



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)

Vision and Mission Statement of the Institute

Vision

Sheila Raheja School of Business Management and Research is committed to being an internationally acclaimed management institute which focuses on quality education and innovative research.

Mission

- To be an internationally acclaimed management institute for all stakeholders
- To impart quality management education for all students and unleash their high potential
- To ensure cutting edge technology and state of the art infrastructure that will enable teachers to nurture innovative pedagogy and learning methods for students
- To build a strong research culture

Dr. Rahul Sanghavi
IQAC Coordinator

Dr. Samadhan Khamkar
Program Head



Dr. Harish Kumar Purohit
Director



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: Master of Management Studies (MMS)

Program Educational Objective(s) (PEOs)

PEO Statements	
PEO1	To impart knowledge of basic and advanced concepts of Business Management by nurturing their potential to face local and global challenges in the business environment.
PEO2	To develop the perspective and potential towards teamwork and leadership using knowledge and skills for sustainable Organization.
PEO3	To equip students with techno-managerial skills and exhibit behavioral competencies to progress as budding entrepreneurs and responsible citizens.
PEO4	To encourage research acumen by simulating effective decision-making skills and maintaining ethical standards and value systems.

Program Outcome(s) (POs)

PO Statements	
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision-making.
PO3	Ability to develop Value-based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.



For Sheila Raheja School of Business
Management & Research

Director



Program: Master of Management Studies (MMS)

Course Outcome(s) (COs)

Semester 1:	
Course Name: Perspective Management	
C101.1	Students will be able to develop multiple perspectives that impact business and life.
C101.2	Students will be able to understand various organizational processes and behavioral theories.
C101.3	Students will be able to demonstrate leadership behavior.
C101.4	Students will be able to learn approaches and their consequences during crisis management.
C101.5	Students will be able to understand the role of managers and citizens in society.
C101.6	Students will be able to learn the ways of staying positive and having a healthy mind.
Course Name: Financial Accounting	
C102.1	Students will be able to understand the basic concepts, fundamentals and principles used in financial accounting and apply them.
C102.2	Students will be able to learn accounting mechanics for the preparation of corporate financial statements.
C102.3	Students will be able to understand the intricacies of accounting including depreciation accounting and revenue recognition for finalization of accounting and cost statements.
C102.4	Students will be able to apply the methodology and procedures for financial reporting and presentation of final accounts.



Course Name: Business Statistics

- | | |
|--------|---|
| C103.1 | Apply basic concepts of statistics in business situations by using charts and graphs. |
| C103.2 | Decide certainty, uncertainty and risk in Business Situations. |
| C103.3 | Apply knowledge of Probability concerning general Statistical Analysis. |
| C103.4 | Analyze Correlation, Regression and its application in Business Decisions. |

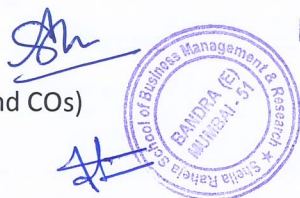
Course Name: Operations Management

- | | |
|--------|--|
| C104.1 | Students will be able to design the location, layout and process completion time in the manufacturing Industry. |
| C104.2 | Students will be able to apply inventory management techniques, sequencing techniques and production planning techniques in real-world problems. |
| C104.3 | Students will be able to apply knowledge of quality control, SQC and ISO for improvement of product quality. |
| C104.4 | Students will be able to apply knowledge of advanced operation management techniques such as SCM and Value Engineering. |

Course Name: Managerial Economics

- | | |
|--------|--|
| C105.1 | Students will be able to understand the theories of cost, the nature of production and its relationship to business operations and to understand the roles of managers in firms. |
| C105.2 | Students will be able to understand the internal and external decisions to be made by managers and to apply marginal analysis to the firm under various market conditions. |
| C105.3 | Students will be able to analyze the demand and supply conditions and evaluate the position of a company and integrate the concept of price and output decisions of firms under various market structures. |
| C105.4 | Students will be able to design competitive strategies including costing, pricing, product differentiation and market environment according to the nature of products and the structures of the markets. |
| C105.5 | Students will be able to analyze real-world business problems with a systematic theoretical framework. |

(SRBS-MMS: PEOs, POs and COs)



For Sheila Raheja School of Business
Management & Research

Page 3 of 18


Director

Course Name: Effective and Management Communication

- | | |
|--------|--|
| C101.1 | Focus on the importance of communication and the mechanics behind the communication process. |
| C101.2 | Differentiate between types of communication and barriers to communication. |
| C101.3 | To make written and verbal communication effective and attractive. |
| C101.4 | Demonstrate the ways to achieve meaningful written communication in business. |

Course Name: Organizational Behaviour

- | | |
|--------|---|
| C102.1 | Students will be able to understand the organizational behavioral concepts. |
| C102.2 | Students will be able to apply organizational behavioral concepts, models and theories to solve real-world problems. |
| C102.3 | Students will be able to Practice analytical skills that will help to diagnose problems in organizations and generate effective solutions |
| C102.4 | Students will be able to evaluate the importance of organizational behavior by using techniques & strategies to uplift the organization. |

Course Name: Negotiation and Selling Skills

- | | |
|--------|---|
| C103.1 | Apply the concept of Integrative Distributive Negotiation in different business situations. |
| C103.2 | Analyze business situations by using BATNA, ZOPA, and other negotiating concepts. |
| C103.3 | Apply knowledge of Negotiation Strategies in challenging market situations. |
| C103.4 | Analyze the concept of SPANCO and the seven steps to a deal. |

Course Name: Information Technology for Management

- | | |
|--------|---|
| C104.1 | To understand the significance of information technology and conceptual framework for individual and business management. |
| C104.2 | To recognize the role, impact and emerging trends of information technology for Business management and its applications. |
| C104.3 | To explore social, economic, legal and ethical aspects of Information Technologies and apply them to Business Management. |

(SRBS-MMS: PEOs,POs and COs)



For Sheila Raheja School of Business
Management & Research

Handwritten signature and the title "Director".

C104.4	To apply knowledge of emerging information technology management tools and techniques to solve business problems.
Semester 2:	
Course Name : Marketing Management	
C201.1	Understand the dynamics of marketing in business
C201.2	Apply theoretical marketing concepts to practical situation
C201.3	Demonstrate the ability to carve out a market research project
C201.4	To communicate unique marketing mixes and selling propositions for specific products and service
C201.5	Construct a written sales plan along with interactive presentations
C201.6	Apply different Marketing strategies to business growth
Course Name: Financial Management	
C202.1	Students will be able to exhibit the applicability of the concept of Financial Management to understand managerial decisions and corporate capital structure.
C202.2	Students will be able to analyze the complexities associated with the management of the cost of funds in the capital structure.
C202.3	Students will be able to apply ratio analysis and critically evaluate corporate financial statements for decision-making.
C202.4	Students will be able to demonstrate and help to understand the overall working and importance of the financial functions.
C202.5	Students will be able to enhance their ability to use various tools for evaluating various capital expenditure decisions.
Course Name: Operations Research	
C203.1	Students will be able to apply various optimization techniques to enhance business outcomes.
C203.2	Students will be able to design a competitive business environment by using simulation techniques.

C203.3	Students will be able to understand and apply various project management techniques for making appropriate decisions in business.
C203.4	Students will be able to apply various waiting time models as decision-making tools in an Industry.

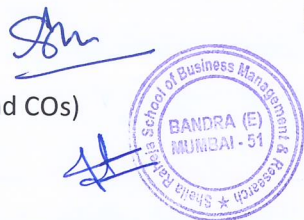
Course Name : Business Research Methods

C204.1	The student will be able to understand the basic concepts of Research Methods.
C204.2	The student will be acquainted with the scientific methodology in the business domain and also become analytically skillful.
C204.3	The student will be able to understand the tools used for data collection of research.
C204.4	The student will be able to understand data preparation, editing, coding, data entry, validity of data, data analysis, statistical techniques, factors analysis and application of statistical software for data analysis.
C204.5	Students will become familiar with skills for scientific communication through report writing, ethics in research and subjectivity and objectivity in research.
C204.6	Students will become familiar to prepare research reports with the present status of the business and its practical relevance in the corporate.

Course Name : Human Resource Management

C205.1	To develop an understanding of the concept & Functions of HRM and its relevance in organizations.
C205.2	To develop necessary skill sets for the application of various HR issues such as procurement, performance appraisal, motivation, training and development, etc.
C205.3	To analyze the strategic issues and strategies required to select and develop manpower resources with change management.
C205.4	To integrate the knowledge of HR concepts to make correct business decisions with appropriate strategic management.

(SRBS-MMS: PEOs, POs and COs)



For Sheila Raheja School of Business Management & Research

Page 6 of 18

Handwritten signature and the word "Director" printed below it.

Course Name : Business Environment

- | | |
|--------|---|
| C201.1 | Students will be able to develop analytical and critical thinking abilities to operate in a dynamically changing business environment. |
| C201.2 | Students will be able to analyze social, cultural, macro-economic, legal, ethical and political aspects of the business environment and their applications for business management. |
| C201.3 | Students will be able to apply knowledge of dynamically changing business environment theories and practices to make business strategies and solve business problems. |

Course Name : Analysis of Financial Statements

- | | |
|--------|---|
| C202.1 | The students will be able to conduct EIC analysis using macro and micro economic factors. |
| C202.2 | The students will be able to understand the mechanics of financial statements and the various ratios for their analysis. |
| C202.3 | The students will be able to calculate, estimate interpret and analyze the financial performance of the company using basic valuation techniques. |
| C202.4 | The students will be able to apply various dynamics of each sector to build a successful financial model. |

Course Name : Entrepreneurship Management

- | | |
|--------|--|
| C203.1 | Identify the skills required for an Entrepreneur. |
| C203.2 | Describe the business environment and Government policies to become an Entrepreneur. |
| C203.3 | Develop a business plan considering the functional areas required for starting a business. |
| C203.4 | Apply the process involved in product launching and its growth strategies. |


Semester 3:**Course Name : International Business**

- | | |
|--------|--|
| C301.1 | Developing Analytical abilities among students for decision-making in international Business Operations. |
|--------|--|

(SRBS-MMS: PEOs,POs and COs)

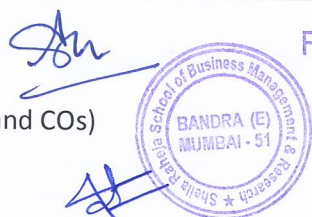


For Sheila Raheja School of Business
Management & Research


Director

C301.2	To analyze social, economic, legal, and ethical aspects of International Business and apply them to Business Management
C301.3	Apply knowledge of emerging theories and trends in International Business and practices to solve business problems.
Course Name: Strategic Management (UA)	
C302.1	The student will be able to appreciate the role of strategic thinking in a changing business environment.
C302.2	The student will be able to apply PESTEL, SWOT, the process of strategy formulation and implementation in modern business.
C302.3	The student will be able to understand internal competencies, and VRIO Analysis, and use different strategies while competing in domestic and global markets.
C302.4	The student will be able to classify and evaluate SBU strategies
C302.5	The student will be able to analyze strategic alliances, mergers and acquisitions, strategic evaluation and control, and change management.
Finance Specialization	
Course Name: Financial Markets and Institutions	
C301.1	Students will be able to explicate the Indian financial system and the role of the Reserve Bank of India in the Indian Financial System
C301.2	Students will be able to understand various products issued by financial institutions in primary, secondary, and emerging markets in India.
C301.3	Students will be able to explain the functions of derivatives markets in the country and the working of intermediaries in the financial systems
C301.4	Students will be able to understand the workings of fixed-income securities and their calculations

(SRBS-MMS: PEOs, POs and COs)



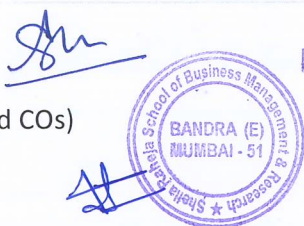
For Sheila Raheja School of Business
Management & Research

Page 8 of 18

Handwritten signature and the title **Director**.

C301.5	Students will be able to explain the functions of foreign exchange markets in the financial system
Course Name :Corporate Valuation and Mergers & Acquisitions	
C302.1	The student will be able to understand the concepts related to valuation and the basic definitions of related terms.
C302.2	The student will be able to determine the methods to be used for the valuation of the business.
C302.3	The student will be able to understand the risk and the outcomes involved.
C302.4	The student will be able to evaluate the valuation using various Methods.
C302.5	The student will be able to determine the types of restructuring, mergers and acquisitions in the market along with their merits and demerits.
C302.6	The student will be able to estimate the tax considerations and financial aspects of a corporate valuation.
Course Name : Security Analysis and Portfolio Management	
C303.1	Students will be able to understand the various concepts in portfolio management.
C303.2	Students will be able to understand various tools and methods of evaluating the portfolio.
C303.3	Students will be able to design and manage bond as well as equity portfolios in the real world.
C303.4	Students will be able to explore the different avenues of investment.
C303.5	Students will be able to provide a theoretical and practical background in the field of investments.
Course Name :Financial Regulations	
C304.1	Students will be able to explain the regulatory framework and its significance in the financial system
C304.2	Students will be able to explain the regulatory framework for SEBI in regulating the capital market/ RBI for banking regulation
C304.3	Students will be able to identify the regulatory framework of IRDA and CCI

(SRBS-MMS: PEOs,POs and COs)



For Sheila Raheja School of Business Management & Research

Page 9 of 18

Handwritten signature and the title "Director" below it.

C304.4	Students will be able to compare the significance of FEMA and foreign trade policy regulations framework
C304.5	Students will be able to explain the concept of money laundering and its significance with the Foreign Direct Investment and Credit Rating Agencies
Course Name : Derivatives and Risk Management	
C305.1	Students will be able to enhance their knowledge of the basics of financial derivatives and derivative markets.
C305.2	Students will be able to develop an understanding of future and forward contracts.
C305.3	Students will be able to know the primary concepts of option contracts pay off and different option strategies.
C305.4	Students will be able to highlight the role of financial derivatives in contemporary capital markets, in particular for risk management.
C305.5	Students will be able to establish critical thinking, analytical and problem-solving skills in the context of derivatives pricing and hedging practice.
Course Name: Investment Banking	
C301.1	Students will be able to understand financial analysis and valuation of businesses and the mechanics of deal structuring
C301.2	Students will be able to identify Public offers, buybacks and delisting
C301.3	Students will be able to evaluate the mechanics and valuation of IPOs
C301.4	Students will be able to analyze the valuation in M&A and LBO
C301.5	Students will be able to enhance their opinions on issues relating to investments
HRM Specialization	
Course Name: Training & Development	
C301.1	The student will be able to understand the concept of training and development.
C301.2	The student will be able to define the basic terminology about training and development.
C301.3	The student will be able to design training modules and organize training sessions.

(SRBS-MMS: PEOs,POs and COs)



For Sheela Raheja School of Business Management & Research

Director

C301.4	The student will be able to apply the process of training and evaluate its outcome.
Course Name: Compensation and Benefits	
C302.1	The student will be able to understand the role and functions of compensation systems in an organization.
C302.2	The student will be able to evaluate the various aspects of salary components and compensation packages in organizations.
C302.3	The student will be able to apply effective pay plans in compliance with legal standards to increase organizational effectiveness.
C302.4	The student will be able to design and calculate salary break-ups for given CTCs and taxation.
Course Name :Competency-Based HRM and Performance Management	
C303.1	The student will be able to understand both theoretical and application-oriented inputs on competency mapping and developing competency models.
C303.2	The student will be able to understand and apply various performance-based tools, and their significance in real-life situations.
C303.3	The student will be able to develop an understanding of the Performance Management system and strategies adopted by the Organizations.
Course Name: Labour Laws and Implications on Industrial Relations	
C303.1	The students will be able to know the basics of Industrial Relations and its significance to Labor Laws.
C303.2	The students will be able to understand the basic concepts of labor laws in a practical sense.
C303.3	The students will be able to learn the application of various acts under study in different case laws.
Course Name : HR Planning and Application of Technology in HR	
C304.1	Understand the concepts of HR functions in planning and staffing organizational manpower requirements. Students will be able to understand the concepts of HR functions in planning and staffing organizational manpower requirements.

(SRBS-MMS: PEOs,POs and COs)



For Sheila Raheja School of Business Management & Research

Page 11 of 18

Director

C304.2	The students will be able to compare the fundamental HR principles, techniques and judgment in supply-demand forecasting techniques.
C304.3	The students will be able to apply the aspects of workforce diversity and integrate them into the strategic initiatives taken for HR planning.
C304.4	The students will be able to evaluate and reflect on the use of the application of technology in HR.
C304.5	The students will be able to collaborate on the concepts of Business Analytics and HR Analytics in HR planning metrics.
Course Name: Global HRM	
C304.1	The Student will be able to understand the concept of International HRM.
C304.2	The Student will be able to analyze the various aspects of the International workforce.
C304.3	The Student will be able to determine the process of expatriation and repatriation.
C304.4	The Student will be able to interpret the aspects of international labor and legislation.
Operations Specialization	
Course Name: Supply Chain Management	
C301.1	Developing Analytical abilities among students for decision-making in supply chain management.
C301.2	To analyze technical, social, economic, legal, and ethical aspects of Supply Chain Management and apply them to Business Management.
C301.3	Apply knowledge of emerging theories and trends in Supply Chain Management and practices to solve business problems.
Course Name: Operations Analytics	
C302.1	Students will be able to understand the need for gaining data insights and the need for predictive analytics.



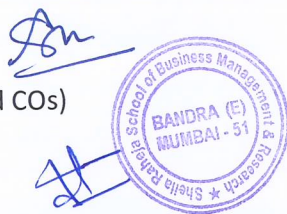
C302.2	Students will be able to Understand and Apply how predictive analytics can be translated into key performance indicators for different operational areas.
C302.3	Students will be able to analyze the varied requirements of demand analytics, service analytics, and supply chain analytics and create analytics measures by deploying different analytics tools.
C302.4	Students will be able to Evaluate the efficacy of each of the operational areas using analytics. Creating modeling and simulation techniques.
Course Name :Service Operations Management	
C303.1	Students will be able to understand and remember the knowledge about the Characteristics, Classification, Delivery System, process simulation and Site Selection for Services.
C303.2	Students will be able to analyze and apply a type of service firm Demand Sensitive Services, Delivered Services and Quasi-manufacturing Services in delivering service quality.
C303.3	Students will be able to evaluate & apply the workflow of services to develop quantitative models for Demand Sensitive Services, Delivered Services, Quasi-manufacturing Services, Yield Management and Inventory Management.
Course Name: Manufacturing Resource Planning & Control	
C304.1	Students will be able to understand the importance of manufacturing resource planning and control to achieve continuous improvement.
C304.2	Students will be able to develop an effective Master Production Schedule that provides the basis for making good use of manufacturing resources.
C304.3	Students will be able to apply the Capacity Planning and Management techniques for determining the capacity requirements and matching capacity with plans.
C304.4	Students will be able to develop and use an effective Production Activity Control system to ensure the execution of materials plans, reduce WIP, inventories and lead times, and meet customer service goals.
C304.5	Students will be able to understand the integration of supply chain, inventory information and physical distribution with the Manufacturing Planning and Control system.
Course Name :Materials Management	

Sh



Sh
Director

C305.1	To understand the importance of materials management functions in an organization.
C305.2	To understand principles of material handling to minimize transportation costs.
C305.3	To apply the various ethical purchase and procurement practices for Capital equipment purchasing and Import procurement.
C305.4	To understand warehouse management, classification, standardization and codification of materials, stores accounting and scrap management.
C305.5	To understand materials requirements planning (MRP) and to develop a master production schedule
Course Name: Total Quality Management	
C301.1	The students will be able to evaluate the principles of Management and explain how these principles can be applied within quality management systems.
C301.2	Identify the key aspects of the quality improvement cycle and select and use appropriate tools and techniques for controlling, improving and measuring quality.
C301.3	Critically appraise the organizational communication and teamwork requirements for effective quality management.
C301.4	Critically analyze the strategic issues in quality management including current issues and developments and devise and evaluate quality implementation plans.
Marketing Specialization	
Course Name : Sales Management	
C301.1	The students will be able to relate to the role that Salesforce plays in the implementation of marketing strategies and the selling process.
C301.2	The students will know about all important factors of sales management by analyzing the processes involved in recruiting, selecting, training, motivating, compensating, and retaining salespeople.
C301.3	The students will understand what is to be evaluated in a sales presentation that is tailored to a potential buyer's needs.
Course Name :Marketing Strategy	



C302.1	The students will be able to apply the principles and concepts of marketing strategy.
C302.2	The students will be able to understand the new product development process in marketing strategy.
C302.3	The students will be able to analyze the role of marketing intelligence in marketing strategy.
C302.4	The students will be able to evaluate a marketing plan and channel policy.
Course Name: Consumer Behaviour	
C303.1	Students will be able to appreciate the role of consumer behavior in changing business environments.
C303.2	Students will be able to apply models of consumer behavior in modern business.
C303.3	Students will be able to understand key psychological concepts – motivation, perception, learning, attitude, and personality.
C303.4	Students will be able to understand social class, groups, culture & sub-culture, post-purchase behavior & organizational buying process.
Course Name : Services Marketing	
C304.1	Students will be able to understand the fundamentals of Services Marketing.
C304.2	Students will be able to apply service marketing concepts for planning, forecasting and customer relationship management.
C304.3	Students will be able to evaluate customer complaints as an opportunity and work towards a wider loyal customer base..
C304.4	Students will be able to apply theoretical service marketing concepts to practical situations.
Course Name : Product & Brand Management	
C305.1	Students will be able to apply knowledge of product management and branding in modern marketing.

C305.2	Students will be able to understand product decisions and new product development processes.
C305.3	Students will be able to analyze key issues in brand management and branding decisions, learning attitude, and personality.
C305.4	Students will be able to analyze brand equity and use the concept in modern trade.
Course Name : Marketing Research & Analysis	
C305.1	Students will be able to understand the fundamentals of marketing research.
C305.2	Students will be able to get an overview of the marketing research process.
C305.3	Students will be able to formulate a research design, questionnaire design as well as sampling design.
C305.4	Students will be able to apply the concepts practically through critical thinking case studies.
C305.5	Students will be able to process data and subsequently conduct data analysis.
C305.6	Students will be able to develop their cognitive as well as subject-specific skills.
Semester 4:	
Course Name: Project Management (UA)	
C401.1	Students will be able to define the concepts of Project
C401.2	Students will be able to predict the parameters of cost, time and quality in project management
C401.3	Students will articulate various techniques such as CPM /PERT/earned value analysis
C401.4	Students will be able to estimate the projected financial statement
C401.5	Students will be able to conceive an idea, evaluate its feasibility and make it workable
Finance Specialization	
Course Name: Commercial Banking	

Sh




M
Director

C401.1	Students will be able to describe the history of Indian banking, banking sector reforms and related areas
C401.2	Students will be able to evaluate a bank's performance
C401.3	Students will be able to describe the significance of capital adequacy regulation and its impact on banks
C401.4	Students will be able to describe various risks in banking operations and tools of management of risks
C401.5	Students will be able to describe foreign exchange and money market operations
HRM Specialization	
Course Name: OD and Change Management	
C402.1	Students will be able to understand the basic concepts, tools and techniques used in Organizational Development and change management.
C402.2	Students will be able to analyze Organizational Development Changes Related to structure - Culture, Communication, Environmental impact, Innovation & creativity.
C402.3	Students will be able to determine the underlying assumption of organizational development and approach to OD.
C402.4	Students will be able to analyze the data, and methods of Monitoring Change & able to study the latest trends in organizational development.
Operations Specialization	
Course Name: Strategic Sourcing in Supply Management	
C403.1	Students will be able to define the structure
C403.2	Students will be able to summarize the logistics strategy
C403.3	Students will be able to examine the forces shaping international logistics in a global market
C403.4	Students will be able to appraise accurately the risks that occurred due to loss of focus on the satisfaction of end customers' demand

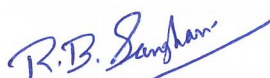
(SRBS-MMS: PEOs, POs and COs)



For Sheela Rahoja School of Business
Management & Research


Director

C403.5	Students will be able to detect the options available for managing inventory
C403.6	Students will be able to understand legal issues faced by purchasing and supply chain managers
Marketing Specialization	
Course Name: Integrated Marketing Communications	
C404.1	Learners will understand the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program
C404.2	Students will be able to describe the various aspects and components of the promotional mix that form a part of Integrated Marketing Communication
C404.3	Students will be able to evaluate and select the methods marketers can use to assess and measure the effectiveness of a promotional campaign
C404.4	Students will learn how companies manage consumers' perceptions during a crisis using Public relation
C404.5	Students will be able to design media plans for IMC elements
C404.6	Students will able to compare different aspects of direct selling through personal and internet



Dr. Rahul Sanghavi
IQAC Coordinator


Dr. Samadhan Khamkar
Program Head




Dr. Harish Kumar Purohit
Director

Place: Mumbai

Date: 16th June 2023



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)

Vision and Mission Statement of the Institute

Vision

Sheila Raheja School of Business Management and Research is committed to being an internationally acclaimed management institute which focuses on quality education and innovative research.

Mission

- To be an internationally acclaimed management institute for all stakeholders
- To impart quality management education for all students and unleash their high potential
- To ensure cutting edge technology and state of the art infrastructure that will enable teachers to nurture innovative pedagogy and learning methods for students
- To build a strong research culture

Dr. Rahul Sanghavi
IQAC Coordinator

Dr. Samadhan Khamkar
Program Head



Dr. Harish Kumar Purohit
Director



Program: Bachelor of Management Studies (BMS)

Program Educational Objective(s) (PEOs)

PEO Statements	
PEO1	Graduates will be able to demonstrate competency and leadership to become professional, employees and entrepreneurs leading to a successful career or pursue higher education.
PEO2	Graduates will be able to demonstrate commitment towards preservation of environment and sustainable development of the society.
PEO3	Graduates will pursue lifelong learning in generating innovative solutions and practices using research and complex problem solving skills

Program Outcome(s) (POs)

PO Statements	
PO1	Domain knowledge: The programme helps the students to apply sound domain knowledge and competence in Management studies with respective techniques and theories constructively.
PO2	Communication skills: The programme develops and puts into practice effective academic and creative writing, oral communication, reading and presentation skills and use appropriate body language.
PO3	Critical thinking, analytical and Cognitive ability: The programme enables the students to analyse, interpret, evaluate and present texts.
PO4	Research skills: The programme helps to identify, select, organize and use research techniques to carry out research and value intellectual property rights.





PO5	Use of modern tools: The programme helps to choose and use basic computer applications and social media.
PO6	Environment and society: The programme focuses to serve and assist in socially/ environmentally useful and productive work.
PO7	Respect for others: The programme enables students to show sensitivity for the underprivileged, the differently abled and the discriminated and understand gender diversity, differences and display conflict management skills.
PO8	Ethics: The programme discusses and assesses values of human dignity, empathy, integrity, moral courage, social justice, inclusivity.
PO9	Individuality, team work and project management: The programme enables student to develop professionalism, organizational skills and employability skills, make decisions, put into practice self-, time- and change management and solve problems.
PO10	Lifelong learning: The programme cultivates confidence, inner strength, creative and original thinking, attitude to continuously update and upgrade one's knowledge and expertise.





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)

Page 3 of 18


Director





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)

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.



Director



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.





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)

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.

(SRBS-BMS: PEOs, POs & COs)

Page 6 of 18

For Sheila Raheja School of Business
Management & Research

Director





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)

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.





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)

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





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)

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.



For Sheila Raheja School of Business
Management & Research

Director



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.





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)

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.





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)

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.

(SRBS-BMS: PEOs, POs & COs)

Page 13 of 18

For Sheila Raheja School of Business
Management & Research



Director



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.

[Handwritten signature]



[Handwritten signature]
Director



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.





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)

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.



For Sheila Raheja School of Business
Management & Research

Director



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)

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.





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)

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

