

Bachelor of Commerce (B.Com) Programme Course Outcomes- Department-wise

Name of Department :				Department of Commerce (Six Semesters)	
F.Y.B.COM	Name of the Course	Course Outcomes			
SEM I	Commerce-I - Introduction To Business	CO1	To understand business, It's concepts, objectives and current trends of business in market.		
		CO2	To gain knowledge about Project planning and focus on entrepreneurship as career in the recent era.		
		CO3	To enhance Understanding of various internal and external factors of business.		
SEM II	Commerce- II - Service Sector	CO1	To understand of basic concept of service sectors and focus on retail sectors in India		
		CO2	To develop knowledge and understanding of the uniqueness of services sector and its contribution to the national growth.		
		CO3	To become aware of the recent trends in Service Sector such as Information technology, E-Commerce, Banking & Insurance, Logistics, etc.		
S.Y.B.COM	Name of the Course	Course Outcomes			
SEM III	Commerce- III - Management	CO1	To make the learners understand about conceptual knowledge and evolution of Management.		
		CO2	To Map the concept of directing, control systems and techniques of controlling in management.		
		CO3	To make learners aware about importance of Organising and Directing in Business and role of effective communication.		
	Advertising- I - Applied Component	CO1	To make the learners understand about conceptual knowledge and evolution of Advertising.		
		CO2	To make the learners understand about role and functions of Ad agency.		
		CO3	To examine Economic, Social and Regulatory aspects of advertising.		
SEM IV	Commerce - IV Production and Finance	CO1	To acquaint the learners with basic concepts of Production Management, Inventory Management, and Quality Management.		
		CO2	To provide knowledge about Indian Financial System, and Role of SEBI, Stock Exchange, etc.		
		CO3	To make learners aware about the new trends in financial market.		
	Advertising- II Applied Component	CO1	To make learners aware about different types of media along with that importance of research in advertising.		
		CO2	It aims to orient learners towards the advertising campaign, advertising Budget and media planning.		
		CO3	To make learners aware about creativity in advertising and execution of advertising campaign.		
T.Y.B.COM	Name of the Course	Course Outcomes			
SEM V	Commerce- V- (Marketing)	CO1	To familiarize the students with basic concepts of marketing and recent trends in marketing prevailed in the market.		
		CO2	To make learners understand various elements of Marketing mix like Product, Price, Place and Promotion Packaging, Pace, People, etc.		
		CO3	To make learners understand about the Product positioning strategies and Branding Concepts.		
	Export Marketing -I (Elective Course)	CO1	To impart knowledge among the learners about Export marketing and its various dimension for the expansion of trade and business.		
		CO2	To make learners aware about the composition and direction of India's foreign trade policy.		
		CO3	To make learners understand different promotion organization and their roles, various schemes of incentives in export marketing, etc.		
	Purchasing and Store keeping - I (Elective Course)	CO1	To make learners aware about importance of Material Management for the Production Planning and Manufacturing process.		
		CO2	It aims to orient learner towards the Practical aspects and Techniques of Material Management and focus on Scientific purchasing.		
		CO3	To make learners aware about Economical and Social aspect of Purchasing and Store Keeping for the effective management and business operation.		
SEM VI	Commerce- VI- Human Resource Management	CO1	To make students understand the concepts, functions and processes of human resource management.		
		CO2	To make learner aware about the roles, functions and importance of HRD and Performance appraisals.		
		CO3	To make learner aware about the challenges of HR manager in this modern era and importance of recent trends in HRM, SQ and EQ, IQ, etc.		
	Export Marketing -II (Elective Course)	CO1	To impart knowledge about the importance of distribution and promotion in International market and role of logistics.		
		CO2	To make learner aware about the how pricing calculation is done in the export marketing and documentation process.		
		CO3	To make learner aware about procedure involved in pre, during, after shipment of goods in the International market		
		CO1	To make learners aware about role and importance of Store Keeping and overview of Storekeeper		

Purchasing and Store keeping - II (Elective Course)	CO2	To make learners aware about essential Documents in Store keeping and Role of Inventory management in modern era.
	CO3	To make learners aware about emerging Supply Chain Management and role of Logisticin the Store keeping and Records.

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Name of Department :		Department of Accountancy (Six Semesters)	
F.Y.B.COM	Name of the Course	Course Outcomes	
SEM I	Accountancy and Financial management - I	CO1	Acquire conceptual knowledge of financial accounting and introduction to few accounting standards
		CO2	Understand the guidelines of AS-2 in Valuation of Stock and calculate value of closing stock based on FIFO and weighted average method
		CO3	Understand classification of costs and prepare Final accounts of Trader/ Manufacturer
		CO4	Acquire knowledge and find profit or loss on Hire purchase transactions and departmental accounting
SEM II	Accountancy and Financial management -II	CO1	Understand and Evaluate single entry system of bookkeeping and prepare final accounts from the same using conversion method.
		CO2	Learn Accounting of a dependent branch accounting and its effect on final accounts.
		CO3	Learn consignment accounting and its effect on final accounts
		CO4	Evaluation loss of stock by fire and apply for fire insurance claims including average clause.
S.Y.B.COM	Name of the Course	Course Outcomes	
SEM III	Accountancy and Financial management -III	CO1	Understand the fundamental aspects of Partnership final accounts with attributes of admission, retirement and death of partner.
		CO2	Understand and calculate Piecemeal Distribution of Cash among creditors and partners in case of dissolution of firm.
		CO3	Understand the concept of merger and acquisition and Prepare final accounts of Amalgamated firm.
		CO4	Understand the accounting treatment in case of conversion or sale of firm to company.
	Financial Accounting and Auditing V - Introduction to Management Accounting	CO1	Understand the role, scope and importance of management accounting and apply the financial tools in evaluation of the various financial statements
		CO2	Apply the ratio analysis as a tool of evaluation of financial statements
		CO3	Calculate the working capital required for an estimated level of production
		CO4	Classify and assess the Long Term Investment projects of the Companies with various techniques of capital budgeting
SEM IV	Accountancy and Financial management -IV	CO1	Understand the fundamental aspects of Company accounts with attributes of types & formation of companies, issue of shares and debentures.
		CO2	Understand the process, provisions and techniques of redemption of preference capital and its accounting treatment.
		CO3	Understand the process, provisions and techniques of redemption of Debentures and its accounting treatment.
		CO4	Understand and calculate Profits prior to incorporation and accounting treatment for pre and post incorporation profits.
	Financial Accounting and Auditing VI - Auditing	CO1	Acquire knowledge of basic terms and concepts of Auditing
		CO2	learn and understand Audit Planning, preparation of audit programme and audit working papers
		CO3	Evaluate the various concepts related to audit techniques such as audit sampling, test check and understand the basic concepts of internal audit
		CO4	Evaluate the auditing techniques of Vouching of income and expenses and auditing techniques of verification as regards to assets and liabilities
T.Y.B.COM	Name of the Course	Course Outcomes	
SEM V	Financial Accounting and Auditing VII - Financial Accounting	CO1	learn how to account for different types of investments and adjustments for Bonus shares, Rights issue and other transactions using Accounting Standard 11
		CO2	Prepare, interpret and analyze the Financial Statements of Companies based on provisions of Companies Act 2016
		CO3	Understand the causes & Effects of Internal Reconstructions and its accounting treatment
		CO4	Understand the legal & accounting aspects of Buy Back of Shares.
		CO5	Understand the importance & effects of ethical behavior of Accountants in the society.
	Financial Accounting and Auditing VIII - Cost Accounting	CO1	Classify cost and prepare a subsequent cost Sheet and Differentiate and appraise the cost sheet with the financial statement.
		CO2	Compute different inventory accounting techniques
		CO3	learn how to calculate labour costs using incentive systems based on Piece Work Plan, Haley Premium Plan, Rowan System, and Gantt's Task.
		CO4	Learn how to solve problems on apportioning overhead costs based on factors and its effect on costs.
		CO1	Acquaint the basic definitions and terms, scope of income residential status, taxable, excluded and exempted income as per the income tax Act 1961

Direct & Indirect Taxation Paper I - Direct taxes (Elective Course)	C02	Determine the residential status and scope of income of an individual
	C03	Appraise the Heads of Income of an individual
	C04	Understand – deductions from total income and overall computation of taxable income

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SEM VI	Financial Accounting and Auditing IX - Financial Accounting	C01	Calculate Purchase consideration, and accounting treatment for Amalgamation, absorption and External Reconstruction as per Accounting standard 14.
		C02	Understand the Accounting of Foreign Currency Transactions – Foreign Branches as per AS 11
		C03	Understand the process of Liquidation of a company and Prepare the Liquidators statement of accounts as per Companies act 2018
		C04	Understand the concept of Underwriting of Shares & Debentures and calculation and accounting treatment of underwriters liability.
		C05	Understand, prepare and interpret the Financial Statements of Limited Liability Partnership (LLP)
	Financial Accounting and Auditing X - Cost Accounting	C01	acquaint to Emerging concepts of Cost accounting, Classify and solve problems on Cost Control Accounts.
		C02	learn the concept of Contract Costing and accounting of contract transactions
		C03	understand the concept of Process costing and adjustments of normal and abnormal loss in processes.
		C04	Calculate Marginal costs and Breakeven points and its role in decision making.
		C05	learn the importance of budgeting and calculate various variances and interpret the results.
	Direct & Indirect Taxation Paper II - Indirect taxes (Elective Course)	C01	learn the importance of budgeting and calculate various variances and interpret the results.
		C02	Acquaint the important terms and GST Framework in India
		C03	Understand – input tax credit, levy and collection of tax and determine value of taxable supply
		C04	Assess the value, time and place of supply for goods and services
		C05	Analyses and compute tax liability under GST
Name of Department :		Department of Economics (Six Semesters)	
F.Y.B.COM	Name of the Course	Course Outcomes	
SEM I	Business Economics I	C01	Students understand various concepts of economics and their applications to real business situation.
		C02	Students comprehend demand and elasticity concepts and recognise Concepts of Marginal Utility Approach and Indifference Curve and consumer equilibrium
		C03	Students come to know various cost concepts, their behaviour and inter relationships
SEM II	Business Economics II	C01	Students know the importance of the Profit Maximization and other goals of firms.
		C02	Economic classification of market is revealed. Students come to know the product pricing and equilibrium in different market forms
		C03	Students come to know the various methods of product pricing .
S.Y.B.COM	Name of the Course	Course Outcomes	
SEM III	Business Economics III	C01	To identify the determinants of various macroeconomic aggregates and the major challenges associated with the measurement of these aggregates.
		C02	Students know the various concepts associated with National Income and the methods of measuring National Income.
		C03	Analyze fiscal and monetary policy decisions to counter business cycle swings by using macro- economic models
		C04	Students will be able to understand the Keynesian revolution, as well as the subsequent developments and criticisms of Keynesianism.
SEM IV	Business Economics IV	C01	Understand Basic concepts of public finance and critically assess the mechanism of functioning of modern public finance
		C02	Understand Allocation of Resources Promotion of Distributional Justice Removal of Distortions in the Economy Capital Formation and Economic.
		C03	Classify public revenues and integrate them into the fiscal and tax system
		C04	Classify public revenues and expenditures through the budget and to analyze the instruments and objectives of budgetary policy
T.Y.B.COM	Name of the Course	Course Outcomes	
SEM V	Business Economics V	C01	Understand New economic policy and Role of Social Infrastructure with reference to education, health and family welfare
		C02	Understand the difference between the Indian economy and developed economies and understand role of foreign capital in economic development
		C03	Understand the National Agricultural Policy 2000 and various concepts such as Agricultural pricing and agricultural finance, Agricultural Marketing etc

		CO4	Acquaint students with the emerging issues in business at the international level in the light of policies of liberalization and Globalization
SEM VI	Business Economics VI	CO1	Discuss the major economic theories of international trade and analyze the economic implications of alternative trade policies.
		CO2	Understand Foreign Exchange Market, Purchasing Power Parity Theory, Spot & Forward Exchange Rates, Arbitrage, Role of Central Bank in foreign exchange rate

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Name of Department :		Department of Foundation Course (Four Semesters)	
F.Y.B.COM	Name of the Course	Course Outcomes	
SEM I	FOUNDATION COURSE I	CO1	The learners will be able to comprehend various social issues and regional variations as per rural , urban and tribal area.
		CO2	Students will be able to understand political processess in Indian context and role of women in Indian politics.
		CO3	Students will be able to comprehend Philosophy, structure of indian constitution and they will complete their duties as Indian citizens
SEM II	FOUNDATION COURSE II	CO1	Students will be able to recollect the concept of globalisation, privatisation and liberalisation.
		CO2	Learners will be able to understand the fundamental rights as per Indian constitution. And will be able to use it while working in policy planning.
		CO3	The lerners will be sensitized towards waste management , strategies of solidt waste mgt. with reference to Mumbai as case study.
S.Y.B.COM	Name of the Course	Course Outcomes	
SEM III	FOUNDATION COURSE III	CO1	The learners will be able to grasp types of human right violation and their redressal mechsniism
		CO2	Students will be able to understand different environmental disasters.
		CO3	Learners will learn different types of interpersonal and communication skills.
SEM IV	FOUNDATION COURSE IV	CO1	The learners will be able to understand rights of consumers, with details on Right to information.
		CO2	The students will nderstand advance technological inventions and their applications in human life.
		CO3	Students will comprehend various approaches of Ecology.
		CO4	Learners will know about competitive examinations conducted.
Name of Department :		Department of Business Communication (Two Semesters)	
F.Y.B.COM	Name of the Course	Course Outcomes	
SEM I	Business communication I	CO1	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar
		CO2	To make students understand communucation and barriers while developing communication process in organisation.
SEM II	Business Communication II	CO1	To make lerners understand effective business correspondence with brevity and clarity
		CO2	To stimulate their critical thinking and learning to design creative wirting material.
		CO3	To help students to develop and demonstrate his/ her non-verbal and verbal communication abolity through presentations.
		CO4	To enable students to employ and incorporate modern technology with basic methods of communication.
Name of Department :		Department of Mathematics and Statistics (Two Semesters)	
F.Y.B.COM	Name of the Course	Course Outcomes	
SEM 1	Mathematical & Statistical Techniques	CO1	The learners will undstand Basic concept of mathematics and Statistics and its uses in the business.
		CO2	Learners will understand how to apply mathematical and statistical tool on business decision making
		CO3	Enhance the problem solving skills.
SEM II	Mathematical & Statistical Techniques	CO1	The lerners will be able to prepare for competitive examinations .
		CO2	Students will know How to apply calculus to solve business and economics problem
Name of Department :		Department of Environmental Studies (Two Semesters)	
F.Y.B.COM	Name of the Course	Course Outcomes	
	ENVIRONMENTAL STUDIES I	CO1	Acquire necessary knowledge, skills, attitudes and values on Environmental conciousness

SEM I		C02	Learners will be able to understand and interpret the interactions between Bio-physical, sociocultural and economic facets of the environment.
		C03	Learners will develop holistic approach by understanding how local actions could have global repercussions
SEM II	ENVIRONMENTAL STUDIES II	C01	Students will be able to indentify variety of envrionmental issues at local, nationa or international level and their ecological and cultural implications
		C02	Students will be able to understand the concept of solid waste management and its strategies.

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Name of Department :		Department of Business Law (Two Semesters)	
S.Y.B.COM	Name of the Course	Course Outcomes	
SEM III	BUSINESS LAW III	C01	Students will demonstrate an understanding of the legal envriment of business
		C02	Learners will be able to apply basic knowledge to business transactins
SEM IV	BUSINESS LAW IV	C01	Lerners will be able effectively use standard business and legal terminology.
		C02	Learners will have basic knowledge about case law studeis.
Name of Department :		Department of COMPUTER SYSTEMS AND APPLICATIONS (Two Semesters)	
T.Y.B.COM	Name of the Course	Course Outcomes	
SEM V	Computer System and Applications V (Elective)	C01	Students will understand the concept of E-Commerce and data communication and its uses for developing business.
		C02	Learners will understand to present data in attractive manner to use in business.
		C03	Students will be skilled to apply advance tools of excel in business and banking sector.
SEM VI	Computer System and applications VI (Elective)	C01	Students will enhance problem solving skills , logical thinking and data anlysis using computer system.



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Name of Department : POST GRADUATE DEPARTMENT		
Name of Program : M.COM (BUSINESS MANAGEMT AND ACCOUNTANCY)		
M.COM SEM I PART I		
	Course Outcome	
STRATEGIC MANAGEMENT	CO1	Students will understand the importance of strategic management for business
	CO2	Learners will develop analytical skills to solve business related problems
	CO3	Students will learn to develop strategic viewpoint to understand corporate intricacies
ECONOMICS, FOR BUSINESSDECISIONS	C01	Students will learn basic principles in Business Economics
	CO2	Learners will be acquainted with demand and supply analysis.
	CO3	Students will gain knowledge market structure analysis.
COST AND MANAGEMENT ACCOUNTING	CO1	Students abilities will be developed to adapt the concept of cost and management accounting.
	CO2	To empower the learners to understand, develop and apply the techniques of costing in the decision. Making In the business
	CO3	To enable the learners in understanding, developing, preparing and presenting financial reports in the business.

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	CO1	learners will be acquitted with the concept and significance of Business Ethics in the modern businesses.
	CO2	To empower learners to comprehend the scope and intricacy of Corporate Social responsibility in the global and Indian context.
M.COM SEM II PART I		
RESEARCH METHODOLOGY FOR	CO1	Learners will be able to improve the capabilities to undertake research in business & social sciences.
	CO2	Students will be able to understand, develop and apply the fundamental skills in formulation of research problems
	CO3	Students will be able to understand the methodology to conduct research
	CO4	To equip students with the knowledge of basic statistical techniques to be applied in research.
MACRO ECONOMICS CONCEPTS AND APPLICATIONS	CO1	Students will learn the application oriented nature of macro - economic course.
	CO2	To equip students with concept understanding pf basic macro - economic fundamentals

CORPORATE FINANCE	CO1	To enhance the abilities of the learners to develop the objectives of the objectives of financial management
	CO2	It will enable learners to develop and apply the techniques of investment in the financial decision making
E-COMMERCE	CO1	Learners will be provided with frame work to understand the evolving field of E-Commerce.
	CO2	Students will be acquainted with current challenges and issues in e-commerce
	CO3	Learners will get skills to improve the understanding of various business models
	CO4	Students will be empower to understand Web-based Commerce and equip the learners to assess E-commerce requirements of a business
M.COM SEM III PART-2		
	CO1	Students will be able to describe the requirements as per accounting standard / foreign branches.
	CO2	: The learners will be able to read and recognize the Final accounts of banking companies, Provisioning of Non-Performing

ADVANCE FIANCIAL ACCOUNTING	CO3	The learners will be able to deal with the Accounting Provisions for Insurance Act and Insurance regulations and Development authorities
	CO4	Students will be equipped to analyze accounting provisions of Maharashtra State
	CO5	Rules and Forms and requirements of Final Accounts.
DIRECT TAX	CO1	Students will be able to discuss basic concepts of Income Tax.
	CO2	: Learners will be able to calculate and evaluate Income from Salary, Income from House Property, Profits
	CO1	and Gains from Business and Profession, Income from capital gains , Income from other Sources.
	CO2	students will be able to discuss about the deductions: 80C, 80CCF, 8-D, 80DD, 80DDB, 80E, , 80 U , and exemptions
	CO3	related to Specific Heads of Income to be covered with Relevant Provisions , Agriculture Income, Sums received from HUF by a Member, Share of Profit from firm , Income from Minor child, dividend.
	CO4	Students will be able to analyze the computation of Income & Tax of Individual and partnership Firm

ADVANCED COST ACCOUNTING	CO1	learners will be able to explain and analyze the features, process, concept of Process Loss, Abnormal Loss,
	CO2	Normal Loss Abnormal Gain and Compute Inter Process Profit, Computation of Equivalent Production –Weighted Average and FIFO
	CO3	students will be able to apply and analyze the meaning and types, methods of allocation cost and activity based costing and solve value using ABC Analysis. .
	CO4	Learners will be able to explain and analyze the responsibility accounting, responsibility centre's
	CO5	Students will be able to describe solve, and analyze transfer pricing , target costing and inflation accounting and prepare material report using Segment costing.
Course: Project Work -1	CO1	Learners will be able to imbibe research skills.
	CO2	Students will know awareness among the methodology of formulation, preparation and → evaluation pattern of the project work.
	CO3	Learners will have enhanced writing skills and preparation of research report

M.COM SEM IV PAR II

CORPORATE FINANCIAL ACCOUNTING	CO1	The students will be able to describe and analyze the need, contents and recent trends in financial reporting.
	CO2	The students will be able to apply knowledge and interpret scope and compliance of Accounting Standards of India.
	CO3	The students will be able to describe Meaning, need and apply
INDIRECT TAX	CO1	students will be able to discuss concept of Indirect Taxation and study the conceptual frame work under GST.
	CO2	The students will be able to describe registration procedure including cancellation and Revocation of registration under GST
	CO2	Students will have thorough knowledge of section 5 and section 6 of GST.
	CO3	. Students will have thorough knowledge of section 10 and section 12 of GST
FINANCIAL MANAGEMNT	CO1	The learners will be able to explain the needs of finance and sources of finance, types of finance; short term, medium term , long term
	CO2	Students will be able to explain and analyze the concepts, nature, purpose, types and measurement techniques of capital budgeting.

	CO3	The learner will be able to analyze and illustrate the management of working capital estimation.
	CO4	The learners will understand the issues in working capital estimation and management of components of working capital.
PROJECT WORK	CO1	Post graduate students will be equipped with specialized skills associated with the field of Management, commerce and Trade.
	CO2	Learners will gain strong background for career developments either in professional occupations or academics and research.
	CO3	: Students will understand and inculcate the entrepreneurship spirit
	CO4	Learners will be able to display decision making skills, analytical and critical thinking
M.COM SEM I PART I BUSINESS MANAGEMENT		
STRATEGIC MANAGEMENT	CO1	Learners will understand the basic concepts of strategic management decision making
	CO2	Students will have enhanced critical thinking skills in the area of business.
	CO3	Learners will know about recent business trends

ECONOMICS, FOR BUSINESS DECISIONS	CO1	Students will learn basic principles in Business Economics
	CO2	Learners will be acquainted with demand and supply analysis.
	CO3	Students will gain knowledge market structure analysis.
COST AND MANAGEMENT ACCOUNTING	CO1	To empower the learners to understand, develop and apply the techniques of costing in the decision. Making In the business
	CO2	To enable the learners in understanding, developing, preparing and presenting financial reports in the business.
BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	CO1	learners will be acquitted with the concept and significance of Business Ethics in the modern businesses.
	CO2	To empower learners to comprehend the scope and intricacy of Corporate Social responsibility in the global and Indian context.
M.COM SEM II PART I BUSINESS MANAGEMENT		
RESEARCH METHODOLOGY FOR BUSINESS	CO1	Learners will be able to improve the capabilities to undertake research in business & social sciences.
	CO2	Students will be able to understand, develop and apply the fundamental skills in formulation of research problems

	CO3	Students will be able to understand the methodology to conduct research
	CO4	To equip students with the knowledge of basic statistical techniques to be applied in research.
MACRO ECONOMICS CONCEPTS AND APPLICATIONS	CO1	Students will learn the application oriented nature of macro - economic course.
	CO2	To equip students with concept understanding pf basic macro - economic fundamentals
CORPORATE FINANCE	CO1	To enhance the abilities of the learners to develop the objectives of the objectives of financial management
	CO2	It will enable learners to develop and apply the techniques of investment in the financial decision making
	CO3	To enhance the abilities of the learners to develop the objectives of the objectives of financial management
	CO4	It will enable learners to develop and apply the techniques of investment in the financial decision making
E-COMMERCE	CO1	Learners will understand the concept of E-Commerce, BE2 , B2C and other concepts.
	CO2	Students will know different E-Commerce models

	CO3	Students will understand E-Commerce models and its benefits.
M.COM SEMIII PART-II (BUSINESSMANAGEMENT)		
ENTREPRNUERIAL MANAGEMENT	CO1	The students will have understanding of procedures to strat new and innovative ventures
	CO2	The lerner will know the concept of project managemnt , Formulation of business proposals.
	CO3	The students will have undestanding of incentves and promotional initiatives of GOV for entreprneurship activities.
HUMAN RESOURCES MANAGEMENT	CO1	The students will be able to examine various Industries relation act, child and women, Labour Act, SocialSecurity Act, 2016, Prevention of sexual harassment at work place Act 2013 and its implications on Hr policies of the organisation.
	CO2	The Lerner will gain insight of emerging issues and challenges facing Human Resource Management.
ORGANISATIONAL BEHAVIOUR	CO1	The Lerner will have understanding about related concepts of organizational Structure, Design and Culture and its implications of Organisation.

	CO2	Students will be equipped to understand how to effectively modify their behavior through motivation and leadership for enhanced performance
RURAL MARKETING	CO1	Learners will have knowledge of rural marketing intricacies
	CO2	Students will know strategies to manage Rural marketing
MARKETING STRATEGIES AND PRACTICES	CO1	Learners will know importance of Marketing and various strategies
	CO2	Students will know plans and policies in marketing for business.
	CO3	: Students will understand and inculcate marketing strategies
PROJECT WORK	CO1	Post graduate students will be equipped with specialized skills associated with the field of Management, commerce and Trade.
	CO2	Learners will gain strong background for career developments either in professional occupations or academics and research.
SEM IV PART II (BUSINESS MANAGEMENT)		
	CO1	Learners will be able to display decision making skills, analytical and critical thinking

ADVERTISING AND SALES MANAGEMENT	CO2	The students will have understood the concepts of Creativity, Social and Regulatory Framework of Advertising, Creativity & Research
	CO3	Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods
	CO4	Students will develop understanding of Sales controlling, Concept of Sales Budget and Sales Audit, Sales Quota -
	CO5	Methods and Types and also Recent trends-Importance of Customer Feedback, Sales Management-Data Mining.
TOURISM MANAGEMENT	CO1	The learner will gain knowledge of Tourism Management, different tourist destinations, Destination planning –process, Tourism marketing
	CO2	Learner will know different travel intermediaries, process of setting travel agency with different approval.
	CO3	Student will gain knowledge of international Tourism and different concepts associated with it: WTTC, IATO, TAAL, ITDC.
	CO1	Learners will perceive about the retail management concepts and its operations.

RETAIL MANAGEMNT	CO2	Learner will gain understanding of Electronic Data Interchange (EDI), Radio frequency Identification (RFI),Data Base Management system, E-Retailing: Formats, Challenges, Green Retailing- Concept and importance , retail as career - various career options , responsibilities of store manager, functions of merchandising manager.
PROJECT WORK II	CO1	Post graduate students will be equipped with specialized skills associated with the field of Management, commerce and Trade.
	CO2	Learners will gain strong background for career developments either in professional occupations or academics and research.
	CO3	: Students will understand and inculcate the entrepreneurship spirit
	CO4	Learners will be able to display decision making skills, analytical and critical thinking
MANAGEMENT OF BUSINESS RELATIONS	CO1	Students will develop a sound understanding of need , importance of business relations
	CO2	Learners will have knowledge of employees relationship managemnt

SUPPLY CHAIN MANAGEMNT	CO1	Students will develop a sound understanding of the important role of supply chain management
	CO2	Learners will have familiarity with current supply chain management trends
	CO3	Learners will Develop and utilize critical management skills such as negotiating, working effectively within a diverse business environment.



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Dr. Shamim Sayed

I/C Principal