



**Smt. Jamnabai H. Wadhwa College of Technology (BCA)**  
**And Kothari College of Management Studies (BMS)**

Opp. Inlaks Hospital, Chembur Colony, Mumbai - 400 074. Tel.: 8291889881

**2.6.2 Attainment of Programme outcomes and course outcomes are evaluated by the institution**

Programme Name	Programme Specific Outcomes
<b>Bachelor of Computer Application (BCA)</b>	<p>There has been an accelerating development in the Computer Industry and the number of women entering the field is growing rapidly. In order to cater to the demands of the computer industry as well as women aspiring to achieve quality education and qualification in computer technology in the new millennium A. S. Hemu Kalani Yadgar Mandal has introduced Bachelor of Computer Applications (BCA) a Bachelor's program of 3 years duration under Smt. Jamnabai H. Wadhwa College of Technology in the academic year 2008-09. Affiliated to S.N.D.T. Women's University.</p> <p>The BCA Programme aims to produce trained professional in software technology needed for the ongoing research in Computer Applications within the country and abroad.</p> <ul style="list-style-type: none"> <li>• To provide career options for women in the Computer Industry.</li> <li>• To create an objective platform for women who would like to work independently for any modern developing systems.</li> <li>• To Create Women Entrepreneurs</li> <li>• I. T. Industry.</li> </ul> <p>The study period of BCA includes various subjects such as programming in C Language, Networking, Data structure, Advanced C Language Programming, Database Management, Mathematics, Software Engineering, Android Development, Internet Programming, Artificial Intelligence. (There is a huge scope in the field of BCA Job options like Self Employment, Freelancing, Lecture) The student can work as a System Engineer, Junior Programmer, Web Developer, System Administration.</p>

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**Bachelor in Management studies (BMS)**

There has been an accelerating development in the Business & Management and the number of women entering the field is growing rapidly. In order to cater to the demands of the industry as well as women aspiring to achieve quality education and qualification in Management Studies in the new millennium, A. S. Hemu Kalani Yadgar Mandal has introduced Bachelor of Management Studies (BMS) under Kothari College of Management Studies in the academic year 2008-09. The Government has granted permission to start the Bachelor's Program and the program is affiliated to S.N.D.T. Women's University.


The BMS Programme aims

- To produce trained professional in management and administrative areas needed for the ongoing demand and growth within the country and abroad.
- To provide career options for women in the Computer Industry
- To create an objective platform for women who would like to work independently for any modern developing systems.
- To Create Women Entrepreneurs.

Various specialization offered in the course include Marketing Management, Human Resource, Entrepreneurship Development, International Business, etc.

It helps in learning business and management techniques and candidates who complete the course can expect lucrative jobs in corporate fields, managerial roles, start-ups, etc.

The course is a good opportunity for leaders to become managers or great entrepreneurs in the future.

  
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**PROGRAMME: BACHELOR OF Computer Applications**

**Course Outcomes of BCA semester I/II course**

**Course Code: 1102**

**Course Name: PROBLEM SOLVING USING C**

After completing the course the student will be able to:

<b>CO 1</b>	To develop logic which will help them to create programs in C.
<b>CO 2</b>	Demonstrate an understanding of computer programming language concepts.
<b>CO 3</b>	Design and develop computer programs, analyze, and interpret the concept of pointers, declarations, initialization, operations on pointers and their usage
<b>CO 4</b>	Identify the importance of files, structures, functions and pointers in C Programming Language.
<b>CO 5</b>	By learning the basic programming constructs they can easily switch over to any other language in future Develop applications

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**Course outcome of BCA semester III course**

**Course Code:- 3102**

**Course Name:- JAVA PROGRAMMING**

After completing the course the student will be able to:

CO 1	To teach Object-Oriented programming concepts, techniques, and applications using the Java programming language.
CO 2	Problem solving skills – to analyze real life problem, find and develop algorithmic steps to solve it and then implement these steps in JAVA
CO 3	Experience with developing and debugging software in Java.
CO 4	To develop real life projects using database connectivity with JDBC
CO 5	To understand the fundamentals of object-oriented programming in Java, including defining classes, objects, etc.

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**Course outcome of BCA semester IV course**

**Course Code:- 4104**

**Course Name:- Software Engineering**

After completing the course the student will be able to:

CO 1	Define software Engineering and terminologies related to it along with the ethical responsibilities of the software engineer.
CO 2	Identify the different process activities to analyze the different software Process models.
CO 3	Able to apply the methods of requirement elicitation.
CO 4	Design software by using strategies of project management.
CO 5	Apply rapid software development methods and decide on appropriate software architecture and testing

**Course outcome of BCA semester V course**

**Course Code:- 5102**

**Course Name:- ARTIFICIAL INTELLIGENCE**

After completing the course the student will be able to:

CO 1	The basic principles, techniques, and applications of Artificial Intelligence.
CO 2	The historical perspective of AI and its foundations.
CO 3	A basic understanding of the building blocks of AI.
CO 4	Intelligent agents: Search, Knowledge representation, inference, logic, and learning
CO 5	Students will be able to demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations.
CO6	Students will be able to understand the fundamentals of various applications of AI techniques in intelligent agents, expert systems models.

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**Course outcome of BCA semester VI course**

**Course Code:- 6104**

**Course Name: - Web Technology**

After completing the course the student will be able to:

<b>CO 1</b>	Understand and explain working of different components of computer, and parallel processing
<b>CO 2</b>	Apply addressing modes and instruction set to write assembly language programs and analyze I/O interface.
<b>CO 3</b>	Analyze the working of memory system.
<b>CO 4</b>	Solve problem from arithmetic and memory unit.
<b>CO 5</b>	Analyze the circuits in basic processing unit and embedded systems.

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**PROGRAMME: BACHELOR OF MANAGEMENT STUDIES**

Course outcome of BMS I/II

Course Code:- 1001

Course Name: - Principles of Management

After completing the course the student will be able to:

CO 1	Understand the concepts related to Business.
CO 2	Demonstrate the roles, skills and functions of management.
CO 3	Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
CO 4	Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

Course Code:- 1004

Course Name: - Marketing Management

After completing the course the student will be able to:

CO 1	Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
CO 2	Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
CO 3	Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

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**Course outcome of BMS semester III course**

**Course Code:- 3003**

**Course Name: - Human Resource Management**

After completing the course the student will be able to:

<b>CO 1</b>	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
<b>CO 2</b>	To help the students focus on and analyse the issues and strategies required to select and develop manpower resources
<b>CO 3</b>	To develop relevant skills necessary for application in HR related issues
<b>CO 4</b>	To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

  
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**Course outcome of BMS semester IV course**

**Course Code:- 4001**

**Course Name:- Strategic Management**

After completing the course the student will be able to:

CO 1	Understand the strategic decisions that organizations make and have an ability to engage in strategic planning
CO 2	Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
CO 3	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
CO 4	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.
CO 5	Conduct and present a credible business analysis in a team setting
CO6	Understand the crucially important role that the HRM function plays in the setting and implementation of an organization's strategy

  
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**Course outcome of BMS semester V course**

**Course Code:- 5004**

**Course Name:- Brand Management**

After completing the course the student will be able to:

CO 1	Demonstrate knowledge of the nature and processes of branding and brand management
CO 2	Evaluate the scope of brand management activity across the overall organizational context and analyze how it relates to other business areas
CO 3	Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
CO 4	Formulate and justify brand development decisions
CO 5	Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

**Course outcome of BMS semester VI course**

**Course Code:- 6004**

**Course Name:- Retail Management**

After completing the course the student will be able to:

CO 1	Understand the functions of retail business and various retail formats and retail channels
CO 2	Understand the difference between Retail and Manufacturing Supply Chain
CO 3	Understand, key drivers of retail supply chain and how to select a retail store location.
CO 4	Analyze Retail Market and Financial Strategy including product pricing.
CO 5	Integrate the various Supply Chain partners and how to collaborate with them.

  
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