



SWAYAM SIDDHI MITRA SANGH'S DEGREE COLLEGE.

(Affiliated to University of Mumbai, Recognised by Govt. of
Maharashtra)

(An ISO 9001-2000 Certified Institute)

Sonadevi Compund, Near Octroi Naka, Kalyan Road, Bhiwandi, Dist-Thane-421302.

Tel. : (02522)249191/8805249191. E-Mail : ssmsdegrecollege@gmail.com Website: www.swayamsiddhi.info

BACHELOR OF COMMERCE

Program Outcome

Upon completion of the program, students shall:

PO 1: Learners will gain knowledge in the fundamentals of commerce and a deep understanding of all the courses undertaken.

PO 2: Know the primary functions of the business and key business term which will offer conceptual clarity of the program chosen for higher studies.

PO 3: Be able to enhance both soft and hard skill in order to meet challenges of the vocation.

PO 4: Develop the critical thinking abilities to evaluate business situation assess the risk, and develop the strategic solutions.

PO 5: Develop as socially and ethically responsible citizen who are aware and sensitive to local needs and contribute to society

PO 6: Awareness of global business environments, including cultural diversity, international trade, and the impact of globalization on bu

PO 7: Cultivate self-awareness, inner strength, creative and original thinking and attitude to continuously update and upgrade one's knowledge and expertise.

Bachelor of commerce

Course outcome: first year

Semester I

Subject: commerce I

CO 1: Aim to provide with foundational understanding of various aspect of commerce.

CO 2: Aware of basics of business and trends in business

CO 3: understanding project planning and entrepreneurship

CO 4: develop critical thinking to analyze the business situation and evaluate options, and propose potential solution

Subject: Business Economics I

CO 1: To make the learners analyze how individual decision-makers, both consumers and producers, behave in a variety of economic situations

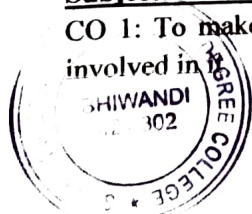
CO 2: To enhance learners with structural and analytical reading and thinking skills

CO 3: To build a familiarity with the basic tools of producer and consumer theory

CO 4: To grasp students about production it's pricing in different market structure

Subject: Business communication I

CO 1: To make the learner understand the importance of communication and the process involved in



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CO 2: To make learner effective listener become, speaker and writer by applying what they studied in the course

CO 3: familiarize students with various communication tools and technologies commonly used in business settings, such as email, video conferencing, and collaboration platform

CO 4: Develop proficiency in business writing, including composing emails, letters, and reports adhering to professional standards

Subject: Accountancy and financial management I

CO 1: To define the concept of departmental accounts, Hire-Purchase system of Accounting, Manufacturing final accounts.

CO 2: Develop an understanding on the allocating of expenses and income under departmental accounts, calculation of Interest under hire purchase, to know the cost of production under manufacturing accounts and methods to find out the cost of stock.

CO 3: To differentiate the journal transaction between the books of the buyer and the seller under the Hire Purchase System, different methods of stock valuation, capital and revenue, receipts and

CO 4: To Apply the accounting standards in presenting financial statements.

Subject: Foundation Course I

CO1: Cultural Competency, to function effectively in a Pluralistic society-Understanding the impact of Race, religion gender and ethnic orientation in urban areas.

CO2: Demonstration awareness and sensitivity (challenges) to diversity and its effects.

CO3: Incorporation of civic dimensions, such as civic knowledge, civic skills, or civic values, in the academic curriculum. Like equality, Fraternity.

CO4: Understanding the concepts of -Team work, Group Discussions, PPT and projects or participation in co-curricular activities presenting financial statements.

Subject: Environment Studies Environmental Studies

CO1: Explain principle term of environment, ecosystem, natural resource, urbanization and scope of environment.

CO2: Understand, basics of ecosystem functioning and impact of human activities on it.

CO3: Apply knowledge on development of non-polluting renewable energy system and providing new dimensions to nation's security


CO4: Evaluate the importance of environmentally significant place of the World\

Subject: Mathematics / Statistics I

CO1: Recall basics of permutations (arrangements) and combinations (selections)

CO2: Solve problems in the areas of central tendency: Mean, Median and Mode.

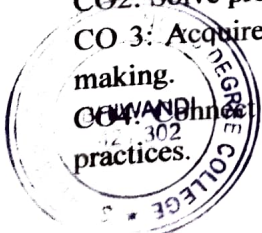
CO 3: Acquire new skills on the application of Statistical tools and techniques in decision making.

CO4:  acquired knowledge and skills with practical problems in real life economic

practices.

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Semester II

Subject: commerce II

CO1: Aware of services and recent trends in service sector, e-commerce

CO2: Aware of entire world of retailing.

CO3: Able to apply the knowledge gained, in his career or to become an entrepreneur himself.

CO 4: To make learner aware about contribution of service sector.

Subject: Business Economics II

CO 1: Learners will be able to identify various macroeconomic concepts

CO2: Learners will be able to describe the main macroeconomic theories of short-term fluctuations and long-term growth in the economy.

CO3: Learners will be able to critically analyse differing economic conditions within a business cycle.

CO4: Learners will evaluate the consequences of basic macroeconomic policy options.

Subject: Business communication II

CO1: To give learners the knowledge about formal communication in business environment.

CO2: Making the learner apply the knowledge in day- to- day situation related to formal communication.

CO3: Helping to evaluate the learner to understand that both oral and written communication in formal situation has to be handled properly.

CO4: The learner should become confident to start handling the formal communication and see to it that he has used his knowledge in practical based situation

Subject: Accountancy and financial management II

CO1: To define the concept of Single Entry, Consignment, and Branch,

CO2: Develop an understanding on the calculation of fire insurance claim and consignment stock.

CO3: To differentiate the entries in various methods of branch accounts and consignment accounts.

CO4: To Apply the learned accounting fundamentals in the field of accountancy

Subject: Foundation Course II

CO2: Know about Globalization and sustainable development taking into account both global and local perspectives

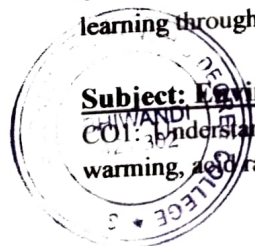
CO3: Acquaint the learner with use of ICT and its Impact on employability and life styles.

CO5: Evaluating the personality traits and correlating it with Agents of Socialization specifically Peer pressures, family etc.

CO6: It is part of Skill Enhancement Course, for continuous development with a view of lifetime learning through field trips, preparation of PPT.

Subject: Environment Studies Environmental Studies II

CO1: Understand various environmental issues at local, regional and world levels such as, global warming, acid rain, deforestation etc and their impact on commerce and economy of countries.



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Principal
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CO2: Analyze the importance of link among sustainable production, green business and green consumerism.

CO3: Interpret and evaluate the concept of tourism in respect to economy, socio-cultural life and environment.

CO4: Evaluate the importance of environmentally significant places of Mumbai and Konkan region

Subject: Mathematics / Statistics II

CO1: Recall basics of functions, derivatives and their applications.

CO2: Differentiate various types and methods of computing interest which will help the learner to use in their practical life.

CO3: Differentiate various types and methods of calculating correlation and regression for the bivariate data.

CO4: Connect acquired knowledge and skills with practical problems in real life revenue practices.

Bachelor of commerce

Course outcome: Second year

Semester III

Subject: Commerce III

CO1: Aware of services and recent trends in service sector, e-commerce

CO2: Aware of entire world of retailing.

CO3: Able to apply the knowledge gained, in his career or to become an entrepreneur himself.

CO 4: to make learners aware about conceptual knowledge and evolution of management and its use in taking decisions in business.

Subject: Business Economics III

CO1: Learners will be able to identify various macroeconomic concepts

CO2: Learners will be able to describe the main macroeconomic theories of short-term fluctuations and long-term growth in the economy.

CO3: Learners will be able to critically analyze differing economic conditions within a business cycle.

CO4: Learners will evaluate the consequences of basic macroeconomic policy options.

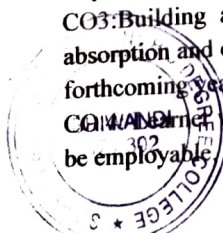
Subject: Accountancy and financial management III

CO1: aware about various accounting transactions atypical to partnership final account with reconstitution; Piecemeal Distribution; Amalgamation of firms and conversion of a firm into a company

CO2: Able to prepare financial statements of a partnership firm; give accounting effects of acquisitions in the form of conversion or amalgamation.

CO3: Building a base for learning of accounting of liquidation of a company; amalgamation / absorption and external reconstruction of a companies to be studied under corporate accounting in the forthcoming year/s.

CO4: Learners will be able to apply the accounting fundamental in the corporate sector where the will be employable



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Subject: Financial Accounting and Auditing (Introduction to management Accounting)

CO1: To know the basic concepts of "Management Accounting"

CO2: To prepare the Balance Sheet & Revenue Statements in Vertical format which practically used in all companies

CO4: To grasp and to analyse what is Trend Analysis and to prepare Comparative Statements and Common Size Statements

CO 4: Enable the students to calculate and prepare different types of budget of company

Subject: Business law I

CO1: To Understand the nature of contract, various attributes of contract, new and varied concepts etc. Concept of Majority-minority-Consent - free consent

CO2: To Understand Void agreements- Nature and types-what is contingent contract & Quasi-Contract- performance of contract -Discharge of contract and breach of contract.

CO3: To Understand 4 types of special contracts viz-Contract of Indemnity- Guarantee Bailment & Pledge & Agency-getting acquainted with terms such as- lien-Agency by renunciation etc.

CO5: To understand concept of P Note- bill of exchange-cheques- Various types of Bills Crossing of cheques-penalties-law as to dishonour of cheques and procedure thereto.

Subject: Advertising I

CO1: Acquainted with the practical aspects of advertising- planning, creativity, execution, evaluation of advertising

CO2: Aware of different media available for advertising

CO3: Motivated to take up advance courses in advertising.

CO4: Motivated to take up career in advertising, and apply advertising knowledge in creating innovative advertising.

Semester IV

Subject: Commerce IV

CO1: Able to understand the basic concepts of HRM and Human Resource Development.

CO2: Able to understand human relations and aspects related to the working of the employees.

CO3: Exposed to the latest trends in HRM.

CO4: To analyze different leadership skills, and incorporate it in future career.

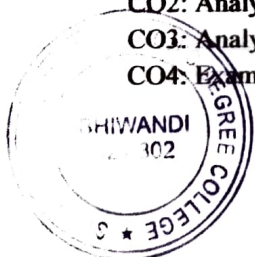
Subject: Business Economics IV

CO1: Describe maximum social advantage in view of Dalton and Musgrave

CO2: Analyze concepts and principles related to public revenue, taxation and status of Indian taxation

CO3: Analyze public expenditure in India and effects of current trend of growth in public expenditure

CO4: Examine external and internal debts of government and ways to repay public debts.



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Subject: Accountancy and financial management IV

CO1: Aware about various accounting transactions related to a corporate accounting such as issue of shares and securities; redemption of shares and securities and allocation of profit between pre- and post-incorporation period.

CO2: Able to apply the understanding of the ratio technique for allocation of income and expenses in case of financial decision making also.

CO3: Building a base for advanced corporate accounting to be studied in the forthcoming year/s

CO 4: Learners will be able to understand the concept and calculation of redemption of preference shares and redemption and procedure followed for the same

Subject: Financial Accounting and Auditing – Auditing

CO1: to know and remember what is the meaning of the term “Auditing”, what are the objectives of Auditing and basic concepts of Auditing including concepts of “true & Fair”, Errors & Fraud, Window Dressing & Secret Reserves

CO2: to understand the distinction between Book Keeping & Accounting, the distinction between Accounting & Auditing and also the distinction between Auditing & Investigation

CO3: to know and apply the Steps involved in Audit Planning covering the preparation for commencement of Audit, Audit Program

CO 4: Apply critical thinking skills and solve auditing problems through applying fundamentals of auditing

Subject: Business Law II

CO1: To understand definition of company-Foreign company-domestic company-MOAAOA etc

CO2: To understand the concept of -public issue-private issue-prospectus-Women director etc

CO3: To acquaint oneself with partnership-kinds-registration etc-rights liabilities of partners and merits-Demerits of LLP.

CO4: To adopt and understand the Consumer protection Act-concepts- # tier Consumer redressal system etc also study about competition law its procedures- CCI functioning etc

Subject: Advertising II

CO1: Acquainted with the practical aspects of advertising- planning, creativity, execution, evaluation of advertising

CO2: Aware of different media available for advertising

CO3: Motivated to take up advance courses in advertising.

CO4: Motivated to take up career in advertising, and apply advertising knowledge in creating innovative advertising.



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Bachelor of commerce

Course outcome: Third year

Semester V

Subject: Commerce V

CO1: Aware of marketing concepts and decisions involved in marketing

CO2: Aware of various dimensions of marketing and careers involved in marketing.

CO3: Motivated to take up postgraduate studies in marketing

CO4: Able to make career in Marketing and apply marketing knowledge.

Subject: Business Economics V

CO1: Describes the trends of the Indian economy as a developing economy.

CO2: Describe the socio-economic status, agricultural, industrial, and Banking sector of the Indian economy

CO4: Examines the schemes and programs of the Indian government -Make in India, Skill India, etc

CO5: Describe Agricultural policy, finance Agricultural marketing etc of the Indian economy.

Subject: Financial accountability

CO1: equipped to record the special transactions related to foreign currency transactions (Integral Operations); amalgamation of companies; underwriting obligations; liquidation of a company and Limited Liability Partnership.

CO2: able to apply their conceptual learning about liquidation while working for Resolution Professionals as per the provisions of Insolvency and Bankruptcy Code

CO3: understand the similarities and differences between accounting and regulations governing an ordinary partnership and a Limited Liability Partnership.

CO4:

Subject: Cost Accounting

CO1: To define the objectives for learning the subject of Cost Accounting.

CO2: To develop an understanding on the various elements of cost.

CO3: To compare the financial and the costing records and reconcile the difference

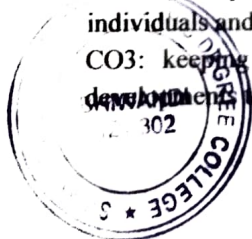
CO4: To solve the problems based on the preparation of the Cost statement and the various elements (Material, Labour and Overheads) CO6: To apply the knowledge gained for decision making in the field of Cost Accounting

Subject: Direct & Indirect Tax

CO1: to familiarize students with the basic principles, concepts, and theories related to direct taxes and understanding about income tax law in India.

CO2: developing skills to analyze and stratagize tax planning tax planning method leagly, helping individuals and entities minimize tax liabilities within legal framework

CO3: keeping students updated with changes in tax laws, policies, amendments, and recent developments to ensure the stay informed about the dynamic nature of taxation



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CO4: equipping students with the knowledge and skill necessary to persue careers in taxation, accounting, finance, or to further their studies in specialized tax-related fields.

Subject: Export Marketing

CO1: Introduced to basics of export marketing and global framework of export marketing.

CO2: Able to understand India's foreign trade policy and the incentives and assistance available to Indian Exporters.

CO3: Keen for taking up further learning of International trade

CO4:

Semester VI

Subject: Commerce VI

CO1: Able to understand the basic concepts of HRM and Human Resource Development.

CO2: Able to understand human relations and aspects related to the working of the employees.

CO3: Exposed to the latest trends in HRM.

CO4: To analyze different leadership skills, and incorporate it in future career.

Subject: Business Economics VI

CO2: Learners will understand various Economic Systems prevailing in around the world.

CO2: Students will understand impact of globalization on India and other underdeveloped countries.

CO3: Describe concept of balance of payments and measures to correct deficit in balance of payments.

CO4: Assess trade policy and concepts related to trade policy like quotas tariffs and exchange rates

Subject: Cost accounting

CO1: To define the emerging concepts in Cost Accounting.

CO2: To develop an understanding on the various aspects of Contract and Process Costing and Standard Costing.

CO3: To construct the break-even analysis chart for the decision making in Marginal Costing

CO4: To apply the knowledge gained for decision making in the field of Cost Accounting.

Subject: Direct & Indirect Tax

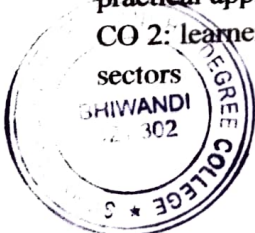
CO 1: Learners will understand the principles of GST, its legal framework, computation, and practical application in business scenarios.

CO 2: learners will learn about GST compliance, filing return, and impact of GST on various

sectors

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CO 3: Develop the ability to calculate GST Accurately for different transactions and financial statements

CO 4: learner will able to communicate effectively GST related information to stakeholders, clients, or colleagues

Subject: Export Marketing

CO1: Acquainted with the practical aspects of export marketing like product planning, pricing, distribution and promotion, finance procedures and documentation

CO2: Motivated for advance courses in export marketing.

CO3: Interested in export marketing and may start up an export business or take it as a career.

CO4:

Bachelor of Management Studies

PROGRAM OUTCOMES

Students who complete BMS program will be able to:

PO 1: Acquire a solid foundation in various management disciplines such as finance management, human resource, operations management, organization behavior, and leadership

PO 2: Ability to work effectively in teams, demonstrate leadership qualities, and collaborate with diverse groups to achieve common goals.

PO 3: understanding entrepreneurship concepts, innovation and the ability to identify and evaluate business opportunities

PO 4: develop analytical skills to assess business situations. Interpret data, and make informed managerial decision.

PO 5: developing the ability to identify problems, analyze them, and propose effective solutions within a management context.

PO 6: learners are prepared to take up the further studies in the area their interest.

PO 7: learners are well versed with recent trends in the fields of finance and marketing.

Bachelor of Management Studies

Course outcome: First year

Semester: I

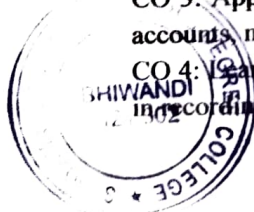
Subject: Introduction to Financial Accounts

CO 1: To understand Disclosure to Accounting Policies

CO 2: Study and understand how to prepare a financial account for specific period.

CO 3: Applications based on BMS Subject explains the meaning of asset, liabilities, profit and loss accounts, manufacturing account.

CO 4: Learners will learn about the role of accounting in business decision-making and develop skills in recording and analyzing financial transactions



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Subject: Business Law

CO1: Learners will understand Essential elements of Contract; Agreement and Contract – Capacity to Contract.

CO2: It will help the learners Develop an understanding on Conditions and warranties – Implied Condition and warranties.

CO3: Enable the learner to understand concept of Promissory note, Bills of exchange, Cheque, Dishonour of Cheque.

CO4: To understand Trademarks, definition, types of trademarks, infringement and passing off. Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. –

Subject: Business Statistics

CO 1: Solve problems in the areas of central tendency: Mean, Median and Mode.

CO2: Develop an attitude to solve real life problems using Linear Programming Problems.

CO3: Acquire new skills on the application of Statistical tools and techniques in decision making.

CO4: Connect acquired knowledge and skills with practical problems in real life economic practices.

Subject: Business Communication

CO1: To give learners the knowledge about formal communication in business environment.

CO2: Making the learner apply the knowledge in day- to- day situation related to formal communication.

CO3: Helping to evaluate the learner to understand that both oral and written communication in formal situation has to be handled properly.

CO4: The learner should become confident to start handling the formal communication and see to it that he has used his knowledge in practical based situation

Subject: Foundation Course -I-

CO1: Enable the learner to understand Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits

CO2: Learners develop thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development.

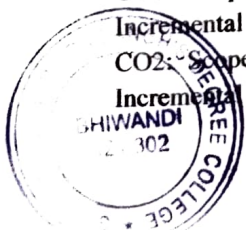
CO3: Learner are able know Organizational processes and system. Power and politics, Organizational conflicts and resolution and can use the same in organization

CO4: Learner are enable to understand Organizational Culture, Motivation at workplace through various motivational theory& helps to reduce stress

Subject: Business Economics

CO1: Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations

CO2: Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations



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CO3: Production function: short run analysis with Law of Variable Proportions Production function with two variable inputs- iso-quants.

CO4: learner understand the Monopolistic competition, Oligopolistic markets, Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing.

SEMESTER II

Subject: Principles of Marketing

CO1: Gives the detail knowledge about 4P's and 4C's of marketing and Marketing v/s Selling concept and its implementation in practical life

CO2: learners are aware about Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing

CO3: The micro environment of business, Macro environment, marketing research, MIS: Meaning, features and Importance, Consumer Behavior

CO4: Marketing mix: Meaning –elements of Marketing Mix, Branding –Packing, Physical distribution, Promotion

Subject: Industrial Law

CO1: To know Industrial Disputes Act, Strikes Lockouts, Lay Offs, Retrenchment and Closure.

CO2: To understand The Factory Act 1948, The Workmen's Compensation Act, 1923, Employers liability for compensation, Rules as to Compensation,

CO3: Employee State Insurance Act 1948, Miscellaneous Provision Act 1948.

CO4: The payment of Wages Act 1948, Payment of Bonus Act, 1965, The Payment Of Gratuity Act, 197

Subject: Business Mathematics

CO1: Differentiate various types and methods of calculating correlation and regression for the bivariate data.

CO2: Differentiate between Discrete and Continuous Random Variables.

CO3: Acquire new skills on the application of Time Series and Index Numbers.

CO4: Connect acquired knowledge and skills with practical problems in real life revenue practices.

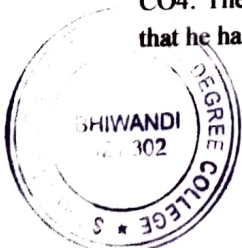
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CO3: Production function: short run analysis with Law of Variable Proportions Production function with two variable inputs- iso-quants.

CO4: learner understand the Monopolistic competition, Oligopolistic markets, Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing.

SEMESTER II

Subject: Principles of Marketing

CO1: Gives the detail knowledge about 4P's and 4C's of marketing and Marketing v/s Selling concept and its implementation in practical life

CO2: learners are aware about Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing

CO3: The micro environment of business, Macro environment, marketing research, MIS: Meaning, features and Importance, Consumer Behavior

CO4: Marketing mix: Meaning –elements of Marketing Mix, Branding –Packing, Physical distribution, Promotion

Subject: Industrial Law

CO1: To know Industrial Disputes Act, Strikes Lockouts, Lay Offs, Retrenchment and Closure.

CO2: To understand The Factory Act 1948, The Workmen's Compensation Act, 1923, Employers liability for compensation, Rules as to Compensation,

CO3: Employee State Insurance Act 1948, Miscellaneous Provision Act 1948.

CO4: The payment of Wages Act 1948, Payment of Bonus Act, 1965, The Payment Of Gratuity Act, 197

Subject: Business Mathematics

CO1: Differentiate various types and methods of calculating correlation and regression for the bivariate data.

CO2: Differentiate between Discrete and Continuous Random Variables.

CO3: Acquire new skills on the application of Time Series and Index Numbers.

CO4: Connect acquired knowledge and skills with practical problems in real life revenue practices.

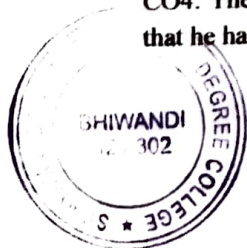
Subject: Business Communication

CO1: To give learners the knowledge about formal communication in business environment.

CO2: Making the learner apply the knowledge in day- to- day situation related to formal communication.

CO3: Helping to evaluate the learner to understand that both oral and written communication in formal situation has to be handled properly.

CO4: The learner should become confident to start handling the formal communication and see to it that he has used his knowledge in practical based situation



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Subject: Foundation Course

CO1: Learner will know the concepts of liberalization, privatization and globalization; Growth of information technology, Concept of Human Rights; origin and evolution of the concept.

CO2: It will provide Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness.

CO3: Helps the learner to relate with different types of environmental problems and its causes and measures how to overcome.

CO4:- Types of conflicts and use of coping mechanisms for managing individual stress, Conflict-resolution and efforts towards building peace and harmony in society.

Subject: Business Environment

CO1: Provides Basic understanding about Micro and Macro Environment, Internal Environment, External Environment

CO2: Introduction to Macro Components, Political Institutions: Legislature, Executive, And Judiciary.

CO3: Economic environment, Impact of business on Private sector, Sun-rise sectors of India Economy.

CO4:- Social and Cultural Environment, Technological environment, Competitive Environment. International Environment, GATT/ WTO, Globalization, MNCs: Definition, meaning, merits, demerits, MNCs in India, FDI.

Subject: Principles of Management

CO1: Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid, Planning: Meaning, Importance, Elements, Process, Limitations and MBO, Decision Making.

CO2: Organizing, Departmentation, Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control Centralization vs. Decentralization, Delegation.

CO3: Directing, Leadership: Meaning, Styles and Qualities of Good Leader, Co-ordination as an Essence of Management, Controlling: Meaning, Process and Techniques, Recent Trends: Green Management & CSR

CO4: Enable the learner to make their decision effective in the field of management.

Bachelor of Management Studies

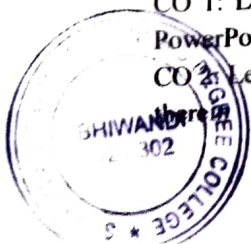
Course outcome: Second year

Semester III

Subject: Information Technology in Business Management

CO 1: Learners will practice elements of MSOffice software including MS Word, MS Excel, MS PowerPoint, MS Publisher

CO 2: Learners will comprehend basic concepts of Email, Internet and websites, domains and security



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CO 3: Learners will identify security aspects of IT in business, highlighting electronic transactions, advanced security features

CO 4: Learners will recognize the basic concepts of Information systems and digital organization

Subject: Accounting for Managerial Decisions

CO1: Study of balance sheet of limited companies. Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies

CO2: Ratio analysis and Interpretation (based on vertical form of financial statements)

CO3: Balance sheet ratios, Revenue statement ratios, Combined ratios, Different modes of expressing ratios.

CO4: Preparation of cash flow statement (Accounting Standard-3 (revised))

Subject: Strategic Management

CO1: Business Policy, Strategic Management-Meaning, Definition, Importance, Strategic management, Strategic Intent-Mission, Vision, Goals, Objective, Plans.

CO2: Environment Analysis and Scanning (SWOT), Business Level Strategy, Functional Level Strategy, Models of Strategy making, BCG Matrix, GE 9Cell, Porter's 5 Forces, 7S Framework.

CO3: Behavioural, Functional level.

CO4: Strategic Evaluation & Control- Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management- Elementary Concept.

FINANCE

Subject: Equity and Debt Market

CO 1: It helps the learner to get basic understanding about equity and debt market, different types of shares issued in companies.

CO 2: Enable the student to know about different methods of issuing shares and securities and raise the fund from market.

CO 3: learner will be able to understand the IPO issue its listing in share market.

CO 4: develop the understanding about the working of share market and basic rule of trading which they can use in their practical life.

Subject: Corporate Finance

CO1: Introduction To Corporate Finance: Meaning, Principles of Corporate Finance, Significance of Corporate Finance.

CO2: Able to understand India's foreign trade policy and the incentives and assistance available to Indian Exporters. Introduction to ownership securities- Ordinary Shares, Preference Shares, Creditor Ship Securities.

CO3: Introduction to Capital Structure theories, EBIT - EPS analysis for Capital Structure decision, Introduction to concept of Leverage - Operating Leverage, Financial Leverage and Combined Leverage.

CO4: Introduction to Time Value of Money - compounding and discounting, importance of Risk and Return analysis in Corporate Finance.



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MARKETING

Subject: Consumer Behavior

CO1: Meaning of Consumer Behavior, Features and Importance

CO2: Profiling the consumer and understanding their needs, Consumer Decision Making Process and Determinants of Buyer, Behavior, factors affecting each stage, and Need recognition.

CO3: Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and its Marketing significance, Product personality and brand personification

CO4: Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude, Formation & Change. Factors affecting the need of the family, family life cycle stage and size, Social Class and Influences, Group Dynamics & Consumer Reference Groups. Cultural Influences on Consumer Behavior Understanding cultural and subcultural influences on individual, norms and their role.

Subject: Advertising

CO1: It provide the basic understanding about the concept and evolution of advertising. Imaging,

CO2: Learner are able to understand the different type of advertising used to advertise the product by knowing this they are able to choose advertising form to advertise product of their clients

CO3: It enable the learner to know about Advertising Planning process & Strategy used in organization

CO5: learner are able to know and calculate the Advertising Budget, and they can choose Careers in Advertising.

Semester IV

Subject: Information Technology in Business Management-II

CO1: Students will apprehend managerial decision making and develop perspective of major functional areas of MIS along with conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation.

CO2: Learners will aware about the relationship between database management and data warehouse approaches, the requirements and applications of data warehouse apart from fundamental knowledge about emerging MIS technologies like ERP, CRM, SCM and trend in enterprise applications.

CO3: Learners will comprehend the concepts of data warehousing and data mining

CO4: Learners will identify traditional outsourcing and cloud computing.

Subject: Ethics & Governance

CO1: Students will perceive about the significance of ethics and ethical practices in businesses which are indispensable for progress of a country

CO2: Students will perceive about the significance of ethics and ethical practices in businesses which are indispensable for progress of a country

CO3: Learners will conceive the emerging need and growing importance of good governance.

CO4: Learners will identify ethical business practices, CSR and Corporate Governance practiced by various organizations.



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Subject: Business Economics- II

CO1: Learners will absorb knowledge about macroeconomics, data and theory

CO2: Learners will study about money inflation, monetary policy, fiscal policy and issues of international trade

CO3: Learners will comprehend foreign investments, the balance of payments and international trade

CO4: Learners will identify the instruments of fiscal policy and union budget

Subject: Business Research Methods

CO1: Learners will enable to investigate about the concept about Research, its types, significance, sources of collecting Primary Data and Secondary Data, its advantages and disadvantages.

CO2: Learners will comprehend Data Processing, Analysis and Interpretation

CO3: Learners will able to prepare Reports and identify types of research papers

CO4: Learners will beware of plagiarism and practice ethical data collection

Subject: Production & Total Quality Management

CO1: It helps the learner to develop the basic management decisions related to production and quality management

CO2: Learners will able to inquire about Material Management, various techniques Inventory Management and numerical sums related to EOQ, Lead Time, Reorder Level and Safety of Stock.

CO3: Learners will recognize the Basics of Productivity and TQM and various Product and Service Quality, SERVQUAL.

CO4: Learners will identify ISO 9000, ISO 1400, QS9000, Malcolm Baldrige, National Quality Award and Deming's Application Prize and can use in identifying the products.

FINANCE

Subject: Auditing

CO1: Learners will comprehend the basic concepts of audit, objectives, principles, advantages and disadvantages and types of audits

CO2: Learners will illustrate the Audit Programme, Audit Working Paper, Audit Notebook and techniques of auditing

CO3: Learners will identify internal audit and control techniques of audit.

CO4: Learners will comprehend auditing of income, expenditure, assets and liabilities

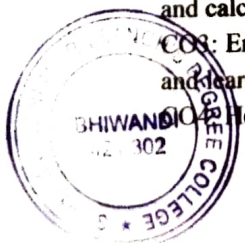
Subject: Corporate Restructuring

CO1: Learners will get knowledge regarding legal, accounting and practical implementation of corporate restructuring

CO2: Learners will able to illustrate the accounting treatment in the nature of merger and purchase and calculate the purchase consideration

CO3: Enable the learner to solve various methods of Standard Costing and Responsibility Accounting and learners will also learn about the designing aspect of production systems

CO4: Helps the learner to identify the changes in internal and external aspects of reorganization



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MARKETING

Subject: Integrated Marketing Communication

CO1: Learners will recognize about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication program

CO2: Learners will identify various aspects of Advertising and Sales promotion and will understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program

CO3: Learners will able to identify the elements of IMC including Advertising, Sales Promotion, Direct Marketing, PR, Public relation, Direct marketing and digital marketing

CO4: Learners will be able to evaluate marketing communication tools and beware of ethics in IMC

Subject: Rural Marketing

CO1: Helps the learner to get familiarize with the largest market of India and to equip them with the dynamics and uniqueness of the market for successful and effective targeting.

CO2: Enable the learner to design strategies which will result in an win-win situation for both the marketer as well as the rural population

CO3: learner will able to expose the Agriculture and Rural Marketing environment so that they can understand consumers and marketing characteristics of the same.

CO4: Develop the understanding and contribution to the emerging challenges in the upcoming global economic scenario.

Bachelor of Management Studies

Course outcome: Third year

Semester V

Subject: Logistics and Supply Chain Management

CO1: Learner will able to recognize the basic understanding of concept of logistics and supply chain management

CO2: learners will get familiar with functioning and key activities performed by the logistics

CO3: learner will understand the supply chain management and its working in real life.

CO4: Learners will comprehend global trends in logistics and supply chain management

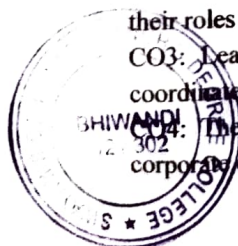
Subject: Corporate Communication & Public Relations

CO1: Learners will acquire the basic understanding of the concepts of corporate communication and Public Relations

CO2: Learners will be mastered about various elements of corporate communication and consider their roles in managing organizations

CO3: Learners will evaluate about various elements of corporate communication that must be coordinated to communicate effectively

CO4: The learner will unfold a critical understanding of the different practices associated with corporate communication



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FINANCE

Subject: Investment Analysis and Portfolio Management

CO1: Learners will be able to learn the concepts of finance

CO2: learners will be acquainted with the various terms confronted in their lives along with correlation with practical world

CO3: learners will be able to demonstrate the various models and techniques of security and portfolio analysis

CO4: learners will be able to calculate different types of risk in portfolio and able to manage the same

Subject: Commodity and Derivatives Market

CO1: learner will be able to understand about the commodities and derivative market, participant, and functioning of the same

CO2: Enable the learner to know about the futures and option and its trading in market

CO3: Develop the understanding and practical knowledge about the calculation of profit and loss by using pay off diagrams

CO4: learner will be able to start trading in call and put option at basic level

Subject: Financial Accounting

CO1: Learners will be able to demonstrate the final accounts of the companies

CO2: Learners will be able to understand the provisions of underwriting of shares and debentures

CO3: Learners will learn the accounting of foreign currency and investment

CO4: Learners will be acquainted with the need of ethical behavior in accountancy

Subject: Direct Taxes

CO1: to familiarize students with the basic principles, concepts, and theories related to direct taxes and understanding about income tax law in India.

CO2: developing skills to analyze and strategize tax planning tax planning method legally, helping individuals and entities minimize tax liabilities within legal framework

CO3: keeping students updated with changes in tax laws, policies, amendments, and recent developments to ensure the stay informed about the dynamic nature of taxation

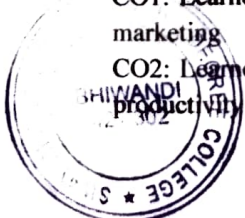
CO4: equipping students with the knowledge and skill necessary to pursue careers in taxation, accounting, finance, or to further their studies in specialized tax-related fields.

MARKETING

Subject: Service Marketing

CO1: Learners will be able to understand the basic features of service and key elements in services marketing

CO2: Learners will be acquainted with the ways in which the services can be improved quality and productivity wise



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CO3: Learners will learn the different services with reference to the Indian context
CO4: Enable the learner to develop understanding about the international global strategies in service marketing

Subject: E- Commerce

CO1: Learners will be able to understand the importance of Ecommerce and its applications in Business and Various Sectors
CO2: Learners will be able to get in depth knowledge about the Digital Marketing on various Social Media Platforms
CO3: Learners will be able to understand the Latest Trends and Practices in E-commerce and Digital Marketing and their challenges and opportunities
CO4: learner will able to use the e-commerce in their business and organization in real life situation.

Subject: Sales and Distribution Management

CO1: Learner will be able to develop a basic understanding of the sales and distribution process
CO2: Learner will be familiarized with the concepts, approaches, and the practical aspects of the key decision variables in sales management
CO3: Learner will able to understand about the methods of selling, process and reasons for closing sales
CO4: Learner will able to get practical idea about the management distribution channel and reasons of conflicts

Subject: Customer Relationship Management

CO1: Learners will be able to understand the Basic Concepts of CRM and its implementation.
CO2: Learners will be to understand the in depth analysis of marketing activities and designing CRM strategy
CO3: Learners will understand the new trends in CRM, challenges and opportunities for organizations
CO4: Developing the understanding regarding the customer value and can implement in dealing with different types of consumers

Semester VI

Subject: Operation Research

CO1: learners will be able to understand the basics of the methodologies used in Operation Research.
CO2: learners will be given practical knowledge about solving the sums enabling them to understand the Operation Research
CO3: learners will be able to understand the importance and interpret the information proficiently
CO4: Helps to understand the Critical Path Method (CPM), Project Crashing, Meaning of Project Crashing, Program Evaluation and Review Technique

FINANCE



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Subject: International Finance semester VI

CO1: learners will be able to understand the basic aspects of international finance

CO2: learners will understand the impact of International Finance in the International Business Area

CO3: learners would be able to understand the awareness and need of International Finance in the Globalised Market

CO4: Enable to understand Foreign Exchange Risk Management, International Tax Environment, International Project Appraisal.

Subject: Innovative Financial Services

CO1: learner will able to understand the Financial Services, Factoring and Forfeiting, Bill Discounting.

CO2: Develop the knowledge regarding Issue Management and Intermediaries, Stock Broking, Securitization.

CO3: learner will understand about Lease and Hire-Purchase, Housing Finance, Venture Capital.

CO4: Enable the learner about the Consumer Finance, Plastic Money, Credit Rating, Credit Rating Symbols. Credit Rating Agencies in India.

Subject: Strategic financial management

CO1: Learner will be able to identify the financial management with regards to the current market scenario

CO2: Learner will be able to understand the scenario in Banking sector and the inclination of learners towards choosing banking as a career option

CO3: learner can choose banking as a career option the financial management

CO4: Enable the learner to develop practical approach regarding the strategic financial management

Subject: Direct & Indirect Tax

CO 1: Learners will understand the principles of GST, its legal framework, computation, and practical application in business scenarios.

CO 2: learners will learn about GST compliance, filing return, and impact of GST on various sectors

CO 3: Develop the ability to calculate GST Accurately for different transactions and financial statements

CO 4: learner will able to communicate effectively GST related information to stakeholders, clients, or colleagues

MARKETING

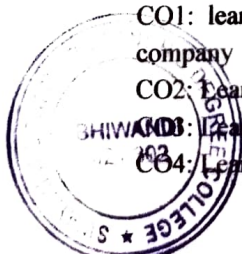
Subject: Brand Management

CO1: learners will be acquainted with the meaning and importance of Brand Management in a company

CO2: learners will be able to understand how the companies can build, sustain and grow brands

CO3: learners will learn the various measures to calculate the value of brand

CO4: learner will learn how to do global customer based brand equity



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Subject: Retail Management

- CO1: Learners will be able to understand the concepts and operations of retail management
- CO2: Learners will be able to learn the types of retailers
- CO3: Learners will have a thorough understanding of retail management terminologies
- CO4: Learners will have an understanding of legal and ethical aspects of retail management

Subject: International Marketing

- CO1: Students will be able to understand the basic concepts of International marketing and the challenges faced.
- CO2: Students will be acquainted about the dynamics of International Marketing environment
- CO3: Students will be able to understand the relevance of International Marketing Mix decisions and recent development in Global Market
- CO4: Learner will be able to understand and develop the international marketing plan and other strategies

Subject: Media Planning and Management

- CO1: Learner will be able to understand the concepts of Media planning and management and their relevance to the current scenario
- CO2: Learner will be acquainted with the basic characteristics and the effective use of advertising budget
- CO3: Learner will be given insight on the media planning, budgeting, scheduling and evaluate the different media buys
- CO4: Learner will be able to plan the media and accordingly manage the same at organizational level



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