



Programme Outcome & Course Outcome for Bachelor of Commerce (B. Com)

Programme Outcome:

- PO1:** This program emphasizes the fundamental concepts and skills of Accountancy and Commerce.
- PO2:** The Bachelor of Commerce degree is designed to equip students with managerial skills in various commerce-related disciplines.
- PO3:** By the end of the program, students acquire a comprehensive understanding of core subjects such as Accounting, Economics, Law, Statistics and Marketing.
- PO4:** The program structure mandates the study of both compulsory and elective subjects from the core curriculum.
- PO5:** The programme developed a thorough understanding of the fundamentals of commerce & finance.
- PO6:** Students are encouraged to participate in team-based activities, including extempore challenges, PPT, quizzes, essay competitions, community activities, and social service. This promotes the exploration and enhancement of their talents and skills.
- PO7:** The program aims to provide students with the necessary knowledge and technical skills to understand and actively participate in the modern business world. It also prepares them for future graduate studies and enables them to achieve the highest level of success in their professional careers.
- PO8:** Therefore, this degree equips students with expert knowledge in various fields of organization and business management, ensuring their readiness for success in both corporate and self-employment endeavors.



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**Course Outcome:**

FYBCOM SEMESTER I		
1	Accounting And Financial Management- I	<p>CO1 - To enable the students to learn principles and concepts of Accountancy.</p> <p>CO2 – To find out the technical expertise in maintaining the books of accounts.</p> <p>CO3-Recognize capital and revenue – expenditure and receipts & distinction between them. Learners shall solve practical problems on Final Accounts of Manufacturing Concern.</p> <p>CO4-Develop the skill of accounting for hire purchase transactions, calculation of interest, depreciation etc.</p>
2	Commerce-I	<p>CO1-To Develop an understanding of business environment and its analysis.</p> <p>CO2- To Understand the process of business planning and business promotion.</p> <p>CO3- To Create awareness about entrepreneurship Training and development centers in India.</p> <p>CO4- Comprehend and implement the knowledge gained on project planning, Statutory requirements in Promoting Business Unit.</p>
3	Mathematical And Statistical Techniques -I	<p>CO1 - To prepare for competitive examinations.</p> <p>CO2 – To Understand various data types their classification and graphical representation.</p> <p>CO3 – To Use business statistics for central measurements, frequency distributions, graphs, and measures of dispersion and be able to select which math method should be used for different problems.</p> <p>CO4-Introduced to methods of rational decision making in given situations (under risk, under uncertainty). They can choose the best course of action using different criteria.</p>

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4	Business Economics-I	<p>CO1-Students will apply the basic theories of economics in critical thinking and problem- solving.</p> <p>CO2 - Students will be able to make decisions wisely using cost-benefit analysis.</p> <p>CO3 - Students will demonstrate a basic understanding of their career options and establish career objectives.</p> <p>CO4-Critically evaluate Business cost of production.</p>
5	Business Communication – I	<p>CO1 - To understand techniques of effective communication.</p> <p>CO2 - To teach a professional, ethical attitude in students, effective communication skills, teamwork, a multidisciplinary approach, and an ability to understand corporate social responsibility.</p> <p>CO3- To develop & improve various skills like communication, reading, listing, note- making, persuasive speaking, body language & gestures.</p> <p>CO4-Adapt to changing culture and impact of modern technology on business communication.</p>
6	Foundation Course – I	<p>CO1 - Understand the multi-cultural and diverse Indian society concerning demographic factors and be sensitized towards diversity as a difference</p> <p>CO2 - Examine and understand the inter-group conflicts arising due to regionalism, communalism, and linguistic differences</p> <p>CO3 - Articulate an awareness of the social and community contexts concerning problems arising in the society and solutions towards the same</p> <p>CO4-Develop the understanding of socioeconomic and human rights issues in India.</p>

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7	Environmental Studies-I	<p>CO1-Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.</p> <p>CO2- Natural Resources- Understanding of Resources, their types, various methods to conserve them & it's the importance</p> <p>CO3- Population Issues - Understanding Population and its major concerns, its impact on Human Health, HDI, Happiness Index, Development concerns, etc.</p> <p>CO4-Understand the urban problems due to migration and overcrowding, stress on urban environment and urban resources and concept of emerging smart cities and safe cities in India and Adopt sustainability as a practice in life, society and industry.</p>
FYBCOM SEMESTER II		
1	Accounting & Finance Management – II	<p>CO1-Apply the theoretical foundation for the recording of financial transactions concerning: specialized areas related to non-corporate entities and for preparing the related accounts or statements.</p> <p>CO2-Familiarise with consignment sale, its relevance, accounting of transactions in the books of consignor and consignee and ascertaining consignment profit.</p> <p>CO3-Develop skills of preparing branch accounts, its relevance and ascertainment of branch profit.</p> <p>CO4-Evaluate various types of general insurance; how to ascertain stock on the date of fire, calculation of claim when insurance cover is more or less than stock.</p>

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2	Commerce – II	<p>CO1-Develops an understanding of service marketing and various service strategies.</p> <p>CO2-Recognize the difference between organized and unorganized Retail sector. Also understand the various retail formats and Retail Scenario in India & Global context.</p> <p>CO3-Acquainted with banking, insurance, logistic, BPO, KPO, LPO and ERP.</p> <p>CO4-Correlate the different types of E-Commerce practices followed by the marketers and understand the scope of E-Commerce.</p>
3	Business Economics – II	<p>CO1-Understand the difference between the operation of perfect competitions and monopoly.</p> <p>CO2-Analyse the various Pricing Strategies and output decisions under Imperfect competition</p> <p>CO3-Distinguish between different Pricing Practices followed under different market structures.</p> <p>CO4-Understand and analyze Capital Projects evaluation.</p>
4	Business Communication -II	<p>CO1-Focus on the set of skills required to be successful -in a Group Discussion.</p> <p>CO2-Understand the structure and styles of Interviews.</p> <p>CO3-Examine the concept of a conference as a means of internal and external communication.</p> <p>CO4-Examine the scope of public relations in the context of the modern day world.</p>

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5	Environmental Studies – II	<p>CO1-Classify different types and sources of solid waste and play an effective role in managing the same.</p> <p>CO2-Apply the knowledge gained on environmental problems faced due to agricultural & industrial development and focus on green business practices in real life.</p> <p>CO3-Critically evaluate the knowledge gained on Ecotourism.</p> <p>CO4-Examine their role in Environmental Management.</p>
6	Foundation Course-II	<p>CO1-Apply the concept of human and fundamental rights</p> <p>CO2-Make them evaluate the importance of Environment Studies in the current developmental context.</p> <p>CO3-Comprehend and address the concepts related to stress, conflict, aggression and violence.</p> <p>CO4-Develop the mechanisms for managing different types of stress, conflict, aggression</p>
7	Mathematics & Statistical Techniques – II	<p>CO1-Develops an understanding of functions and derivatives. They shall solve practical problems of applications of derivatives in business.</p> <p>CO2-Examine the Concepts of nominal effective rate of interest. Calculate simple and compound interest. They shall solve simple problems on annuity, EMI and prepare an Amortization table.</p> <p>CO3-Find existence and extent of relation between two variables by graphical and mathematical method. They can estimate unknown values of correlated variables and can calculate coefficients of correlation.</p> <p>CO4-Differentiate and solve simple problems on Binomial, Poisson and Normal distributions.</p>

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SYBCOM SEMESTER – III

1	Business Law	<p>CO1- To impart to students the knowledge of fundamentals of Company Law.</p> <p>CO2- To update the knowledge of provisions of the Companies Act of 2013.</p> <p>CO3- To Communicate effectively using standard business and legal terminology.</p> <p>CO4- Evaluate the Characteristics of Negotiable Instrument, classification of Negotiable Instruments and it's Miscellaneous Provisions</p>
2	Financial Accounting	<p>CO1- To Install knowledge about accounting procedures, methods, and techniques.</p> <p>CO2- To introduce the basic concepts, functions, processes, and techniques of piecemeal distribution of cash.</p> <p>CO3- To give a comprehensive overview of Amalgamation and conversion of a partnership firm.</p> <p>CO4- Execute practical problems regarding various techniques of Capital Budgeting..</p>
3	Business Economics III	<p>CO1- To expose Students of Commerce to basic microeconomic concepts and inculcate an analytical approach to the subject matter.</p> <p>CO2- To apply the concept of inflation, money supply, and demand analysis for decision-making operations of the market under varying competitive conditions.</p> <p>CO3- To apply economic reasoning to problems of business.</p> <p>CO4- Critically evaluate Business cost of production.</p>
4	Foundation Course III	<p>CO1- To enhance learners' understanding of social, economic, and political developments in India during the period of study.</p> <p>CO2- To orient learners towards the contribution of the given leaders of our country in shaping the socio-political, spiritual, scientific, and educational fabric of our nation.</p>



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		<p>CO3- To orient learners towards the work done by the given leaders to alleviate the sufferings of the oppressed, members of Indian society in particular, and the world in general.</p> <p>CO4- Update with development of science and role in everyday life</p>
5	Commerce III	<p>CO1- To understand the terms, concepts, evaluation, and approaches to Management.</p> <p>CO2- Learn about planning, decision making, organizing, delegation, leadership, motivation, and effective communication.</p> <p>CO3- To learn control systems and techniques of controlling in Management.</p> <p>CO4- Aware about universal application of functions of Management.</p>
6	Management Accounting	<p>CO1- The learners will understand the practical application of various financial analysis tools, which will help them in the evaluation of the various targets achievable in the future.</p> <p>CO2- The course will make the students employable as Finance Managers in Accounting and Finance.</p> <p>CO3- Calculate practical problems regarding management of Working Capital.</p> <p>CO4- Execute practical problems regarding various techniques of Capital Budgeting.</p>
7	Advertising I	<p>CO1 To enable students to understand IMC.</p> <p>CO2- To understand the learners about the various concept of Advertising.</p> <p>CO3- To make them aware of various careers in advertising.</p> <p>CO4 To learn about various trends in advertising.</p>

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S.YB.COM SEMESTER IV

1	Business Law	CO1- Apply basic legal knowledge to business transactions. CO2- Demonstrate an understanding of the legal environment of Business. CO3- Identify the fundamental legal principles behind contractual agreements. CO4- Communicate effectively using standard business and legal terminology.
2	Financial Accounting	CO1- Classify the company accounts and concepts of shares debentures reserves and surplus and balance sheet format as per companies act 2013. CO2- Use the legal procedure for repayment of preference share. CO3- Acquire knowledge of the legal procedures for redemption of Critically evaluate the knowledge gained on various auditing techniques debentures and their types. CO4- Explain various basis of distribution of expenses to find out profit before and after incorporation
3	Business Economics III	CO1- Goals for economics are to apply the standard analytical tools of applied economic analysis to business situations. CO2- To apply the concept of inflation, money supply, and demand analysis for decision-making operations of the market under varying competitive conditions. CO3- To analyze the causes and consequences of unemployment, inflation, and economic growth. CO4- Critically evaluate various Fiscal Policies framed by the government and get insight of Budget of the government

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4	Foundation Course IV	<p>CO1- Human Rights – Students have a clear understanding of India's various human rights citizens have. People from different origins have different constitutional and legal rights (SC, ST, Children, Women, Disabled, etc.)</p> <p>CO2- Environmental Concerns – understanding various types of Disasters, their impact on Human Life (physical, psychological, economic, and social) dealing with these Disasters, and Human Rights issues in dealing with Disasters.</p> <p>CO3- Science – Understanding how science developed, how it works, how science helps in eradicating superstition, and how we use science in our everyday lives.</p> <p>CO4- Evaluate the requirements of different competitive exams conducted in India. Learn and implement soft skills like Motivation, Goal Setting, Time management, and few writing skills.</p>
5	Commerce IV	<p>CO1- Review the types of production system and list the inventory management systems.</p> <p>CO2- Describe the structure of Indian Securities Markets and its impact on the economy.</p> <p>CO3- Reflect on the various investment avenues available in India and describe the recent trends in the world of finance.</p> <p>CO4- Provides basic knowledge of production management, inventory management, and quality management.</p>
6	Auditing	<p>CO1- . Classify different concepts of auditing, types of frauds and errors in auditing</p> <p>CO2 . Classify different concepts of auditing, types of frauds and errors in auditing</p> <p>CO3- . Classify different concepts of auditing, types of frauds and errors in auditing.</p> <p>CO4- Examine their role in vouching and verification.</p>

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7	Advertising I	<p>CO1- Evaluate the difference between traditional and contemporary media available.</p> <p>CO2- Examine the factors to be considered in planning the advertising campaign and effectively frame media planning & buying strategies.</p> <p>CO3- Apply the knowledge gained on creativity and examine the impact of celebrity endorsements.</p> <p>CO4- Execute print ads and broadcast ads and critically evaluate the effectiveness</p>
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T.YB.COM SEMESTER V

1	Commerce-Paper V (MHRM)	CO1- After studying the topics given in the syllabus, the students will understand the marketing decisions and marketing strategies of a firm CO2- To Understand Industry need and compete effectively in the industry CO3- Examines the various types of Tariff & Non Tariff Barriers, the positives & negatives of WTO & Overseas Market selection process CO4- Creates understanding of the Promotion and Distribution Decisions that are part of the marketing process.
2	Financial Accounting	CO1- Understand better where to invest money in debentures or equity shares. CO2- Read, understand, interpret and analyze the financial statements of companies. CO3- Understand the causes & effects of internal reconstructions. CO4- Acquire information of buy-back of shares and their legal formalities
3	Business Economics V	CO1- To understand the basic characteristics of economic development and growth of the Indian economy CO2- To analyze new economic policies (privatization, liberalization and globalization) in India CO3- To understand the industrial scenario of the Indian economy CO4- Enhance the knowledge about the Structure, Growth and Reforms in Financial Markets.
4	Cost Accounting	CO1- To understand the basic concepts and processes used to determine product costs. CO2- To be able to interpret cost accounting statements CO3- To analyze and evaluate the information for cost ascertainment, planning, control,

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		and decision making. CO4- Identify the reasons for the difference in the profits of Cost Accounting & Financial Accounting by preparing a Reconciliation Statement.
5	Direct and Indirect Taxes Paper – I – Direct Tax	CO1- To know the definition of important terms, residential status, taxable, and exempted income. CO2- To understand – deductions from total income and overall computation of taxable income. CO3- To ascertain the residential status of an individual and compute the taxable income of an individual. CO4- Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961.
6	Export Marketing	CO1- To understand how trade and business are done at the international level. CO2- To know about various financial and non-financial schemes provided by the government to promote exports. CO3- To understand the primary procedure to be followed while entering into export marketing. CO4- Acquire knowledge on Foreign Trade Policy, Role of DGFT, Benefits to status Holders and concepts relating to EOU/SEZ's/ AEZ's
7	Computer Systems & Application	CO1- The learners will become computer literate and can access, create, save and manage spread sheets and emails and use the internet effectively. CO2- They will be familiar with the basic protocols of computer networks. CO3- They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques and can write queries. CO4- Apply practical knowledge & exposure to MS-Excel



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T.Y.B.COM SEMESTER VI

1	Commerce-Paper VI (MHRM)	<p>CO1- After studying the topics given in the syllabus, the students will understand HR & HR-related strategies</p> <p>CO2- To Understand HR Policies and their need effectively in the industry.</p> <p>CO3- Reflect Morale and Grievance Redressed are used to help students understand leadership and various theories of leadership.</p> <p>CO4- Use of modern trends in human resources management as well as challenges in the field</p>
2	Financial Accounting	<p>CO1- Develop annotating on foreign transactions and currency rate and their effects.</p> <p>CO2- Acquire knowledge on subscription of shares and debentures & various types of underwriters.</p> <p>CO3- Acquire Practical knowledge on LLP and their accounting procedure.</p> <p>CO4- Identify equity share and underwriter liability and prepared underwriter statement.</p>
3	Business Economics VI	<p>CO1- To understand the basic characteristics of economic development and growth of the global economy.</p> <p>CO2- To analyses new economic policies (privatization, liberalization, and globalization) in India connected with the global economy.</p> <p>CO3- Develop knowledge about Balance of Payments and International Economic Organisations.</p> <p>CO4- Critically evaluate Foreign Exchange Market</p>

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4	Cost Accounting	CO1 -Examining emerging concepts of cost accounting. CO2 -Apply the knowledge gained on marginal and standard costing. CO3 -Critically evaluate the knowledge gained on cost control account CO4 -Classify different types of process costing and cost accounting
5	Direct and Indirect Taxes Paper-II – Indirect Tax	CO1 -Define the different concepts and terms used in the Goods and Services Tax (GST). CO2 -Use the timing, location, and value of supply in a practical way. CO3 - Examine the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc. CO4 - Practically compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.
6	Export Marketing	CO1 - To understand how trade and business are done at the international level. CO2 - To know about various financial and non-financial schemes provided by the government to promote exports. CO3 - To understand the primary procedure to be followed while entering into export marketing. CO4 - Reflect export procedure, role of customs House Agent Pre-shipment and port shipment procedure, quality control procedure, customs clearance.

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SHRI YASHWANTRAO CHAVAN SHIKSHAN PRASARAK MANDAL'S

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7	Computer Systems & Applications	<p>CO1- The learners will become computer literate and can access, create, save and manage spread sheets and emails and use the internet effectively.</p> <p>CO2- They will be familiar with the basic protocols of computer networks.</p> <p>CO3- They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques, and can write queries.</p> <p>CO4- Execute the calculations in Visual Basic using conditions, sub procedures and sub functions.</p>
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Programme Outcome & Course Outcome for Bachelor of Management Studies (B. M.S.)

Programme Outcome:

PO1- Develop a basic understanding of management education and practices that can be applied in the present-day global scenario. Gain knowledge and skills to exploit opportunities in the management profession.

PO2- Appreciate the interrelationships among functional areas of management. Understand the importance of multicultural, ethnic, ethical and gender issues in the organization. Demonstrate professionalism, self- awareness, and effective communication skills.

Programme Specific Outcome:

POS1- To provide students with a good breadth of knowledge in mathematical, scientific, computing and basic management fundamentals necessary to formulate analysis and solve problems and pursue advanced study or research.

POS2- To educate students with proficiency in core areas of Management Education to comprehend trade-offs in the decision-making process; to analysis, design, and synthesize data and technical concepts to create solutions for real-life problems.

POS3- To inculcate in students a sense of high professionalism, to work as part of teams on multidisciplinary projects and diverse professional environments, needed for a successful professional career and related management issues to the society, global economy and emerging technologies

POS4- To understand the nature and causes of stress in an individual and organizations

POS5- To develop an understanding of the sales & distribution processes in a marketing organization

POS6- To teach the analytical abilities and research skills among the students



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**COURSE OUTCOME**

FY BMS SEMESTER –I		
1	Business Communication – I	CO1 -Display Competence in oral and written, and visual communication CO2 - Develop confidence in explaining one's thoughts and ideas in a most effective manner CO3 -Understands style, format and etiquette to keep pace with the communication need of the modern world. CO4 - To develop language and writing skills
2	Foundation Course- I	CO1 -Acquire an understanding of the pluralistic nature of Indian society CO2 -Be able to learn about their rights and responsibilities as a citizen of a country CO3 - Develop sensitization about gender disparity in society. CO4 - To understand the political party system of India
3	Business Statistics	CO1 - Understand the calculation and estimation of profit they can earn through projects. CO2 -Understand the correlation of different variables of his business CO3 - Develop the usage of statistical, graphical, and algebraic techniques wherever relevant. CO4 - To study the application of decision theory in business
4	Foundation of Human Skills	CO2 - To develop knowledge of the field of organization and explain individual behavior related to attitude, personality, perception motivation and rewards. CO2 -Learn to identify the process used in developing communication, resolving conflicts, and implementing change. CO3 -Acquire the knowledge of organizational culture and describe CO4 - Various organizational designs.

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6	Introduction to Financial Accounts	CO1 -To study the application of decision theory in business CO2 -To understand journal entries, ledger posting and subsidiary books CO3 -To understand depreciation and trial balance CO4 -To understand the preparation of financial statements
7	Business Economics - I	CO1 -Provide the basic provisions and contemporary issues To expose students to basic micro-economics concepts and inculcate the analytical approach of the subject matter. CO2 -Provide the basic provisions and contemporary issues To stimulate the students' interest by showing the reliability and use of various economic theories CO3 -Provide the basic provisions and contemporary issues To apply economic reasoning to problems of business. CO4 - To make aware of different pricing methods
FYBMS SEMESTER –II		
1	Business Communication – II	CO1 -Display Competence in oral and written and visual communication CO2 - Develop confidence in explaining one thought and ideas in a most effective manner CO3 - Understands style, format and etiquette to keep pace with the communication needs of the modern world. CO4 - To develop language and writing skills
2	Business Environment	CO1 -Understand how an entity operates in Business Environment. CO2 - Learn about legal framework that regulates Industry. CO3 - study the effect of Government policies on the Economic Environment. CO4 - Explore Competitive strategies in Industry.



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3	Business Mathematics	CO1- Appreciate the mathematical concepts encountered in the real world and gain insight into business situations. CO2- Use mathematical concepts to enable profit maximization and cost CO3- To understand mathematical definition and use them correctly CO4- To provide primary knowledge regarding mathematical techniques to be used in managerial decision making.
4	Foundation Course - II	CO1- The objective of the subject is to provide students with the knowledge of LPG, Human rights and Organizational stress CO2- The subject aims to provide students with the knowledge of expressing their opinions in a conflict situation and stress management. CO3- To understand the concept of Industrial Law CO4- To Understand social legislation in India
5	Industrial Law	CO1- To review Industrial and Labour Laws in India CO2- To understand the significance of and practices of Industrial and Labour Laws CO3- To Understand social legislation in India CO4- Focus on the laws relating to Industrial Relations, Social Security and Working conditions.
6	Principles of Marketing	CO1- To understanding of marketing concepts and terminologies CO2- To Understanding of individual elements of the marketing mix. CO3- To Demonstrate knowledge of marketing communication strategies. CO4- To Identify the organizational process involved in planning, implementing, and controlling marketing activities.

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7	Principles of Management	CO1- Students will understand the concept of management and processes used in Organisation. CO2- The student will be able to Identify and proper use vocabulary within the field of management and communicate effectively CO3- The student will study the evolution of management CO4- Illustrate the diverse learning opportunities for developing analytical and soft skills
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SYBMS SEMESTER - III

1	Strategic management	CO1- To expose students to various perspectives & concepts in strategic management. CO2- It enables the students to understand strategy formulation, implementation & control in an organization. CO3- To help students develop skills for applying these concepts to the business problem solution. CO4- To help students master the analytical tools of strategic management
2	IT in Business Management-1	CO1- Learning basic IT concepts supports and role in management, managers. CO2- To understand the basic concepts of email, internet, and websites, Domain & security therein. CO3- To recognize the security aspects of IT in Business, highlighting electronic transactions. CO4- Investigate the concept of E-security
3	Business Planning and entrepreneurial management	CO1- Understand the concept of entrepreneurship. CO2- Understand the role and importance of entrepreneurship for economic development. CO3- Acquire the knowledge of the entrepreneurial process and various resources needed to develop entrepreneurial ventures. CO4- Demonstrate the systematic process and to select and screen a business idea



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4	Accounting for Managerial Decisions	CO1- Acquainted with basic accounting fundamentals. CO2- Develop financial skills CO3- Understand the core concepts of Business Finance and understand its importance in managing business. CO4- Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs.
5	Foundation courseIII	CO1- To expose the students to the emerging environmental issues related to business and commerce at global, national, and regional levels and the measures for the effective management of these problems. CO2- To teach environmental ethics and values in the minds of the students and at the same time acquaint them with relevant methods, techniques and tools that are in use to assess and analyze the environmental issues. CO3- Comprehend different contemporary issues in Management Accounting and Reports & Reporting needs. CO4- Analysis various techniques to various domains concerned with accounting-based applications and solutions
6	Advertising (Marketing Specialization)	CO1- Appreciate the ways of communication and persuasion with consumers. CO2- Understanding the role of advertising in the communication mix. CO3- Identify and discuss the range of creative strategies in advertising. CO4- Discuss the role of an advertising agency and its client relationship



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7	Consumer Behaviour (Marketing Specialization)	<p>CO1-To explain why consumer behaviour is a central topic in marketing.</p> <p>CO2-To provide some simple tools that can be used for thinking about consumers, speculating about their possible behaviours, and analyzing marketing problems from a consumer-behaviour perspective.</p> <p>CO3-To present a simple model of consumer decision-making and, based on this, to distinguish four basic types of consumer purchases.</p> <p>CO4-To consider how consumers learn about products and services from their environment and how they use this information to direct their behaviour.</p>
8	Equity & Debt Market (Finance Specialization)	<p>CO1 -To Understand the evolution of various aspects of financial markets.</p> <p>CO2- To be able to frame financial policies & development of financial instruments</p> <p>CO3 - To be able to understand the process & evolve the strategies during crises</p> <p>CO4 - To understand valuation of equity & bond</p>
9	Cost Accounting (Finance Specialization)	<p>CO1- To understand the basic concepts and processes used to determine product costs.</p> <p>CO2- To be able to interpret cost accounting statements</p> <p>CO3- To analysis and evaluate the information for cost ascertainment, planning, control, and decision making.</p> <p>CO4-Identify the reasons for the difference in the profits of Cost Accounting & Financial Accounting by preparing a Reconciliation Statement..</p>

SYBMS SEMESTER – IV

1	Production and Total Quality Management	<p>CO1-To obtain and understand and use basic production and Total Quality Management concepts.</p> <p>CO2-To understand various types of production systems.</p> <p>CO3-Apply the principle and techniques of Total Quality Management in improving quality practices within an industrial or service Organisation.</p> <p>CO4- Apply Quality Management Tools and Six Sigma Methodology to address the identification of waste from a process and to address problem process quality and consistency.</p>
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2	IT in Business Management-II	CO1- To understand managerial decision-making and develop a perception of major functional areas of MIS. CO2- To learn and understand the relationship between Database Management and Data warehouse approaches CO3- To learn outsourcing concept-BPO/KPO, their structures, cloud computing. CO4- To Learn Identify different types of threats to computer systems and control measures
3	Business Research Methods	CO1- Develop analytical abilities and research skill among the students. CO2- Get experience and learning in Business Research CO3- Demonstrate the ability to think critically, research, and reason. CO4- Develop skills in qualitative and quantitative data analysis and presentation
4	Foundation Course IV (Ethics and Governance)	CO1- To make students study ethical business practices, CSR and corporate governance are practiced by various organisations. CO2- To make student learn the applicability of ethics in functional areas like marketing, finance and human resource management. CO3 : To make student learn Demonstrate a critical appreciation of importance of corporate responsibility and how it relates to corporate strategy. CO4- To Make student learn Promote ethical standards at work place and provide a consistent example of desired ethical conduct.
5	Business Economics II	CO1- This course is designed to present an overview of macroeconomics issues. CO2- It also introduces preliminary models for determining output employment interest rate and inflation. CO3- To understand monetary and fiscal policies are discussed to illustrate policy application of macroeconomic theories. CO4- To understand theories of international trade.
6	Corporate Restructuring (Finance Specialization)	CO1- To impart knowledge related to legal accounting CO2- Understanding practical implementation of corporate restructuring

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		CO3- To understand accounting for internal & external reconstruction CO4- To understand Impact of reorganization of companies
7	Auditing	CO1- At the end of this course students should be able to: Understand the concept of auditing, errors and frauds, principles of audit, and types of audits. CO2- Plan audit program and, maintain working papers and audit notebook. CO3- Understand techniques of auditing. CO4- Understand the concept of internal audit.
8	Integrated marketing communication (Marketing Specialization)	CO1- Understand the nature, purpose and complex construction in the planning and executing an effective Integrated Marketing Communication (IMC) program. CO1- Understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program. CO3- Understand the basic principles of planning and execution in marketing communications. CO4- Demonstrate commitment to ethical practices of tourism
9	Rural Marketing (Marketing Specialization)	CO1- To let the students explore to agriculture & rural marketing environment CO2- To understand consumers & marketing characteristics of rural marketing CO3- To Understand emerging challenges in rural markets CO4- To Understand rural marketing mix

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TYBMS SEMESTER – V		
1	Logistics and Supply Chain Management	<p>CO1- To understand how logistics & supply chain operations fit into various types of Business: Manufacturing, service & project.</p> <p>CO2- To learn about the practice of Logistics in different sectors</p> <p>CO3- To study modern logistical Infrastructure in detail.</p> <p>CO4- To Examine concepts like inbound and outbound Logistics, offshore and inshore logistic</p>
2	Corporate communication and Public Relation	<p>CO1- To provide the students with a basic understanding of the concepts of corporate communication & public relation.</p> <p>CO2- To introduce the various elements of corporate communication & consider their roles in managing Organisation.</p> <p>CO3- To examine how various elements of corporate communication must be coordinated to communicate effectively.</p> <p>CO4- To Understand the Demonstrate various Mass Media laws and use of technology and correspondence in day-to-day activities of an organization.</p>
3	Direct Tax (Finance Specialization)	<p>CO1- To know the definition of important terms, residential status, taxable, and exempted income.</p> <p>CO2- To understand – deductions from total income and overall computation of taxable income.</p> <p>CO3- To ascertain the residential status of an individual and compute the taxable income of an individual.</p> <p>CO4- Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961.</p>
4	Investment analysis & portfolio management (Finance Specialization)	<p>CO1- To understand various concepts of finance</p> <p>CO2- To understand investment environment</p> <p>CO3- To understand portfolio management & security analysis</p> <p>CO4- To understand risk return relationships.</p>



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5	Financial Accounting (Finance Specialization)	<p>CO1-Understand provisions relating to underwriting of shares and debentures</p> <p>CO2-Evaluate the consolidation process and prepare consolidated financial statements based on relevant accounting Standards</p> <p>CO3-Understand the final accounts of companies.</p> <p>CO4-Demonstrate accounting of foreign currency and investments</p>
6	Wealth Management (Finance Specialization)	<p>CO1-To provide an overview of various aspects related to wealth management</p> <p>CO2-To study the relevance & importance of insurance in wealth management</p> <p>CO3-To understand issues related to taxation in wealth management</p> <p>CO4-To understand various components of retirement planning</p>
7	Customer relationship management (Marketing Specialization)	<p>CO1-Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.</p> <p>CO2-Evaluate how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organisational goals.</p> <p>CO3-Implement various technological tools for data mining and also successful implementation of CRM in the Organisations.</p> <p>CO4-Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organisations.</p>
8	Ecommerce and digital marketing (Marketing Specialization)	<p>CO1-Understand increasing significance of E- commerce and its applications in business and various sectors.</p> <p>CO2-Demonstrate an understanding of the foundations and importance of E- commerce analysis the impact of E-commerce on business models and strategy.</p> <p>CO3-Examine the infrastructure for E- commerce</p> <p>CO4-Examine the key features of the Internet, Intranets and Extranets and explain how they relate to each other.</p>

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9	Sales and distribution management (Marketing Specialization)	CO1- Develop an understanding of the sales and distribution process in organization. CO2- Get familiarized with concepts and approaches and the practical aspect of key decision making variables in sales and distribution channel management. CO3- Examine the practical approach related sales and distribution CO4- Examine concepts, approaches and the practical aspects of the key decision.
10	Service Marketing (Marketing Specialization)	CO1- To provide students with an appreciation of concepts, functions and techniques of the craft of marketing services. CO2- Identify critical issues in service design, including the nature of service products and markets. CO3- To identify critical issues in service delivery, including identifying and managing customer services. CO4- Examine Recent Trends in Marketing Of Services in various industry
TYBMS SEMESTER - VI		
1	Operation Research	CO1- Be able to understand the mathematical tools that are needed to solve optimization problems CO2- Learn about different decision-making processes CO3- Explore the facts about networking and transportation CO4- Examine the concepts to solve various problems practically
2	Project work	CO1- Apply the fundamental aspects associated with the project. CO2- Evaluate the fundamental aspects associated with the project. CO3- Understand the topic selected fully and to use it for practical purposes. CO4- Analyse fully the data received and collected through primary and secondary methods of data collection
3	Indirect Taxes (Finance Specialization)	CO1- To make them understand the Constitutional amendment for bringing GST into force CO2- To make the student understand Basic Concepts: Introduction to Customs Duty Constitutional powers Important definitions CO3- To make the student understand Goods and Service Tax

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4	Strategic Financial management (Finance Specialization)	CO1 To match the need of the current market scenario and upgrade the student's skills and knowledge for long term sustainability CO2- To acquaint students with contemporary issues related to financial management CO3- Examine the knowledge about short term finance and Banking norms on NPAs. CO4- Understand the concept of corporate governance and corporate restructuring like merger, acquisition, takeover etc.
5	Innovative Financial Services (Finance Specialization)	CO1 -To familiarize the learner with the fundamentals aspects of various issues associated with various financial services. CO2- To give a comprehensive overview of emerging financial services in the light of globalisation. CO3- To introduce the basic concepts, functions, processes, techniques and create CO4- An awareness of the role, functions and functioning of the financial services.
6	International Finance(Finance Specialization)	CO1- Familiarise the student with the fundamental aspects of various issues associated with International Finance learn the basic concepts, functions, processes, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalized Market CO2- Apply basic knowledge of how international financial markets work. CO3- Evaluate the foreign currency and derivatives. CO4- Understand the fundamental aspects of various issues associated with International Finance.
7	Media Planning and Management (Marketing Specialization)	CO1- To understand Media planning, strategy and management concerning current business scenario CO2- To learn the basic characteristics of all media to ensure the most effective use of the advertising budget CO3- To provide an understanding of media planning, budgeting, scheduling and Evaluating. CO4- Develop a sense of judgment when evaluating media with the help of different media measurement metrics and media buys
8	Brand Management (Marketing Specialization)	CO1 -To provide an understanding of the principles of branding role of branding.

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		<p>CO2-To make sure students understand the implications of planning, implementing, and evaluating branding strategies.</p> <p>CO3-Learning how to develop and create brand equity for a brand.</p> <p>CO4- Examine the basics and significance of branding and brand management and explain the criticality of effective brand management in the current business environment.</p>
9	Retail Management (Marketing Specialization)	<p>CO1-To familiarize the students with retail management concepts & operations.</p> <p>CO2-To provide understanding of retail management & types of retailers</p> <p>CO3-Including terminology including merchandise management, store management and retail strategy.</p> <p>CO4-To acquaint the students with legal and ethical aspects of retail management.</p>
10	International Marketing (Marketing Specialization)	<p>CO1 - Understand international marketing, its advantages and challenges</p> <p>CO2-Get an insight on dynamics of international marketing environment.</p> <p>CO3- Understand the relevance of international marketing mix decisions and recent development</p> <p>CO4- Evaluate the International Marketing Mix decisions and recent developments in Global Market.</p>



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