the students with source of finance for business.
Marketing Specialization (Any Two)	
Course Name : Consumer Behaviour	
CO1	To help students understand the consumers decision making process and its application in marketing function of firms.
CO2	To equip students with the basic knowledge on issues and dimensions of consumer behaviour.
CO3	To equip students with the basic knowledge on issues and dimensions of consumer behaviour.




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Course Name : Product Innovations Management	
CO1	To make the students understand the concept of innovations and its relevance in current market scenario.
CO2	To enable the students understand the importance of protecting innovations and legal aspects related to innovations.
CO3	To acquaint the students with stages in new product development.
CO4	To help students understand product, process innovations and innovation diffusion.
Course Name : Advertising	
CO1	To equip students with the skill-set in advertising so that they could make a career path.
CO2	To help students construct an effective advertisement.
CO3	To make students understand the role of advertising in today's market scenario.
CO4	To make the students understand the growing importance of advertising.
Course Name : Social Marketing	
CO1	To help students understand the core concepts of social marketing, compare and contrast marketing in a profit-oriented corporate and non-profit social environment.
CO2	To help students identify mix of social marketing.
CO3	To familiarise students with various theories / models / frameworks for social change.
CO4	To provide with an overview of Not for Profit Sector (NPO) and comment on CSR provisions on Companies Act, 2013.
HRM Specialization (Any Two)	
Course Name : Recruitment & Selection	
CO1	To familiarise students with concepts, principles, procedures of recruitment and selection in an organisation.
CO2	To give an in-depth insight into various aspects of Human Resource Management and acquaint them with practical aspects of the subject.
Course Name : Motivation & Leadership	
CO1	To enable students gain knowledge on leadership strategies to motivate people and changing organisations.
CO2	To make students study how leaders facilitate group development and problem solving skills.
CO3	To acquaint students with practical approaches to motivation and leadership and its applications in the Indian context.
Course Name : Employees Relation & Welfare	
CO1	To make students understand the nature and importance of employee relations in an organisation.
CO2	To familiarise students with Collective Bargaining and Worker's Participation.
CO3	To make the students understand the causes of employee grievances and ways to solve them.





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Course Name : Organisation Behaviour & HRM	
CO1	To acquaint students with various issues related to Human Resource Management.
CO2	To give an overview on Organisation Behaviour as an area of Management.
CO3	To introduce basic concepts, functions & processes and to create an awareness on the role, functioning of HRM & OB.
Course Name : Information Technology in Business Management - I	
CO1	To acquaint students with the core concepts of Information Technology and its role in management.
CO2	To give hands-on-training on latest MS-Office Software.
CO3	To make students understand the basics of E-mails, internets and websites, domains and security.
CO4	To make students recognise security aspects of IT in business.
Course Name : Foundation Course - III (Environmental Management)	
CO1	To make the students understand the concepts related to environment.
CO2	To acquaint students with importance of sustainability and role of business.
CO3	To familiarise the students with innovative business models.
Course Name : Business Planning & Entrepreneurial Management	
CO1	To enable students understand the core concepts of entrepreneurship and its importance.
CO2	To make students assume responsibility of full line of management of a company with special reference to SME sector.
Course Name : Accounting for Managerial Decisions	
CO1	To enable students understand the fundamentals of accounting.
CO2	To develop financial analytical skills among the students.
CO3	To familiarise the students with the basic concepts of finance and its relation to business.
Course Name : Strategic Management	
CO1	To make students understand the concepts of management and its applications in real life situations.
CO2	To help students critically evaluate the entire enterprise from the top management view points.
CO3	To help students develop corporate level policy and strategy to handle various situations in real life.

Semester 4	
Finance Electives (Any Two)	
Course Name : Financial Institutions & Markets	
CO1	To provide with basic knowledge on structure, role and functioning of financial institutions and markets in the Indian Financial System.
CO2	To develop the skills to manage financial system.
Course Name : Auditing	
CO1	To make students understand on various concepts of auditing.
CO2	To ensure that the students understand and practice various techniques of auditing while managing their finances.
Course Name : Strategic Cost Management	
CO1	To help students develop analytical skills and help them to understand evaluation and synthesis of cost and management accounting.
CO2	To acquaint students with various facets of decision-making and controlling operations in an organisation.
Course Name : Corporate Restructuring	
CO1	To impart knowledge on legal, accounting and practical implementation of corporate restructuring.
CO2	To familiarise students with corporate restructuring processes.
Marketing Electives (Any Two)	
Course Name : Integrated Marketing Communication	
CO1	To equip students with knowledge on the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
CO2	To enable students understand various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.
Course Name : Rural Marketing	
CO1	To prepare students face emerging challenges in agriculture and rural marketing environment.
CO2	To make students understand consumers and marketing characteristics so that they can contribute to the present scenario.
Course Name : Event Marketing	
CO1	To enable students understand basic concepts of event marketing.
CO2	To impart knowledge on various categories of events.
CO3	To familiarise students with recent trends and challenges in event marketing.



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Course Name : Tourism Marketing

CO1	To make students understand the basic concepts of tourism marketing.
CO2	To introduce types of tourism.
CO3	To acquaint students with recent trends and challenges in tourism marketing.

Human Resource Electives (Any Two)

Course Name : Human Resource Planning and Information System

CO1	To make students understand the concept and process of HRP.
CO2	To familiarize students on ways of matching job requirements and human resource availability.
CO3	To make students understand the concept of Strategic HRP and its applications.

Course Name : Training & Development in HRM

CO1	To make students understand different practices adopted by organisations / institutions/companies on training and development due to rapid changes brought by technology.
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Course Name : Change Management

CO1	To prepare students as organisational change facilitators using the techniques and knowledge of behavioural science.
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Course Name : Conflict & Negotiation

CO1	To make students understand the nature of conflicts, their causes and outcomes.
CO2	To familiarise students on aspects of conflict management and how to handle them effectively.
CO3	To give insight into negotiations and negotiation process.
CO4	To make students understand the role of third party negotiation and skills for effective negotiation.

Course Name : Information Technology in Business Management - II

CO1	To make students understand managerial decision-making.
CO2	To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation.
CO3	To make students learn and understand relationship between database management and data warehouse approaches, the requirements and applications of data warehouse.
CO4	To make students learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing.

Course Name : Foundation Course IV Ethics & Governance

CO1	To enable students understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country.
CO2	To make students learn the applicability of ethics in functional areas like marketing, finance and human resource management.





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CO3	To make students understand the emerging need and growing importance of good governance and CSR by organisations.
CO4	To make the students study the ethical business practices, CSR and Corporate Governance practiced by various organisations.
Course Name : Business Economics - II	
CO1	To introduce macroeconomic concepts.
CO2	To make students understand meaning of money, how inflation occurs and how government tackles it.
CO3	To make students learn various theories associated with International trade.
Course Name : Business Research Methods	
CO1	To make students develop analytical skills and research abilities.
CO2	To make students prepare research reports and choose a career path.
Course Name : Production & Total Quality Management	
CO1	To acquaint learners with the basic management decisions with respect to production and quality management.
CO2	To make the learners understand the designing aspect of production systems.
CO3	To enable the learners apply what they have learnt theoretically.



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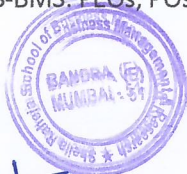


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Semester 5:		
Course Name : Logistics & Supply Chain Management		
CO1	To provide students with basic understanding of concepts of logistics and supply chain management.	
CO2	To introduce students to the key activities performed by the logistics function.	
CO3	To provide an insight in to the nature of supply chain, its functions and supply chain systems.	
CO4	To understand global trends in logistics and supply chain management.	
Course Name : Corporate Communications and Public Relations		
CO1	To provide the students with basic understanding of the concepts of corporate communication and public relations.	
CO2	To introduce various elements of corporate communication and consider their roles in managing organizations.	
CO3	To help students to examine how various elements of corporate communication must be coordinated to communicate effectively.	
CO4	To enable students develop critical understanding of the different practices associated with corporate communication.	
Finance Electives (Any Four)		
Course Name : Investment Analysis and Portfolio Management		
CO1	To acquaint the students with various concepts of finance.	
CO2	To make students understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world.	
CO3	To make students understand various models and techniques of security and portfolio analysis.	
Course Name : Commodity and Derivatives Market		
CO1	To make students understand the concepts related to Commodities and Derivatives market.	
CO2	To study the various aspects related to options and futures.	
CO3	To acquaint students with the trading, clearing and settlement mechanism in derivatives market.	
Course Name : Wealth Management		
CO1	To provide an overview of various aspects related to wealth management.	
CO2	To make the students study the relevance and importance of Insurance in wealth management.	
CO3	To acquaint the students with issues related to taxation in wealth management.	
CO4	To understand various components of retirement planning.	





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Course Name : Financial Accounting		
CO1	To acquaint the learners in preparation of final accounts of companies.	
CO2	To study provisions relating to underwriting of shares and debentures.	
CO3	To study accounting of foreign currency and investment.	
CO4	To understand the need of ethical behaviour in accountancy.	
Course Name : Risk Management		
CO1	To familiarize students with the fundamental aspects of risk management and control.	
CO2	To give a comprehensive overview of risk governance and assurance with special reference to insurance sector.	
CO3	To introduce the basic concepts, functions, process, techniques of risk management.	
Course Name : Direct Taxes		
CO1	To understand the provisions of determining residential status of individual.	
CO2	To study various heads of income.	
CO3	To study deductions from total income.	
CO4	To compute taxable income of Individuals.	
Marketing Electives (Any Four)		
Course Name : Service Marketing		
CO1	To make students understand distinctive features of services and key elements in services marketing.	
CO2	To provide insight into ways to improve service quality and productivity.	
CO3	To make students understand marketing of different services in Indian context.	
Course Name : E-Commerce and Digital Marketing		
CO1	To make students understand increasing significance of E-Commerce and its applications in Business and Various Sectors.	
CO2	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.	
CO3	To make students understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.	
Course Name : Sales and Distribution Management		
CO1	To make students develop understanding of the sales & distribution processes in organizations.	
CO2	To familiarise students with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management.	
Course Name : Customer Relationship Management		
CO1	To make students understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management.	





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CO2	To make students understand new trends in CRM, challenges and opportunities for organizations.
CO3	To provide insight into CRM marketing initiatives, customer service and designing CRM strategy.
Course Name : Industrial Marketing	
CO1	To understand basics of industrial marketing, Marketing Environment, Segmenting Targeting Positioning, channel strategy, marketing communication and pricing.
CO2	To provide knowledge of industrial market structure and how they function.
CO3	To provide understanding of the various attributes and models applicable in Industrial Marketing.
CO4	To acquaint the students with trends in Industrial Marketing.
Course Name : Strategic Marketing Management	
CO1	To understand marketing strategies and their impact on business models.
CO2	To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
CO3	To learn the various marketing strategies adopted by Companies to create a competitive advantage.
Human Resources Electives (Any Four)	
Course Name : Finance for HR Professionals and Compensation Management	
CO1	To enable students orient HR professionals with financial concepts to enable them to make prudent HR decisions.
CO2	To make students understand the various compensation plans.
CO3	To make students study the issues related to compensation management and understand the legal framework of compensation management.
Course Name : Strategic Human Resource Management and HR Policies	
CO1	To make students understand human resource management from a strategic perspective.
CO2	To link the HRM functions to corporate strategies in order to understand HR as a strategic resource.
CO3	To make students understand the relationship between strategic human resource management and organizational performance.
CO4	To enable students apply the theories and concepts relevant to strategic human resource management in contemporary organizations.
Course Name : Performance Management and Career Planning	
CO1	To make students understand the concept of performance management in organizations.
CO2	To enable students on how to review performance appraisal systems.
CO3	To make students understand the significance of career planning and practices.

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Course Name : Industrial Relations

CO1	To make students understand the concept of performance management in organizations.
CO2	To make students understand the significance of career planning and practices.

Course Name : Talent & Competency Management

CO1	To understand key talent management & competency management concepts.
CO2	To understand the concept and importance of competency mapping.
CO3	To understand the role of talent management and competency management in building sustainable competitive advantage to an organization.
CO4	To know the ethical and legal obligations associated with talent management.

Course Name : Stress Management

CO1	To understand the nature and causes of stress in organizations.
CO2	To familiarize the learners with the stress prevention mechanism.
CO3	To understand the strategies that help cope with stress in building sustainable competitive advantage to an organization.
CO4	To be able to apply stress management principles in order to achieve high levels of performance.

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Semester 6:	
Course Name : Operations Research	
CO1	To help students to understand operations research methodologies.
CO2	To help students to solve various problems practically.
CO3	To make students proficient in case analysis and interpretation.
Course Name : Project Work	
CO1	To inculcate analytical skills and research abilities in the minds of the students.
CO2	To encourage students to apply for internships and learn to prepare a report writing based on the internship.
CO3	To conduct research in their specialisation and learn to write a research report.
Finance Electives (Any Four)	
Course Name : International Finance	
CO1	The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance.
CO2	The course aims to give a comprehensive overview of International Finance as a separate area in International Business.
CO3	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market.
Course Name : Innovative Financial Services	
CO1	To familiarize the students with the fundamental aspects of various issues associated with various Financial Services.
CO2	To give a comprehensive overview of emerging financial services in the light of globalization.
CO3	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services.
Course Name : Project Management	
CO1	The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management.
CO2	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management.
CO3	To give a comprehensive overview of Project Management as a separate area of Management.
Course Name : Strategic Financial Management	
CO1	To upgrade the student's skills and knowledge for long term sustainability.
CO2	Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable.





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CO3	To acquaint learners with contemporary issues related to financial management.
Course Name : Financial Rural Development	
CO1	To acquaint the learners with the concept of rural banking.
CO2	To give an overview of micro finance and MSME finance.
CO3	To study the provisions of final accounts of the Banking Companies.
CO4	To understand risk management in rural finance.
Course Name : Indirect Taxes	
CO1	To understand the basics of GST.
CO2	To study the registration and computation of GST.
CO3	To acquaint the students with filing of returns in GST.
Marketing Electives (Any Four)	
Course Name : Brand Management	
CO1	To make students understand the meaning and significance of Brand Management.
CO2	To make students Know how to build, sustain and grow brands.
CO3	To help students to know the various sources of brand equity.
Course Name : Retail Management	
CO1	To familiarize the students with retail management concepts and operations.
CO2	To provide with understanding of retail management and types of retailers.
CO3	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
CO4	To create awareness about emerging trends in retail management.
Course Name : International Marketing	
CO1	To make students understand International Marketing, its Advantages and Challenges.
CO2	To provide an insight on the dynamics of International Marketing Environment.
CO3	To help students understand the relevance of International Marketing Mix decisions and recent developments in Global Market.
Course Name : Media Planning and Management	
CO1	To understand Media Planning, Strategy and Management with reference to current business scenario.
CO2	To know the basic characteristics of all media to ensure most effective use of advertising budget.
CO3	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.
Course Name : Sports Marketing	
CO1	To equip the learner with an understanding of the business of sports marketing.
CO2	To help the learner understand environmental factors influencing sports marketing.

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CO3	To help the learner understand components of marketing mix in the context of sports marketing.
CO4	To understand legal aspects in sports marketing & franchising agreements.
Course Name : Marketing of Non-Profit Organisation	
CO1	This course introduces students to the challenges of marketing in the nonprofit sector.
CO2	To understand the role and application of marketing to promote social change and to achieve social goals for non-profits organizations including social and cause related marketing, fundraising.
CO3	To apply marketing in a diverse range of non-profit environments including charities, social programs and ideas, health, education, arts, as well as goods and services.
CO4	To understand the advocacy v/s lobbying and the concept of CSR and the policy framework of CSR under the Companies Act of 2013.
Human Resource Electives (Any Four)	
Course Name : HRM in Global Perspective	
CO1	To make students understand the concepts, theoretical framework and issues of HRM in Global Perspective.
CO2	To provide with insights of the concepts of Expatriates and Repatriates.
CO3	To make students study International HRM Trends and Challenges.
Course Name : Organizational Development	
CO1	To enable students understand the concept of Organisational Development and its Relevance in the organization.
CO2	To make students Study the Issues and Challenges of OD while undergoing Changes.
CO3	To make students understand Phases of OD Programme.
CO4	To provide an Insight into Ethical Issues in OD.
Course Name : Organizational Development	
CO1	To enable students understand the concept of Organisational Development and its Relevance in the organization.
CO2	To make students Study the Issues and Challenges of OD while undergoing Changes.
CO3	To make students understand Phases of OD Programme.
CO4	To provide an Insight into Ethical Issues in OD.
Course Name : HRM in Service Sector Management	
CO1	To make students understand the concept and growing importance of HRM in service sector.
CO2	To make students understand how to manage human resources in service sector.
CO3	To help students understand the significance of human element in creating customer satisfaction through service quality.





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CO4	To make students understand the Issues and Challenges of HR in various service sectors.
Course Name : Workforce Diversity	
CO1	To understand the nature of workforce diversity.
CO2	To familiarize the learners with the strategies to deal with work force diversity.
CO3	To understand the impact of technology in managing workforce diversity.
CO4	To be able to interlink between workforce diversity and HRM functions.
Course Name : Human Resource Accounting & Audit	
CO1	To understand the value of human resource in organizations.
CO2	To understand the importance of Human Resource Accounting at National and International level.
CO3	To familiarize with the Human Resource Accounting Practices in India.
CO4	To familiarize the learners with the process and approaches of Human Resources Accounting and Audit.
Course Name : Indian Ethos in Management	
CO1	To enable student understand the concept of Indian Ethos in Management.
CO2	To help students to link the Traditional Management System to Modern Management System.
CO3	To make students understand the Techniques of Stress Management.
CO4	To make students understand the Evolution of Learning Systems in India.

Dr. Rahul Sanghavi
IQAC Coordinator

Asst. Prof. Pradeep Singh
BMS Co-ordinator

Dr. Samadhan Khamkar
Professor

Dr. Harish Kumar Purohit
Director

