

Syllabus Framework as per LOCF



Hindi Vidya Prachar Samiti's

Ramniranjan Jhunjhunwala College

of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus Framework as per LOCF

Program: B.M.S.

Program Code: RJCUBMS

(CBCS 2020-2021)

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THE PREAMBLE

Why BMS?

Studying management gives you all the skills you need to deal with employees in a professional and an organized manner. It will also give you the knowledge and confidence you need to direct teams successfully.

However, it's important to remember that before you can manage other people, you need to know how to manage yourself. Completing a management degree will help you to learn a range of essential skills such as self-discipline, and organization which you'll also be able to use when managing others in the future.

Why BMS at RJ College?

The BMS department was introduced in the year 1999 and since its inception there is no turning back with lots of innovative methods in grooming the future managers and entrepreneurs.. Our strength is our teaching faculties comprising both core and full time faculties with good industry exposure. We not only train the learners in theoretical knowledge but also give them a wide industrial exposure by motivating the students to take up internships and arranging industrial visits for all the three years.

To be more employable and saleable in the job market we take up initiatives to develop the language proficiency of the learners.. Students are motivated to participate in various intra collegiate and intercollegiate competitions.. Opportunities are provided to make projects and presentations.. Emphasis is on following the case study pedagogy for developing the managerial and leadership skills.

The Rotaract Club of RJ College is managed by the BMS department which contributes towards the Personality Development of the students. It also gives them a wide international exposure and extensive networking. The club is also instrumental in making the students more humanitarian, ethical and a good human being through community services.

Our Curriculum, Your Strength

The curriculum is designed in such a way that it helps the students to develop cognizance of the importance of management principles. The curriculum takes the learners not only through the journey of management and leadership functions but also focuses on their moral and ethical development. It also paves a path for the students to decide on their area of specialization (Finance, Marketing, and Human Resource Management) in the field of management.

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The curriculum would evolve the learner to be more innovative and creative in the field of management and more importantly the area of specialization that they have chosen. It would also give an opportunity to the learners to explore the entrepreneurial avenues.

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PROGRAM OUTCOMES OF GENERAL UNDERGRADUATE DEGREE PROGRAMS

Students of all undergraduate degree programme at the time of graduation will be benefited will be able to

Critical Thinking

Comprehend the matter they come across and be capable to take a sound viewpoint about things which will highlight their intellectual acumen as well as enable them to look at the world through multiple lenses

Effective communication

Listen, speak, read and write. They should communicate properly by conveying their thoughts. They will use technology for communication. They will be able to network with people with all available channels. They will be developing communication skills in English, Hindi and a local language would be an added advantage.

Social Interaction

Respect each other and should be able to resolve conflicts and help in reaching amicable solution. They should be able to work in diverse teams. They should be able to distinguish when and what is socially acceptable.

Responsible citizen

Contribute to Nation development through social service. Being empathetic and sympathetic to fellow beings.

Honesty and Integrity, Ethics

Recognize different values and systems and respect them. In decision making moral values should be given prime importance.

Environmental and Sustainability

Environmental issues would be considered and problem solving with sustainable development would be chosen.

Life Long learning

Enjoy learning in every situation.

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Programme Specific Outcome B.M.S.

Management skills play a vital role in every individual's life. The course would enable the learners to inculcate academic knowledge and skills to pursue a career in management not only at the domestic level but also at the global level. It also helps the learners to have a better and a broader understanding of businesses with respect to specific areas of Finance, Marketing and Human Resource Management.

Learners will be better equipped towards team work, Time management, Stress Management and also be more creative and innovative. Learners will be trained to be not only business leaders but also entrepreneurs. The curriculum also imbibes courses that would make students more employable and a good human being.

The curriculum provides an opportunity to all the learners to choose their area of specialization in terms of Finance, Marketing and Human Resource Management

PSO1 Finance

The learners enrolled under the Finance specialization will be able to demonstrate an understanding of the overall finance function along with an knowledge in financial management. They would develop skills to apply financial models to make financial decisions.

PSO2 Marketing

The learners enrolled under the Marketing specialization will not only gain an in depth knowledge on marketing and innovative marketing strategies but also they would gain an comprehensive view on E Commerce, Digital marketing, Global Marketing which would help them to drive the business growth. The learners will be in a position to use various marketing tools and also apply marketing theories and frameworks to solve marketing problems. The learners would be able to analyze the internal and external marketing environment and accordingly prioritize the marketing strategies.

PSO3 Human Resource Management

The learners under the specialization of Human Resource Management would be in a position to understand the key concepts and practices within the field of Human Resource Management. They would develop competency in areas of problem solving and providing innovative solutions in the fields of HRM. Apart from this the learner will also develop the relevant skills that are required for the application of HR related issues. The learners will be enabled with the potential to integrate the various HR concepts with the domain concept to take correct business decisions.

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BMS Course Programme Outcome

Programme Outcome	First Year Sem-I							First Year Sem-II						
	RJCUBMS101	RJCUBMS102	RJCUBMS103	RJCUBMS104	RJCUBMS105	RJCUBMS106	RJCUBMS107	RJCUBMS201	RJCUBMS202	RJCUBMS203	RJCUBMS204	RJCUBMS205	RJCUBMS206	RJCUBMS207
Analytical Reasoning	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Critical Thinking	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Core Competence	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Entrepreneurial Skills	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Problem Solving	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Research Skills	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Team Work	√	√	√	√	√	√	√	√	√	√	√	√	√	√

Programme Outcome	Second Year Sem-III							Second Year Sem-IV															
	RJCUBMS301A	RJCUBMS301B	RJCUBMS301C	RJCUBMS302A	RJCUBMS302B	RJCUBMS302C	RJCUBMS303	RJCUBMS304	RJCUBMS305	RJCUBMS306	RJCUBMS307	RJCUBMS401A	RJCUBMS401B	RJCUBMS401C	RJCUBMS402A	RJCUBMS402B	RJCUBMS402C	RJCUBMS403	RJCUBMS404	RJCUBMS405	RJCUBMS406	RJCUBMS407	
Analytical Reasoning	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Critical Thinking	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Core Competence	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Entrepreneurial Skills	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Problem Solving	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Research Skills	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Team Work	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

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Programme Outcome	Third Year Sem-V						Third Year Sem-VI																					
	RJCUBMS301A	RJCUBMS301B	RJCUBMS301C	RJCUBMS302A	RJCUBMS302B	RJCUBMS302C	RJCUBMS301A	RJCUBMS301B	RJCUBMS301C	RJCUBMS301A	RJCUBMS301B	RJCUBMS301C	RJCUBMS305	RJCUBMS306	RJCUBMS401A	RJCUBMS401B	RJCUBMS401C	RJCUBMS402A	RJCUBMS402B	RJCUBMS402C	RJCUBMS402A	RJCUBMS402B	RJCUBMS402C	RJCUBMS402A	RJCUBMS402B	RJCUBMS402C	RJCUBMS405	RJCUBMS406
Analytical Reasoning	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Critical Thinking	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Core Competence	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Entrepreneurial Skills	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Problem Solving	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Research Skills	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Team Work	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

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Teaching Learning Process

The teaching learning process in the learning outcomes based curriculum framework in the subject of Management Studies is designed to develop the cognitive skills of every learner. The course offers the requisite skills for a professions and jobs in all areas of management. All courses have Case studies as an integral part which promotes the learner to acquire the requisite skills for employment by learning real life problem solving skill.

An interesting combination of teaching learning processes is adopted in which the teacher and learners are actively involved.

Some of the salient teaching learning processes are

- ✓ Class lectures
- ✓ Presentations
- ✓ Group Discussion, workshops
- ✓ Case Study pedagogy
- ✓ Peer teaching and learning
- ✓ Project based learning, quiz, seminars, exhibitions, posters.
- ✓ Research Based Projects
- ✓ Technology enabled self-learning
- ✓ Internships
- ✓ LMS (Google Classroom)

The effective teaching strategies would address the requirements of learner to learn at their own pace. The teaching pedagogy adopted to ensure inculcate higher order skills in the learner. The entire program is also designed to foster human values, environmental consciousness for an equable society. The teaching learning processes adopted would aim at participatory pedagogy.