

Criteria 2 -2.6.1

Undergraduate Courses

Programme Outcomes, Programme Specific Outcomes &
Course Outcomes

**PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME
(UNDERGRADUATE COURSES)**

Programme Name: - Bachelor of Commerce

Programme Outcomes:

PO1: On completion of three years of Bachelor of Commerce (B.Com), the students will develop a strong foundation in the fundamentals of commerce and finance.

P02: The programme enables the students to develop the skills of applying concepts and techniques of commerce in a business environment.

P03: The programme provides the students with the knowledge of different specializations relevant to Commerce and Trade sector and leads to comprehensive understanding of the business processes and its dynamics.

P04: The programme helps (assists) the students in holistic development, which will enable them in implementing strategies for sustainable development.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: The three-year course helps students to achieve proficiency in different areas of business, economics, accounting, commerce, finance, advertising, law, environment management, communication and modern technology.

PS02: The programme helps the students to acquire analytical skills, communication skills, decision making and problem-solving skills that are relevant in day to day business operations.

PS03: The programme helps to transform students as qualified, employable and socially responsible professionals in different areas of Global Business and sustainable Economy.

PS04: Students will be able to do higher education and advance research in the field of commerce and finance.

F.Y.B.COM Semester-I

Serial No.	Course Name	Conrsf: Outcome
1.	Commerce I	<ol style="list-style-type: none">1. The learner is able to identify the objectives of business and the new trends prevailing in business.2. The learner can state the various constituents of the business environment and their effect on business.3. The student can recognise the process on how a project is planned and what are the various statutory requirements in promoting the business unit.4. The student can define the ' ' concept of entrepreneurship, concept of entrepreneur and can discuss the challenges faced by women entrepreneurs in India.

2.	Foundation Course I	<ol style="list-style-type: none"> 1. The student would be able to analyze various social issues and regional variations according to rural, urban and tribal area. It would also help students to be socially responsible citizen. 2. The student would be sensitized with issues about gender inequality and its impacts on women in the Indian society. It will also highlight the problems of disabled people. 3. The student would be able to recognize the inequalities arose due to caste system and inter group conflicts and examine causes and impacts with reference to Indian Society. 4. The student would be in position to comprehend philosophy, structure of Indian constitution. Student will be able to fulfil the fundamental duties for maintaining peace and harmony in Indian Society. 5. The student would analyse significant aspects of political processes in Indian context and would be in a position to understand role of women in Indian Politics.
3.	Environmental Studies I	<ol style="list-style-type: none"> 1. The learner will acquire knowledge about biotic and abiotic components of the environment and its interrelationship with the human being. 2. The student would gather facts about types of natural resources with the causes of degradation. The acquired knowledge can be helpful to implement sustainable strategies for the development, utilization, and conservation of natural resources. 3. The student would get statistics about the status of the population in the world and would evaluate the causes of population explosion and its impact on the environment, resources, trade and national and international market. 4. The learner will get information about the causes and impacts of urbanization and become acquainted with the concept of the Smart City and sustainable development.
4.	Accountancy and Financial Management-I	<ol style="list-style-type: none"> 1. The student gets insights into the basics of Accounting Standards, Concepts and Principles to have the foothold in Accounts with the calculations of Inventory valuations by periodic and perpetual inventory system with the help of FIFO and Weighted Average methods. 2. The learner develops professional skills by understanding the final accounts of manufacturing concerns of proprietary firms; it would lay their strong foundation on Accounts and Financial Management. 3. The student will be able to explain Departmental accounting by allocating basis of expenses and income. 4. The student constructs the accounting of Hire purchase

		by knowing the calculation of interest and hire purchase transactions by asset purchase method based on full cash price.
5.	Business Economics-I	<ol style="list-style-type: none"> 1. The student can define the scope of business economics and basic economic relations. 2. The student can describe the demand function and measure the elasticity of demand. 3. The student can explain the Law of Variable Proportions-isoquants, ridge lines and least cost. 4. On completion of this topic, the student will be able to classify production cost in the short run and long run.
6.	Business Communication	<ol style="list-style-type: none"> 1. The student will be able to define the basic concepts of Communication and Business Communication. 2. The student recognises the different channels, methods, and modes of communication in business, and their advantages and disadvantages. 3. The student will be able to list out the possible barriers to official communication and ways to overcome them. 4. The student will be able to discuss the importance of Listening skills in business, Business Ethics, and learn etiquette observed in various situations of business. 5. The student will recognise the parts of a business letter and implement how to correspond for various official purposes, as also to prepare a resume. 6. The student will apply the skill of cohesive and coherent writing.
7.	Mathematical techniques statistical techniques -I	<ol style="list-style-type: none"> 1. The student will be able to apply fundamental concept in Shares and Mutual Funds, to understand mechanism of investment and savings in private sectors i.e. Banking, Insurance and other financial services. 2. The student will be able to evaluate total number of possibilities to perform a particular task and to find optimum solution to problems. 3. The student will be able to apply core knowledge of measurement of central tendencies and dispersion. 4. The student will be able to evaluate process in unbiased experiment Probability. 5. The student will be able to apply mathematical model to different situations to suggest best possible decision in business.

F.Y.B.COM Semester-II

Serial No.	Course Name	Course Outcome
1.	Commerce II	<ol style="list-style-type: none">1. The student will remember the nature of service and service process.2. The student will be able to explain the basic concepts and theories of service management.3. The student identifies the broad basic elements of managing service design, delivery and performance.4. The student will be able to apply the knowledge of service management to analyse the daily operation of common service organizations.
2.	Foundation Course II	<ol style="list-style-type: none">1. The student can recollect the concept of Globalization, privatization and liberalization with use of technology and communication and evaluate its impact on commerce, trade, business and economics in Indian society.2. The learner will be able to state the Fundamental rights of Indian Constitution and would be able to use it while working in policy planning in commerce, finance, trade, market, business and industrial environment.3. The learner will be able to recollect the information about basics of environmental ecology and interconnection between natural capital and environmental natural resources and positive impact sustainable development on commerce, trade, finance and international market.4. The student can discuss about causes of stress and conflict in Indian society. By evaluating the importance of values and ethics, student would be more socially responsible citizen and ethical in business environment.5. The student would demonstrate coping mechanism for managing stress and conflict in the society which can be implemented to have peace and harmony in the society.
3.	Environmental Studies II	<ol style="list-style-type: none">1. The learner can explain classification, sources and effects on solid waste along with strategies of solid waste management with reference to Mumbai as case study.2. The student can distinguish environmental problems associated with agriculture and industries and associated national and international trade and commerce.3. The learner will be able to recollect types; socio-economic and environmental impacts of tourism. It would also provide detailed insight about the challenges of tourism and the economic potential in India on New tourism Policies.4. The learner will be able to explain the environmental movement and different tools of environmental management to be utilized for the maintaining ecosystem's stability with economic development.

4.	Accountancy and Financial Management-II	<ol style="list-style-type: none"> 1. The learner can explain the basic purpose of incomplete records by preparing final accounts of proprietary trading concern by conversion method in the accounting system properly. 2. The student can describe the consignment accounting for ensuring the system of financial management appropriately by invoicing of goods at higher price excluding overriding commission, normal loss and abnormal loss. 3. The learner can interpret the branch accounting in the accounting system by debtors and stock & debtors' methods of branch accounting. 4. The student can define Fire Insurance claim in the accounting system by computing the loss of stock and ascertainment of claim as per the insurance policy.
5.	Business Economics-II	<ol style="list-style-type: none"> 1. The student will be able to identify and explain Perfect competition and Monopoly models. 2. The student can differentiate between Monopolistic competition and oligopoly market structure 3. The student can calculate pricing methods like cost - plus (full cost)/mark-up pricing, marginal cost pricing, discriminating pricing. 4. The student can explain the importance of capital budgeting- steps in capital budgeting and techniques of Investment appraisal.
6.	Business Communication	<ol style="list-style-type: none"> 1. The student will acquire effective presentation skills. 2. The student will be able to state about different kinds of group communication, and learn to prepare themselves for situations like !11tervievs, Group Discussion, Meetings and Conference. 3. The student will get orientation about the importance and measures of Public Re la tions, and how to prepare a Press Release. 4. The student will adept to different kinds of official correspondence: sales letter, inquiry letter. 5. The student will be able to apply concept of report writing, drafting business proposals, and summalifatiu11.
7.	Mathematical techniques statistical techniques -II	<ol style="list-style-type: none"> 1. The student will be able to analyse rate of change in total revenues and quantity sold m Economics and Commerce. 2. The student will be able to apply knowledge of Simple Interest and Compound Interest, Annuity to understand investment mechanism in banking and other financial services. 3. The student will be able to analyse and estimate degree of relation between two independent variables. 4. The student will be able to evaluate index numbers and application to banking and insurance sector 5. The student will be able to solve probability related problems.

S.Y.B.COM Semester-III

Serial No.	Course Name	Course Outcome
1.	Advertising I	<ol style="list-style-type: none"> 1. The student will get an insight into what is IMC and what is advertising. 2. The student will recognize an advertising agency and its working. They will know the various career options available. 3. The student will be able to deliberate on the economic and social impact of advertising on the society. 4. The student will be able to analyse the latest trends in Advertising.
2.	Commerce III	<ol style="list-style-type: none"> 1. The student can describe the conceptual aspects and evolution of management. 2. The learner can implement concepts of planning and decision making. 3. The student will get an idea of what organising skills are and will be able to differentiate the concept of delegation of authority. 4. The learner will be able to relate what are the factors which affect motivation, analyse the leadership skills required to manage the organisation and team.
3.	Business Economics-III	<ol style="list-style-type: none"> 1. The student will be able to measure the different concepts of National Income and describe the phases of trade cycle. 2. The student can explain the determination of effective demand based on aggregate demand function and aggregate supply function. 3. The student can describe the post Keynesian concepts of IS-LM Model. Philips curve and supply side economics. 4. On completion of the topic, student can differentiate between different types of inflation and its effects.
4.	Accountancy and Financial Management-III	<ol style="list-style-type: none"> 1. The learner will describe the simple final accounts, demonstrate the effect on final accounts when a partner is admitted during the year, when a partner retires or dies during the year. 2. The student will implement excess capital method under Piece meal distribution for cash distribution on dissolution of partnership firm. 3. The learner will get an appropriate mastery of the knowledge, skills and tools of financial accounting principles in amalgamation of firms. 4. The learner will use the accounting process to be followed in conversion of firm into company by knowing how to calculate purchase consideration and preparing balance sheet of purchasing company.

5.	Financial Accounting & Auditing - Introduction to Management Accounting	<ol style="list-style-type: none"> 1. The student obtain insights of the basics of Management Accounting Concepts and Principles. Students acquire skills of preparing common size statements, Trend analysis and comparative statements. 2. The student will calculate various profitability, solvency, liquidity, market ratios from the financial statements 3. The student will learn to manage working capital requirement based on operating cycle of the firm. 4. The student will be able to apply capital budgeting techniques such as payback period, ARR, NPV etc. to find out the financial viability of the project.
6.	Business Law-I	<ol style="list-style-type: none"> 1. The student will be able to recollect about the essentials of valid contract. 2. The student can state about the free consent, void agreements under the Indian Contract Act, e-contracts. 3. The student will be able to reslate the Law of indemnity and guarantee, concepts, essential elements of Indemnity and guarantee, duties of Bailor and Bailee, difference between pledge and loan. 4. The student will be able to state contract of sale, essential elements, types of goods, effects of destruction of goods. 5. The student will be able to interpret various technical aspects of negotiable instruments act such as promissory note.
7.	Foundation Course - III	<ol style="list-style-type: none"> 1. The learner will be able to define types of human rights violation and their redressal mechanism for minority groups in India such as women, children, SC, ST, etc 2. The student will be able to describe about different types of Environmental Disasters. 3. The learner will be able to recollect the development of science in a different era and would also be in a state to elaborate the role of science in everyday life. 4. The student will be able to describe different types of interpersonal and communication skills.
8	Marketing Management	<ol style="list-style-type: none"> 1 Learners learn about Functions of Marketing Management 2 Equips the learner to learn about Micro and Macro Environment with specific reference to India. 3 Creates strong built on Steps in strategic marketing planning process, Product Positioning, Pricing

S.Y.B.COM Semester-IV

Serial No.	Course Name	Course Outcome
1.	Advertising II	<ol style="list-style-type: none">1. The student can state about the traditional media, new age media.2. The student can discuss what is an advertising campaign, how advertising budget is determined and how media planning is done.3. The student can explain the creative aspects involved in making an advertisement.4. The learner can state the essentials required in making print ads and creating broadcasting ads.
2.	Commerce IV)	<ol style="list-style-type: none">1. The student is able to differentiate what are Production Management and Inventory Management and gets an idea of how the manufacturing unit works.2. The student can recognize what are the dimensions of quality and what is SQM, various quality management tools.3. The student will remember the functions of the Indian Financial markets and the regulatory bodies (SEBI).4. The student can explain mutual funds, commodity markets, start-up ventures and micro finance and how they work.
3.	Business Economics-IV	<ol style="list-style-type: none">1. The student will define the scope of public finance and explain the theory of maximum social advantage.2. The students will differentiate between types of public revenue and types of taxes.3. The student will be able to classify types of public expenditure and public debt.4. The student will be able to explain the role of fiscal policy in economic stabilization and the role of union budget.
4.	Accountancy and Financial Management-IV	<ol style="list-style-type: none">1. The student can discuss capital structure of the company, different types of Shares and Debentures, procedure for issue of shares / debentures as per Companies act 2013 .
		<ol style="list-style-type: none">2. The student will be able to implement procedure and legal framework in respect of redemption of preference Shares and its accounting.3. The student will be able to implement procedure and legal framework in respect of redemption of Debentures and its accounting.4. The student will be able to identify measure and report profits earned by a business before and after it are being acquired by a company.

5.	Financial Accounting & Auditing - Auditing	<ol style="list-style-type: none"> 1. The student will be able to identify the opinion of an auditor about correctness and reliability of accounts and the financial position of the business concern by knowing general principles and responsibilities of an auditor. 2. The student can state the arithmetic accuracy of the books of account and to find out whether the transactions entered in the books of account are correct or incorrect. 3. The learner will describe the auditing techniques and internal audit by understanding the basic concept of test checking, audit sampling, internal control and internal audit. 4. The student can implement vouching and verification in different accounts, vouch the various income, expenditure and verify assets and liabilities.
6.	Business Law-II	<ol style="list-style-type: none"> 1. The student can state about the role of the promoters of the company, classification of company, lifting of corporate veil, about memorandum of association and articles of association. 2. The student will be able to explain the rights and liabilities of the member of a company. 3. The student can recollect traditional Partnership Act along with the new Limited Liability Partnership Act. 4. The student can state their own rights as a consumer and how they can use these rights when they are cheated as a customer. 5. The student will be able to describe the Intellectual Property Rights. They can state the patents, copyright and trademark and the procedures of obtaining all the three rights.
7.	Foundation Course -IV	<ol style="list-style-type: none"> 1. The student would get an outline of rights reserved for the consumer along with detailed information on the Right to Information and Public Investigation Litigation Act. 2. The learner will be able to state the different approaches of Ecology which would help them to understand Environmental Principles for sustainable Development and Environmental pollution control. 3. The student will be able to describe the advanced technological inventions and their application in human life.
		<ol style="list-style-type: none"> 4. The student will be able to reco ll ect about competitive examinations conducted with their pattern and eligibility criteria and knowledge about various soft skills.
8	Marketing Management	<ol style="list-style-type: none"> 1 Creates understanding on E-marketing, Online retailing 2 Learners learn on steps in the organizational purchase decision process (with respect to different buying situations) 3 Deep understanding on the strategies to cope with the challenges of rural marketing

T.Y.B.COM Semester-V

Serial No.	Course Name	Course Outcome
1.	Financial Accounting	<ol style="list-style-type: none">1. The learner will be able to write the financial statements i.e Profit & Loss A/c and Balance Sheet of company by applying provisions of companies Act and relevant accounting standards.2. The learner will be able to explain concept of internal reconstruction, and its accounting by applying relevant legal guidelines and accounting standards.3. The students can explain need for buyback, its impact and the process for the same.4. The learner will be able to describe the Legal provisions and procedure of Investment Accounting5. The learner will be able to describe ethical code of conduct to be followed by a chartered accountant.
2.	Export Marketing-I	<ol style="list-style-type: none">1. The learner will be able to describe the international business vocabulary with specific emphasis on terms associated with international trade and import / export operations.2. The learner will be able to identify major product decisions that are necessary for export markets .3. The learner will be able to identify factors that indicate strong potentials of export market in order to define market selection models or drive market selection systems.4. The learner will be able to explain the export incentives and various schemes provided by the government of India.
3.	Direct Tax and Indirect Tax Paper -I	<ol style="list-style-type: none">1. Legal regime governing the direct taxes and different terms used in Income tax are explained by the student.2. The student applies legal provisions to decide the residential status of an individual and to determine taxability of particular income under different residential status of assessee.3. The student will be able to apply the provisions for computing incomes under head Salaries, House Property, Business and Profession, Capital Gains and Other Sources.4. The student can paraphrase the concept of deductions from total income and can apply different deductions.5. The student will be able to evaluate taxable income of an individual after considering legal provisions of computing income under different heads and deductions.

4.	Commerce V	<ol style="list-style-type: none"> 1. The student can define the concepts in marketing and understand Consumer behaviour, CRM etc. 2. The learner can identify what are the areas where the product decision is to be taken and get an idea of the concept of brand and pricing:. 3. The student will be able differentiate the concept of physical distribution supply chain management, sales promotion. 4. The student can relate to the new trends in marketing and will be prepared to face the challenges as a marketing manager.
5.	Economics- V	<ol style="list-style-type: none"> 1. The student will be able to discuss the New Economic Policy 1991, sustainable development goals and policy measures, Foreign Investment Policy Measures in India. 2. The learner will analyse the effect of National Agricultural Policy 2000 , Agricultural Pricing, Agricultural finance and Agricultural marketing in India 3. The student can explain the role of Industrial sector and the MSME Sector in India 4. The student will be able to evaluate the reforms <u>introduced in Indian money and Capital market.</u>

6	Computer System and Applications Paper -I	<ol style="list-style-type: none"> 1. The student will be able to analyse the basics of data communication, network infrastructure including network devices and topologists Reference Model and working of internet. 2. The student will be able to describe the basic concepts of database and execute the basic DDL commands like CREATE, ALTER, RENAME, SHOW, DESCRIBE and DROP in MySQL. 3. The learner will be able to create and execute the DCL (START, COMMIT, and ROLLBACK) and DML (SELECT with logical operators) queries, multi table and nested queries up to two levels using HAVING clause. 4. The student will be able to use the basic formatting tools like excel and implement different financial, statistical and mathematical functions along with data analysis tools like sorting subtotal and pivot table.
7.	Cost Accounting-I	<ol style="list-style-type: none"> 1. The student will be able to apply basic cost accounting concepts by interpreting the concepts of cost, centres, cost units, cost classification, costing systems, semi variable costs and cost behaviour pattern. 2. The student will be able to analyse the various procurement process of store procedures & documentation, EOQ. 3. The student will be able to interpret the labour costing after learning about labour costing. 4. The student will be able to define overheads by examining information about Functional Analysis of factory, administrative and selling & distribution. 5. The student will be able to interpret the basics of cost accounting and reconciliation statement
8	Financial Management	<ol style="list-style-type: none"> 1. Learners learn on preparation of financial Statements adhering to current statutory requirements. 2. Learns on Steps involved in the analysis of financial statements 3. Learners learn cash flow analysis and ratio analysis

9	Management and Organization Development	<ol style="list-style-type: none"> 1 Learns on Development of Management Thought – Scientific Approach Administrative School, Behaviour School, Systems Approach and Contingency Approach. Evolution of Indian management thoughts and their relevance in the current era 2 Understands on Authority, responsibility, accountability and span of control. 3 Learns on Human Asset Accounting, Recruitment and selection, Training and Development, performance Appraisal
---	---	---

T.Y.B.COM Semester-VI

Serial No.	Course Name	Course Outcome
1.	Financial Accounting	<ol style="list-style-type: none"> 1. The student will be able to define concept of Amalgamation, Absorption and External Reconstruction, to summarize and apply accounting procedure of the same. 2. The student will be able to identify foreign currency transactions such as import and export of goods and services, purchasing assets from foreign vendor and borrowing in foreign currency and its accounting by applying AS 11. 3. The student will be able to apply concept of Liquidation of Companies and become capable of preparing Statement of Affairs and liquidators' final statement of account by following relevant accounting procedure. 4. The student will be able to interpret legal provisions and procedure for underwriting of Shares and Debentures and to calculate liability of underwriters and its accounting. 5. The student will be able to sketch Statutory Provisions regarding LLP and to prepare financial statement of limited liability partnership as per regulations of Limited Liability Partnership Act also to describe accounting procedure for conversion of partnership into LLP.

2.	Export Marketing-II	<ol style="list-style-type: none"> 1. The student will be able to explain product planning and pricing decisions related to exports, also they can recall International commercial (INCOTERMS) terms. 2. The student will be able to recall components of logistic support in export marketing and importance of marketing which includes advertising, sales promotion in export marketing. 3. The student will be able to describe Pre-shipment and post shipment finance in export, role of commercial, ECGC and Exim Bank. 4. The student will be able to tell about the Shipping and custom stage formalities, role of clearing and forwarding agent.
3.	Direct and Indirect Taxation -II (GST Tax Act)	<ol style="list-style-type: none"> 1. The student will be able to define the concept of GST, its need and advantages. Students also recall different terms used for GST. 2. The student will be able to describe provisions for the basis of charging and legal framework for collection of tax. 3. The student will be able to describe legal provisions and its application for determination of Time, Place and Value of supply which is basis for determination of GST. 4. The student will be able to discuss provisions of Input Tax Credit and legal provisions regarding payment of tax to the government. 5. The student will be able to explain legal provisions regarding registration under GST law and its procedure.
4.	Commerce VI	<ol style="list-style-type: none"> 1. The student will be able to define conceptual aspects of HRM, HRP and recruitment and selection. 2. The learner will be able to explain concept of HRD, Performance Appraisal and Training etc. 3. The student can differentiate between the Leadership and motivational theories implemented in organisations; they will also get an insight on the process of employee grievance redressal system. 4. The learner can examine the changing trends in HRM which will equip them to work with discipline in an organisation.
5.	Economics- VI	<ol style="list-style-type: none"> 1. The student will be able to list out the theories of International Trade -Ricardo's Theory of Comparative Costs and the Heckscher- Ohlin Theory, Terms of Trade. 2. The student will relate the effect of commercial policy like free trade and protection. 3. The student can explain the structure of Balance of Payment, types of disequilibrium and role of WTO. 4. The student can describe the role of Foreign Exchange Market, Purchasing Power Parity Theory, Role of Central Bank.

6.	Computers Systems and Application -II	<ol style="list-style-type: none"> 1. The students will be r.lbk: to cxamme the current Ecommerce business and threats facing organizations that conduct business online and also discuss the cryptography and related security techniques. 2. The student will be able lo execute and compare the different database functions (LOOKUP, VLOOKUP, HLOOKUP), conditional logic functions (IF, Nested IF, COUNTIF, SUMff, ;\ VER/\GbJF) and string functions (LEFT, JUG! IT, .tv UD , LEN, UPPER, LOWER, PROPER, TR.Irv[, FIXED) in excel. 3. The student will be able lo demonstrate the use of different Date , Statistical functions and data analysis usmg Scenarios, Goal Seek, Solver and executing Macros. 4. The student will be able to create a simple vb project using different vb con t rols ,, variables, constant, decision and Condition statement, sub procedures.
7.	Cost Accounting-II	<ol style="list-style-type: none"> 1. The student will be able to explain the advantages and disadvantages of cost control ledger accounts, principal accounts and subsidiary. 2. The student will be able to describe the concept of contract costing by knowing the ascertainment of the total cost of lhe contract. 3. The student will be able to explain the nature and scope of cost accounting by understanding the concepts about the process of costing in various stages. 4. The student wi'll be able to calculate marginal costing and know the impact of variable costs on the volume of output. 5. The student will be able to recall how to control costs mainly by setting standards for each type of cost incurred by material, labour and overhead in standard costing.
8.	Financial Management	<ol style="list-style-type: none"> 1. Learners learn on Capital Budgeting - Meaning and Importance-evaluation techniques 2. In depth understating on Classification of Working Capital and Management of Working Capital. 3. Learns on Cash Management – Meaning, motives of holding cash, ways of speeding up cash collections • Preparation of Cash Budget • Understanding the role of marketable securities in corporate world

9.	Management and Organization Development	<ol style="list-style-type: none"> 1. Learners learn about Communication, Leadership, Leadership continuum 2. Creates understanding on Theories of Motivation – Maslow’s theory – Herzberg’s theory – McGregor’s theory 3. Learners learn on Challenges in organisational growth and development - management perspective
----	---	--

**PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME
(UNDERGRADUATE COURSES)**

Programme Name: - B.COM (ACCOUNTING & FINANCE)

Programme Outcomes:

PO1: At the end of the programme, student will be able to understand and appreciate the implications of Accounting and Finance on the dynamic business environment.

PO2: The student acquires in-depth knowledge regarding the inter-relationship between money, taxation, management skills and legal framework.

PO3: The programme lays a strong foundation for student to identify and pursue either professional exams like CA, CMA and CS or Post Graduation in Commerce, Finance, Human Resource, Marketing and Law.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: Student will be equipped to become ethical businessmen/ entrepreneurs/ managers/ consultants.

PSO2: Student will develop a personality relevant to technology driven business.

PSO3: Student will be able to pursue research in the field of Accountancy, Commerce and Finance.

F.Y.B.COM (Accounting & Finance) Semester-I

Serial No.	Course Name	Course Outcome
------------	-------------	----------------

	Financial Accounting I	<ol style="list-style-type: none"> 1. The student will have an in-depth orientation to the accounting standards and their applicability in the preparation of financial statements. 2. The student will be able to identify the nature of various expenses and classify them as capital and revenue. 3. The student can allocate various expenses to the departments on a logical basis and record transfers Ldwct:n Lleparlments. 4. The student will be able to discuss about the special features of the system of Hire Purchase.
2.	Cost Accounting - I	<ol style="list-style-type: none"> 1. The student will be able to state about the meaning and applicability of Cost accounting, cost centres, cost units and different type of costs. 2. The student has the ability to identify direct materials; methods of estimating the requirement m a manufacturing concern, and the complete process of acqumng, storing, issuing and accounting for materials. 3. The student will be able to restate various methods of compensating the workers. 4. The student develops the abilityto identify the indirect
		expenses m an organisation, including allocation, appoliionment and absorption of expenses.
3.	Introduction to Financial Management-I	<ol style="list-style-type: none"> 1. The student can discuss the concept of Financial Management. 2. The student will be able to identify and evaluate different concepts of valuation based on time. 3. The student will be able to calculate operating, financial and combined leverages. 4. The student will be able to identify various sources of finance easily. 5. The student can calculate cost of capital for Equity, Preference and Debt.
4.	Business Communication-I	<ol style="list-style-type: none"> 1. The student will be able to distinguish between verbal and non-verbal communication. 2. Identifying various modes of communication which is comprehended by the student. 3. The student will be able to compose effective job letters like cover letter, job acceptance letter and resignation letter. 4. The student will apply the skill of cohesive and coherent writing.

5.	Foundation Course - I	<ol style="list-style-type: none"> 1. The student will analyse and apply knowledge about various regional variations according to rural, urban and tribal and concept of diversity. 2. The student can state about disparity based on gender with special reference to women, declining sex ratio, and inequalities faced by different types of differently abled person. 3. The student will be able to examine inequalities manifested due to caste system and inter group conflicts and also to solve the conflicts arising out of communalism and regionalism. 4. The student can apply knowledge about fundamental duties and rights of Indian citizens. 5. The student will be able to analyse about various political parties in India, the role of women in politics and important amendments in the constitution.
6.	Commerce-I (Business Environment)	<ol style="list-style-type: none"> 1. The student will be able to apply the various techniques of analysis of the external environment affecting business. 2. The student will be able to comprehend how entrepreneurship as a career which plays a vital role in developing an economy. 3. The Learner will be able to evaluate various current issues such as CSR, carbon credit, social audit. 4. The Learner will be able to evaluate the various strategies for establishing business globally and differentiate between multi nationals, transnational compames.
7.	Business Economics I	<ol style="list-style-type: none"> 1. The student will be able to implement classical theories of Micro Economics. 2. The student will be able to explain and apply the concepts of demand and elasticity of demand. 3. The student can discuss and analyse the demand, supply, elasticity of supply and equilibrium. 4. The learner will be able to categorise and describe different market structures. 5. The student will be able to recognise and explain various pricing techniques and compute prices using each of the techniques.

F.Y.B.COM (Accounting & Finance) Semester-II

Serial No.	Course Name	Course Outcome
------------	-------------	----------------

1.	Financial Accounting -II	<ol style="list-style-type: none"> 1. The student is able to identify the shortcomings of Single-entry system of accounting and the procedure for converting them into double entry system. 2. The student will state the features and modus operandi of Consignment system of business and the way in which profit or loss is assessed. 3. Concepts regarding the relationship between a Head office and its branches and different methods of recording transactions are recollected by the student. 4. The student will be able to assess loss arising out of fire accidents and mode of computation of insurance claims.
2.	Business Law-I	<ol style="list-style-type: none"> 1. The student will evaluate the Contract Act 1872 and will be able to relate through cases various provisions under Contract Act. 2. The student will be able to evaluate the various provisions of Sale of Goods Act, which includes formation, conditions and warranties in sale. 3. The student will be able to analyse different types of negotiable instruments and its applicability in the money market. 4. The student will be able to apply the various provisions related to Consumer Protection Act, consumer forum, rights of consumer.
3.	Business Communication-II	<ol style="list-style-type: none"> 1. The student will be able to analyse the basic concepts of Communication and Business Communication. 2. The student can state different channels, methods, and modes of communication in business, and their advantages and disadvantages. 3. The learner will be able to identify possible barriers to official communication and ways to overcome them. 4. The learner will know the importance of listening skills in business, business ethics and etiquette observed in various situations of business. 5. The student will be able to recognize the parts of a business letter, correspond for various official purposes,
		<p>as also to prepare a resume.</p> <ol style="list-style-type: none"> 6. The student will apply the skill of cohesive and coherent writing.

4.	Foundation Course-II	<ol style="list-style-type: none"> 1. The student will be able to describe the impact of globalised industry with regard to changes in employment and increasing migration and explain the real scenario which has resulted in rise of corporate farming and increased farmer suicides. 2. The student will discuss about the awareness, origin and evolution of human rights and interpret universal declaration of Human Rights. 3. The student will be able to explain environment as natural capital, discuss the degradation to environment and sustainable development. 4. The learner can describe various aspects of stress and conflicts and interpret the importance of values and ethics. 5. The student will be able to recognise ways to cope up with stress and ways to avoid or resolve conflicts.
5.	Innovation In Financial Services	<ol style="list-style-type: none"> 1. The student will be able to recognise and identify the concept of traditional financial services, factoring and forfaiting, Bills discounting. 2. The student will be able to discuss concept of Issue management and intermediaries, stock broking and securitization. 3. The student will be able to discuss about Leasing and Hire Purchase and differentiate between leasing vs hire purchase and Housing finance. 4. The student will be able to discuss types of consumer product, growth of plastic money and concept of credit rating.
6	Business Mathematics	<ol style="list-style-type: none"> 1. Learner will be able to calculate of ratio, proportion, percentage, profit and loss, interest and annuity. 2. Information about shares and method of calculating NAV in Mutual funds is stated by student. 3. The student will be able to calculate the profit or loss arising out of business transactions. 4. The student can state about shares, mutual funds and calculation of net income after considering entry load.
7.	Auditing-I	<ol style="list-style-type: none"> 1. The student will analyse the basic concept of audit, evaluate about the duties, qualities of an auditor, types of audit. 2. Learner will evaluate about the working of an audit in terms of . planning, organising the audit work and reporting. 3. Learner will be able to apply audit technique in terms of selecting samples, applying methods for data collection. 4. Learner will be able to evaluate the difference between internal audit and External audit and to study the importance of internal audit for external audit.

S.Y.B.COM (Accounting & Finance) Semester-III

Serial No.	Course Name	Course Outcome
1.	Financial Market Operation - FC III	<ol style="list-style-type: none">1. Learner will be able to apply the basic concept of various financial services and structure of Indian financial system.2. The student will evaluate different financial markets and their working.3. The student will evaluate working of stock exchange and various instruments and their dealings in different markets.4. The student will apply the different types of services and its impact on business and society.
2.	Cost Accounting II	<ol style="list-style-type: none">1. The student will be able to classify costs under various bases and prepare a Cost sheet.2. The student can recollect the various features of Contracts and preparation of accounts for special businesses.3. The student will be able to identify industries to which Process Costing is applicable and ability to prepare Process accounts to identify normal and abnormal losses and gains.4. Conceptual clarity regarding the manner and extent to which the system of recording certain transactions influence the level of profitability in Cost accounts and financial accounts is acquired by students.
3.	Financial Accounting III	<ol style="list-style-type: none">1. The Student will be able to record transactions and make ledger regarding final accounts of partnership firm.2. The student will be able to solve practical problems after deciding order of payment regarding piecemeal distribution of cash and to make ledger accounts at the time of dissolution of firm.3. The student will be able to calculate purchase consideration by net assets method before the amalgamation of partnership firm and solving practical problems after considering various adjustments.4. The student will be able to state inter settlement between old firm and new company before the conversion of partnership firm into the new joint company.5. The student can state about foreign currency translation into Indian currency in practical manner.
4.	Taxation-II (Direct Taxes paper-I)	<ol style="list-style-type: none">1. The student can recollect the basic concepts in Income-Tax.2. The student will be able to apply the provisions and computing incomes under head Salaries, House Property, Business and Profession, Capital Gains and Other Sources.3. The student can recollect provisions pertaining to deductions and make computations.

		4. The student will be able to compute Gross Total Income of Individual and HUF with respect to above heads and deductions.
5.	Business Law II	<ol style="list-style-type: none"> 1. The student will be able to get a detailed insight of various beneficial social legislative measures, rights and liabilities of partners, outsiders. Incorporation and dissolution of partnership firm. 2. The student can recollect nature of LLP, merits of LLP and process of winding up of LLP. 3. The student will be able to discuss provisions of Health, Safety and Welfare measures for workers and discuss penalty in absence of non-compliance.
6.	Business Economics- II	<ol style="list-style-type: none"> 1. On completion of the topic the student can discuss scope and importance of Macroeconomics, Circular flow of aggregate income and expenditure, the measurement of national product, Short run economic fluctuations and The Keynesian Principle of Effective Demand. 2. The student will be able to explain the concept of Money Supply, demand for money, Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach Nature of inflation in a developing economy and Monetary policy. 3. On completion the student will realise the role of a Government to provide Public goods, Fiscal Policy, Instruments of Fiscal policy and Union budget - Structure. 4. The student will be able to recognise the basis of International Trade Foreign Portfolio Investment, Foreign Direct Investment Role of Multinational Corporations, Balance of Payments, Foreign Exchange and Foreign Exchange Market.
7.	Information technology I Accountancy - I	<ol style="list-style-type: none"> 1. The student will be able to define basic terminology of computer i.e. Hardware, Software. 2. The student will be able to execute Office tools such as Word, Excel, PowerPoint. 3. The student will be able to demonstrate use of E-mail & search the web. 4. The student can define Internet & related concepts. 5. The student will be able to appraise importance of E-Commerce technologies.

S.Y.B.COM (Accounting & Finance) Semester-IV

Serial No.	Course Name	Course Outcome
1.	Management Accounting	<ol style="list-style-type: none">1. The student will be able to explain the concept of management accounting and differentiate between financial and management accounting.2. The student will be able to interpret financial statements based on Common size, Comparative and Trend Analysis.3. The student can calculate various profitability, solvency, liquidity, market ratios from the financial statements.4. The student can interpret statement of cash flow analysis as per indirect method.5. The student will be able to compute working capital requirement estimations of the firm based on operating cycle.
2.	Taxation Paper-III (Direct Taxes paper II)	<ol style="list-style-type: none">1. The student can explain the concept of Clubbing of income.2. The student will be able to apply provisions of set off & carry forward of losses from different heads of income.3. The student will be able to compute total income, taxable income and tax liability of individual & HUF.4. The student will be able to compute income of partnership firm and maximum remuneration of partners.5. The student can discuss the concept of filing return of income.6. The student will be able to compute advance tax liability and interest thereon.7. The student will be able to comprehend the Double Taxation Avoidance Agreement (DTAA) and various provisions pertaining to DTAA.8. The student will be able to cite concept of Tax Planning & ethics.
3.	Introduction to Management (FC IV)	<ol style="list-style-type: none">1. The student will be able to explain the basic elements of management, various elements of management.2. The student will be able to analyse the various methods and types of planning in detail.3. The student will get exposure to various organising skills to be adopted by managers.4. The student will be able to acquire knowledge about human resource requirement, types of recruitment and selection, selection procedure.5. The student will be able to analyse about various leadership styles and their application in decision making.
4.	Research Methodology in Accounting and	<ol style="list-style-type: none">1. The learner will be able to use application of research, types of research and will be able to develop formulation of research problem.

	Finance	<ol style="list-style-type: none"> The learner will be able to formulate hypothesis and also understand different research design The learner can analyse the difference between primary and secondary data, different stages in data processing and practical exposure to various statistical techniques for summarising data. The student will be able to analyse knowledge of report writing and will be able to interpret data and draft research report.
5.	Financial Accounting - IV	<ol style="list-style-type: none"> The student will be able to comply with the requirements of the Companies Act regarding preparation and presentation of financial statements of companies, estimation of profit or loss and preparation of Balance Sheet. The student can identify the eligible criterion for redemption, the sources allowed by law and the procedure for redeeming the preference shares. The student can identify the various methods in which funds are made available and applied for redeeming the debentures. The student will be able to discern between profits earned by a business before and after it is being acquired by a company. The student will be able to convert transactions in foreign currencies into Indian rupees and the effect of fluctuations in foreign exchange rates.
6.	Business Law III	<ol style="list-style-type: none"> The student gets conceptual clarity to concepts like Foreign company, One-person company, etc The student gets introduced to various procedures involved in bringing a company into existence and the scope and importance of documents like Memorandum of Association and Articles of Association. The student can state the process of raising funds for a company by inviting the public to contribute to the same. Meaning, features and the circumstances in which companies raise capital only through known sources are recollected by the student. The student will be able to identify the features and various types of shares and debentures issued by companies.
7.	Information Technology in Accountancy - II	<ol style="list-style-type: none"> The student will be able to define different Business Processes and BPM Life Cycle. The student learns to execute accounting Software e.g. Tally. The student will be able to demonstrate Role of MIS in computer environment. The student will be able to appraise Auditing in IT environment.

T.Y.B.COM (Accounting & Finance) Semester-V

Serial No.	Course Name	Course Outcome
1.	Financial Accounting V	<ol style="list-style-type: none">1. The student can explain the need and significance of underwriting in the process of raising capital and the ability to assess the liability of underwriters.2. The need for buyback, its impact and the process for the same are all expressed by the student.3. The student will gain the ability to distinguish between the 3 types of reconstruction and its implications on the businesses of the Vendor Company and Purchasing Company.4. The process of internal reconstruction and its effect on various stakeholders are stated by the student.5. The student will be able to identify the procedure to be followed in winding up the affairs of a company, the role of a liquidator and the order in which various debts are settled.
2.	Financial Accounting-VI	<ol style="list-style-type: none">1. The student can state the working of Banking Companies and explained computation of final accounts of Banking Companies.2. The student will be able to explain the working of Insurance companies. Students will be able to compute the Final accounts of General, Fire and Marine Insurance Companies.3. The student will be able to state and describe the accounting of Non-Banking Financial Institutions.4. The student will be able to describe the meaning of Goodwill and will be able to compute the value of goodwill using Maintainable profit method, Super Profit method, Capitalisation method, Annuity Method Etc.5. The student will be able to explain the concept of Limited Liability Partnership and will be able to compute profit share of each partner while solving the final accounts.
3.	Financial Management II	<ol style="list-style-type: none">1. The student will explain various aspects of financial management, its impact on other functions of an organisation and understanding of the concepts of EVA and MVA.2. The student will get an insight into the various sources of capital employed by a company and its impact on the wealth of the shareholders and the practical aspects of different policies of dividend declaration.3. The student will be able to identify the practical issues relating to the time value of money and the different methods of evaluating investment proposals.4. The meaning and functioning of Mutual funds and its significance as a form of investment are acquired by student.

		<p>5. The impact of credit policies of an organisation on the overall profitability of a business is recollected by the student.</p>
4.	Management Applications	<ol style="list-style-type: none"> 1. The student will be to analyse the concepts related to Marketing, 4P's and case studies. 2. The student can analyse different concept of Production, its management and Productivity and discuss cases based on it. 3. The student will be able to explain the concept of Human Resources Management, Human Resource Planning and Human Resource Development. 4. The student will be able to explain the meaning, functions of Financial Management, Capital Budgeting, Capital Structure and Capital Market. Study the Fundamental and Technical analysis along with DEMAT account, Futures and Options.
5.	Cost Accounting-III	<ol style="list-style-type: none"> 1. The student will be able to evaluate the importance of uniform costing and know the difference between uniform costing and inter firm comparison. 2. The student will be able to differentiate between integrated and non-integrated system of accounting, differentiate between nominal ledger and other control accounts. 3. The student will be able to identify various types of expenses which include fixed expenses, variable expenses and will be able to find out per unit cost, net operating cost of various services by transpo rt, hotel, and hospital industries. 4. The student will be able to apply knowledge about different types of losses and its treatment in processing industry. Student will be able to identify equivalent unit of production under different method like FIFO, weighted average. 5. The student will be able to analyse the difference between traditional based activity and activity-based costing. Students will be able to identify the cost drivers anl its impact in identifying the cost of production.
6.	Taxation -IV Indirect Taxation II(GST)	<ol style="list-style-type: none"> 1. The student will be able to analyse the basics of Indirect taxation and study the conceptual framework under GST. 2. The student will be able to apply knowledge of, Levy and Collection GST, Composite and Mixed Supplies under GST, Power to Grant Exemption, Negative list of GST, GST Rate Schedule for Goods and Services, concept of IGST, CGST, SGST/UGST 3. The student will be able to calculate taxable value of Supply, according to place, time and value of goods and services. 4. The student will analyse in depth knowledge about various documents which are required to be maintained

		<p>by the supplier of goods and services under GST.</p> <p>5. The student will be able to compute Input tax credit and will be able to find out the taxable value under GST.</p> <p>6. The student will be able to analyse about the registration procedure, including cancellation and revocation of registration under GST.</p>
--	--	---

T.Y.B.COM (Accounting & Finance) Semester-VI

Serial No.	Course Name	Course Outcome
1.	Taxation-V Indirect Taxation -III	<p>1. The student will be able to apply various payment of tax, calculation of interest and refund procedure.</p> <p>2. The student will apply in-depth knowledge of filing returns under GST.</p> <p>3. The student will be able to apply various documentation and auditing procedure under GST.</p> <p>4. Learner will be able to calculate the custom duty, and acquire in-depth knowledge about various provisions under custom act.</p> <p>5. The student will be able to evaluate the import and export procedure and its implications in calculating custom duty.</p>
2.	Cost Accounting -IV	<p>1. The student will be able to identify the importance and role of budgets in an organisation and preparation of various functional budgets.</p> <p>2. The student can apply to identify the various features of Fixed and variable costs and the consequences of changes in them and understanding the concepts like Break-even point, margin of safety, etc.</p> <p>3. The student is able to apply the concepts of CVP analysis to practical decision-making areas, understanding the effect of key factor.</p> <p>4. The student will be able to identify the importance of standards in the process of control and calculate deviations from standards through <u>Material, T.Fhom, Overhead and Sales variances</u>.</p>
3.	Financial Accounting VII	<p>1. The student will be able to prepare Final Accounts- Profit & Loss, Receipt & Expenditure, and General Balance sheet for Electricity Company as per Double Account System, Compute Disposal of surplus and Replacement of assets.</p> <p>2. The student will be able to prepare final accounts of Co-Operative Housing Society & Consumer Co-Operative Society as per Maharashtra State Co-operative societies Act.</p> <p>3. The student will be able to make journal entries and prepare Investment account for shares and debentures considering Interest (ex and cum interest) and Dividend, Bonus shares, Right shares</p> <p>4. The student will be able to compute NAV of Mutual</p>

		<p>Fund, study SEBI guidelines pertaining to Mutual Funds.</p> <p>5. The student will be able to obtain the knowledge of IFRS its purpose & objective of financial statement, its frame work, its assumption, characteristics, element, recognition & measurement.</p>
4.	Financial Management III	<p>1. The student will be able to analyse the concept of valuation-Book value, Market value, Economic value, Replacement and Salvage value. To compute asset and earning based approach to valuation.</p> <p>2. The student will be able to analyse the concept of mergers and acquisitions, its benefits and determine the exchange ratios.</p> <p>3. Student will be able to explain the meaning, importance, forms of corporate restructuring and takeovers.</p> <p>4. The student will be able to calculate Cash Flows from lease and hire purchase instalments.</p> <p>5. The student will be able to discuss key features of working capital financing, Factoring, calculating yield of Commercial Papers and Certificate of Deposits, Maximum Permissible Bank Finance.</p>
5.	Economics-Paper III (Indian Economy)	<p>1. The Student will explain the Demographics of India , Agriculture Sector, Land Reforms, Agriculture Finance and Marketing.</p> <p>2. The learner will be able to recognise and explain the concept of Growth and pattern of industrialization</p> <p>3. The student will be able to discuss the Industrial Policy of 1991.Public sector enterprises and disinvestment policy</p> <p>4. The student can recognise Small scale sector- problems and prospects"</p> <p>5. The learner will be able to analyse recent trends in Banking, Insurance, Healthcare and tourism industry.</p> <p>6. The student will be able to Explore and Analyse the Money market, Capital market and SEBI Role and Policies.</p>

**PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME
(UNDERGRADUATE COURSES)**

Programme Name: - B.COM (BANKING and INSURANCE)

Programme Outcomes:

PO1: After completing three years for B. Com Banking and Insurance program, students would gain a thorough grounding in the fundamentals of Banking, Insurance, Finance, Management and Commerce concepts.

PO2: This programme provides graduates with technical, human, managerial and conceptual skills through training to become successful professionals in the modern financial sector.

PO3: The aim of the course is to provide students with deep insights into the real world of banking and insurance through theory and practical sessions.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: The course aims on imparting specific knowledge and skills that prepare learners for research and further studies in the field of BFSI (Banking, Financial services and Insurance) sector.

PSO2: The course aims at bridging the gap between academia and industry.

PSO3: The course focuses on specific subject related and transferable skills within the disciplines of commerce, business accounting, economics, finance, law, taxation, and management which are relevant for employment opportunities in the financial sector.

F.Y.B.COM (Banking and Insurance) Semester-I

Serial No.	Course Name	Course Outcome
1.	Principles of Management	<ol style="list-style-type: none"> The student will be able to describe various management theories and its importance in the business. The learner will be able to interpret management process with suitable examples from banking and insurance sector. The student can identify and list various types of organisation structure in banking and insurance sector. The student can describe and discuss examples of business leaders.
2.	Environment Management of Financial Services	<ol style="list-style-type: none"> The student can identify and recall new financial terminology. The student can define and recognize functions and working of banking and insurance companies. The student can define, summarize and give examples of different types of risks and risk management methods.
		<ol style="list-style-type: none"> methods. The student can state banking and insurance regulations.

3.	Financial Accounting -I	<ol style="list-style-type: none"> 1. The student will able to describe basic accounting terminology and, concepts, accounting principles, classification of accounts, and able to illustrate journal, ledger and trial balance 2. The student will able to classify the expenses as per nature of expenses. 3. The student can identify different methods of valuation of stock and hire purchase method. 4. The student can describe final accounts of manufacturing firms.
4.	Business Communication -I	<ol style="list-style-type: none"> 1. The student can communicate effectively in verbal and non-verbal ways. 2. The learner can identify and differentiate different types of group communication. 3. The student can illustrate various business letters. 4. The student can illustrate different kinds of business reports.
5.	Economics -I	<ol style="list-style-type: none"> 1. The student will be able to implement classical theories of Micro Economics. 2. The student can explain and apply the concepts of demand and elasticity of demand. 3. The student can discuss and analyse the demand, supply, elasticity of supply and equilibrium. 4. The learner will be able to categorise and describe different market structures.
6.	Foundation Course -I	<ol style="list-style-type: none"> 1. The student wiU be able to describe various regional variations according to rural, urban, and tribal concept of diversity. 2. The student can discuss the disparity based on gender with special reference to women, declining sex ratio, and inequalities faced by different types of differently abled person. 3. The student can identify and describe inequalities manifested due to caste system and inter group conflicts and also to solve the conflicts arising out of communalism and regionalism. 4. The student will be able to explain the fundamental duties and rights of Indian citizens.
		<ol style="list-style-type: none"> 5. The student can describe various political parties in India, the role of women in politics and important amendments in the constitution.
		<ol style="list-style-type: none"> 1. The student will be able to develop graphical presentation

7.	Quantitative Methods-	<ol style="list-style-type: none"> The student can apply core knowledge of measurement of central tendencies and dispersion The student will be able to analyse the degree of relation between two independent variables and estimate one variable when another correlated variable is known. The student can evaluate the current affairs in unbiased experiment Probability. The student can evaluate index numbers and application to banking and insurance sector. The student will be able to apply investment mechanisms in private sectors in Banking, Insurance and other financial services.
----	-----------------------	--

F.Y.B.COM (Banking and Insurance) Semester-II

Serial No.	Course Name	Course Outcome
1.	Organisational Behaviour	<ol style="list-style-type: none"> The student can identify and recall various concepts, model and theories of Organisational Behaviour. The student can describe and apply individual and group behaviour practically. The student can describe and interpret various organisation related topics like organisational change, organisational conflicts and organisational culture. The student can define and give an outline of organisational development.
2.	Principles and Practices of Banking and Insurance	<ol style="list-style-type: none"> The student can define and discuss different types of banks and insurance and their related concepts. The student will be able to identify and discuss the concept of financial inclusion The student will be able to discuss the Banking Regulations Act 1949
		<ol style="list-style-type: none"> The student can discuss the Payment of Wages Act 1948: Objectives, Definition, Authorised Deductions Payment of Bonus Act, 1965, and the Payment of Gratuity Act, 1972

3.	Financial Accounting - II	<ol style="list-style-type: none"> 1. The student will be able to define different methods used in valuation of goodwill and shares 2. The student can explain the rules, process and methods of buybacks of equity shares 3. The student will be able to define the legal provisions for redemption of preference share in Companies Act 2013, sources of redemption 4. The student can discuss redemption processes out of various sources.
4.	Business Law	<ol style="list-style-type: none"> 1. The student can define the basics of Sources and classification of laws in India. 2. The student will be able to discuss the Indian constitution, Appeal, Writs and Fundamental rights and duties. 3. The student can define the Concept of Contract formation, validity, performance, discharge of contract and Special Contracts. 4. The student can evaluate the concepts of Negotiable Instruments, types, dishonour of instruments, penalties.
5.	Foundation Course-II	<ol style="list-style-type: none"> 1. The student will be able to discuss the Concepts of Globalisation, Liberalisation and Privatization. 2. The student can discuss human rights, its origin and evolution. 3. The student can describe and discuss the concepts of sustainable development. 4. The student will be able to explain the importance of values and Ethics in developing an individual. 5. The student can discuss the ways to cope with stress and ways to avoid or resolve conflicts.
6.	Business Communication -II	<ol style="list-style-type: none"> 1. The student will be able to create presentations using slides and other visual aids. 2. The student can identify the various ways of communication in groups in business and formal environment.
		<ol style="list-style-type: none"> 3. The student can distinguish various trade letters and can evaluate the appropriate writing pattern. 4. The student will be able to create various types of Business reports and summarize a passage.

7.	Quantitative Methods-II	<ol style="list-style-type: none"> 1. The student can analyse the level of significance and testing of hypotheses. 2. The student can evaluate the optimum solution to the problem. 3. The student will be able to evaluate decision variables in Matrix Methods. 4. The student can evaluate ratios, percentages in the financial and banking sector. 5. The student will be able to apply fundamental basic knowledge of statistical techniques as applicable to business. 6. The student will be able to state the fundamental concept of economics to understand economic status.
----	-------------------------	---

S.Y.B.COM (Banking and Insurance) Semester-III

Serial No.	Course Name	Course Outcome
	Foundation Course (An Overview of Banking) III	<ol style="list-style-type: none"> 1. The student can comprehend the terms like BIS, BASEL and evaluate various types of banks. 2. The student can present and give practical examples of different types of banking structures. 3. The student can illustrate and classify banking terminologies. 4. The student can describe and discuss various schemes introduced by the government by giving original examples.
2.	Financial Management- I	<ol style="list-style-type: none"> 1. The student can define the concept of finance in detail, types of finance, and financial management objectives of financial management. 2. The student will be able to analyse techniques used for financial goal setting and state the concept of compounding and discounting in time value of money.
		<ol style="list-style-type: none"> 3. The student can evaluate different techniques used in capital budgeting decisions, i.e. capital assets investment decisions. 4. The student will be able to illustrate different techniques used in financial decisions based on cost of capital and capital structure.

3.	Management Accounting	<ol style="list-style-type: none"> 1. The student can define the concept, importance, frameworks, tools and role of management accounting. 2. The student will be able to analyse the financial statements using vertical analysis technique, and ratio analysis. 3. The student will be able evaluate the working capital needs of firms according to the nature of business and learn to prepare the estimation of working capital requirement. 4. The student can examine the dividend distribution strategies of firms, types of dividend, bonus shares, and legal procedure for distribution of dividend.
4.	Financial Market	<ol style="list-style-type: none"> 1. The student will be able state the Indian Financial system, institutions, instruments, fee and fund-based services 2. The student can relate Information on various markets - Money, capital, stock, equity, debt and Forex. 3. The student will be able to analyse the Commodity market in India - Structure, participants, Exchanges, investing in Commodity. 4. The student can interpret and examine essentials, growth, types and instruments of the Derivative market.
5.	Risk Management	<ol style="list-style-type: none"> 1. The student <i>can</i> describe the origin, characteristics, advantages and disadvantages of mutual funds, legal framework, AMFI, SRO, NCLT, etc. 2. The student will be able to classify Mutual fund and Portfolio maturity, calculation ofNAV. 3. The student will be able to evaluate and illustrate Funds selection criteria, rating agencies, measurement techniques, and yield to maturity and valuation. 4. The student can examine financial planning; Risk profiling, Investor guidance, KYC norms, and model portfolio.

6.	Direct Tax	<ol style="list-style-type: none"> 1. The student will be able to illustrate knowledge on the concepts of taxation, basic definitions, residential status and scope of total income. 2. The student can solve and assess the income under different heads - salary, income from house property, profits and gains of business and profession. 3. The student will be able to assess the income under capital gains and other sources. 4. The student can calculate the tax liability of individuals; claim various deductions under section 80 of the Income Tax Act.
7.	Information Technology I	<ol style="list-style-type: none"> 1. The student will be able to define various concepts of E-Commerce and World Wide Web. 2. The student can demonstrate various electronic payment methods. 3. The student will be able to experiment with MS Word, Ms Excel and various applications in the Banking and Insurance Sector. 4. The student can evaluate various concepts of cyber law, crime, and security.

S.Y.B.COM (Banking and Insurance) Semester-IV

Serial No.	Course Name	Course Outcome
1.	Foundation Course (An Overview of Insurance) IV	<ol style="list-style-type: none"> 1. The student can describe and discuss the life insurance business in India and its products. 2. The student will be able to explain in detail the health insurance. 3. The student can describe procedures, inclusions and exclusions of home and vehicle insurance. 4. The student can describe the importance of fire and logistics insurance.
2.	Customer Wealth Management	<ol style="list-style-type: none"> 1. The student can discuss the concepts of Wealth Management. 2. The student can discuss data management and the importance of IT in Wealth management. 3. The student can apply the concepts of Wealth Management in banking and insurance industries.
3.	Cost Accounting	<ol style="list-style-type: none"> 1. The student will be able to define the meaning of cost accounting and elements of cost, cost centre, and cost units. 2. The student can classify costs on different bases and prepare cost sheets

		<ol style="list-style-type: none"> The student can state and explain various techniques used in standard costing and calculation of material variance, labour variance, and overheads variance. The student can evaluate the concept of marginal costing, break even analysis, and its application in determining the cost, volume, and profit margin.
4.	FINANCIAL MANAGEMENT- II	<ol style="list-style-type: none"> The student can analyse working capital, types, nature, factors determining the need of working capital, working capital financing as per MPBF. The student will be able to evaluate various components of working capital, and its management. The student can prepare various budgets like sales budgets, production budgets, cash budgets, and flexible budgets. The student can describe the meaning, function and decision-making framework of strategic financial management.
5.	Economics -II	<ol style="list-style-type: none"> The student will be able to recognise and describe the classical Macroeconomics Theories. The student can discuss the concepts of circular flow of income and national income. The student will be able to explain concepts of money, inflation and monetary policy in detail and apply the same. The student will describe various components of Fiscal policy and thereby, analyse the use of various tools of fiscal policy to regulate money flow in an economy.
6.	INFORMATION TECHNOLOGY II	<ol style="list-style-type: none"> The student can learn banking modes and various payment methods. The student will be able to define data mining, Data warehouse, Database management system and System Development life cycle. The student can illustrate various types of plastic money. The student can prepare spreadsheets, PowerPoint presentations, digital signature, professional emails and mail merge techniques.

7.	Corporate Law	<ol style="list-style-type: none"> 1. The student can interpret the Development of Company Law in India, Formation of Companies, and Compliances for registration, Nature, Documents to be maintained, Doctrines etc., Application of Company law to Banking/Insurance. 2. The student can explain the Regulatory framework of Stock exchanges in India, the role of SEBI and related aspects. 3. The student can explain the Objectives of SEBI, powers and functions and the disclosure guidelines. 4. The student can explore complete knowledge of Depositories, objectives, functions and their services.
----	---------------	--

T.Y.B.COM (Banking and Insurance) Semester-V

Serial No.	Course Name	Course Outcome
1.	Research Methodology	<ol style="list-style-type: none"> 1. The student will be able to analyse different types of research methodology, hypothesis and research design. 2. The student can describe the use of primary source for data collection will give better accurate results. 3. The student can compare and analyse the right method for data analysis. 4. The student can compare and contrast between various statistical analytical tools and apply it. 5. The student can draft research projects and papers.
2.	Strategic Management	<ol style="list-style-type: none"> 1. The student will be able to discuss the levels of strategy and strategic management process. 2. The student can interpret the impact of the environment (PESTLE) on SM. 3. The student can compare and select right strategic management tools. They can also judge, compare and evaluate strategies adopted by various companies. 4. The student can describe implementation of various strategies in banking and insurance sector 5. The student can classify strategic evaluation techniques and control methods.

3.	Financial Services Management	<ol style="list-style-type: none"> 1. The student can interpret the Fee based and Fund based services, financial products, services, Merchant banking, and Indian context. 2. The student can define knowledge on Mutual funds, Classification, AMFI, objectives, NAV etc., Factoring and Forfaiting services. 3. The student can explain Securitisation of debts, process, SPV and Derivatives - types, clearing entities and their role. 4. The student can describe knowledge on Housing finance, Consumer finance, the products and services, credit scoring 5. The student can analyse Depository services, legal framework, NSDL and CDSL Pledge and Hypothecation - process and compliance of legal requirements.
4.	International Banking and Finance	<ol style="list-style-type: none"> 1. The student can state the fundamentals of International finance, Balance of Payment, Bretton woods system and Exchange rate system. 2. The student can relate the international capital market, Euro currency, ADR, GDR, and International Bonds. 3. The student can articulate knowledge on Foreign exchange markets, FEDAI, FEMA, Foreign exchange arithmetic. 4. The student can define the Risk management, Risks faced by banks, Derivatives, International banking operations, Crypto currencies. 5. The student can analyse the International banking operations, Crypto currencies.
5.	Financial Reporting Analysis	<ol style="list-style-type: none"> 1. The student can analyse and write banking final accounts and rules and provisions used m while preparing the final accounts. 2. The student can explain the different concepts of insurance companies also learn to prepare revenue accounts, profit and loss accounts and balance sheets. 3. The student will analyse the various adjustments and its effects on trading and profit and loss accounts and the balance sheet. 4. The student will be able to make the difference between fund flow and cash flow and learn to prepare cash flow statements using profit and loss accounts. 5. The student will be able to explain Indian Financial reporting system with reference to international financial reporting standards.

6	Business Ethics and Corporate Governance	<ol style="list-style-type: none"> 1. The student can define concepts of ethics, importance, types, classification, and use of ethics in different fields of business. 2. The student will be able to evaluate and distinguish the theories of business ethics. 3. The student can examine the corporate governance structure, theories of CG and emphasis of CG in the business. 4. The student will be able to appraise the practices of CG from the ancient scripture and holy books. 5. The student can examine and relate application business ethics and CG at global level.
---	--	---

T.Y.B.COM (Banking and Insurance) Semester-VI

Serial No.	Course Name	Course Outcome
	Human Resource Management	<ol style="list-style-type: none"> 1. The student can define the HRM functions and objectives. 2. The student can discuss the concept of Job Analysis and Job Design. 3. The student can interpret recruitment and selection methods. 4. The student can evaluate training and performance appraisal methods and process. 5. The student can analyse different types of compensation and methods of participative management.
2.	Security Analysis and Portfolio Management	<ol style="list-style-type: none"> 1. The student will be able to describe the concept of investment, types, and objectives of investment. 2. The student can calculate the valuation of bond, share and securities, expected rate of return, calculation of risk measurement using standard deviation and beta factor. 3. The students will be able to analyse the various components of fundamental analysis and financial statement and learn to calculate different ratios required to evaluate investment options. 4. The student can examine and distinguish the various techniques used in technical analysis. 5. The student can identify the market hypothesis, form of efficient market hypothesis, and random walk theory.
3.	International Business	<ol style="list-style-type: none"> 1. The student will be able to describe concept of international business, globalization, and multinational, - MNC, TNC, and PESTLE analysis. 2. The student can interpret the formation of, function

		<p>and role different international economic association and regional integration.</p> <ol style="list-style-type: none"> The student will be able to explain different strategies used to enter in the international market, the need and problems faced by the international human resources. The student can evaluate import and export procedure, types of import and export. The student can evaluate export procedure and import procedure, documents preparation in import and export and examine latest Foreign Trade policy 2015 in dept.
4.	Central Banking	<ol style="list-style-type: none"> The student will be able to describe the concept of Central Banking, the role played by them, the contemporary issues and Autonomy. The student can examine and interpret working of RBI as the Central Bank in India, the role played, Monetary and Fiscal policies. The student will be able to interpret the Inspection procedures by RBI - Onsite and Offsite, Monitoring and Surveillance, Central Banks in other countries. The student can Interpret fully and update on the Cyber world and the related issues, Bank frauds, risk in Information Technology. The student will be able to examine various cyber laws and security threats in E-Banking.
5.	Turnaround Management	<ol style="list-style-type: none"> The student can describe basics of Business organisations, approaches for growth and survival - internal and external. The student can describe and analyse Industrial sickness - symptoms, government initiatives, Role of BIFR. The student will be able to Illustrate the concept of Total Quality management, Business process re-engineering. The student can define concepts like Outsourcing, Networking, franchising, Start-ups, Leadership in Turnaround management. The student will be able to appraise and weigh Decision Making in the turnaround Process, Organizational Change, assess Quality in the Managerial Process.
6.	Project on Banking and Insurance	<ol style="list-style-type: none"> The student can identify, formulate, and analyse research problems pertaining to <u>financial, marketing, HR and its problems in the field of</u> and insurance sector.

**PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME
(UNDERGRADUATE COURSES)**

Programme Name: - Bachelor of Commerce (Financial Markets)

Programme Outcomes.:

PO1: The learner will develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of commerce, accountancy, finance, Business law, Business mathematics, Communication skills and Computer skills, Portfolio Management, Equity Research, Fundamentals and Operations of Financial Market Trading as well as legal framework in modern day business and non-business organizations.

PO2: The student will be able to exhibit self-confidence, awareness of general social issues and communicate effectively through digital and non-digital medium with the accounting, commerce, management, business, professional fraternity and with society at large.

PO3: The student will be able to function effectively as an individual and as a member or leader in teams and in multidisciplinary settings by demonstrating skills, coping skills and human skills.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: The Programme focus on developing knowledge and skills required for making a successful career in the field of financial markets.

PSO2: The Programme will make graduates capable of making a positive contribution to Trade, Commerce and Industry in the national and global context.

PSO3: The Programme will create solid foundation for pursuing professional careers such as CA, ICWA, CFA, CS, MBA, MMS and MFM as well as research.

PSO4: Encourage graduates with flair of self-employment to initiate and build upon entrepreneurial ventures or demonstrate entrepreneurship for their employer organizations.

F.Y.II.COM (Financial Markets) Semester-I

Serial No.	Course Name	Course Outcome
1.	Introduction to Financial System	<ol style="list-style-type: none">1. The student will be able to explain the Indian Financial system as well as brief understanding of financial system in other nations.2. The student will be able to classify financial markets, analyse the structure, and role played by different components of financial market.3. The student will be able to describe different financial regulators like SEBI, RBI, and PFRDA etc.4. The student will be able to classify different financial instruments, as well as recognize recent innovations in Financial instruments.

2.	Financial Accounting, I	<ol style="list-style-type: none"> 1. The student will be able to describe and explain the Meaning & Scope of Accounting. 2. The student will be able to classify and solve Journals, Ledger, Subsidiary Books, Trial Balance and Financial Accounting framework. 3. The student will be able to analyse and solve the Bank reconciliation statement, treatments of Capital & Revenue and Depreciation Accounting. 4. The student will be able to solve and examine the Final Accounts of Sole Traders - Manufacturing Account, Final Accounts of Sole Traders.
3.	Business Environment	<ol style="list-style-type: none"> 1. The student will be able to explain the concepts related to Business environment like objectives, types, PESTEL and SWOT analysis. 2. The student will be able to explain about business ethics, Entrepreneurship, MSMED Act, 2006 and Consumer Protection Act 1986. 3. The student will be able to analyse effective application of CSR, corporate governance and social audit. 4. The student will be able to analyse the strategies for business going global and foreign trade in India.
4.	Business Communication-I	<ol style="list-style-type: none"> 1. The student will be able to analyse the strategies for business going global. 2. The student will be able to distinguish between verbal and nonverbal communication. 3. The student will be able to identify and overcome various obstacles in effective communication. 4. The student will be able to effectively write various business letters. 5. The student will be able to apply the skills of cohesive and coherent writing, self-editing etc.
5.	Business Mathematics	<ol style="list-style-type: none"> 1. The student will be able to define the concepts like Ratios, proportion, percentages and their application in modern business. 2. The student will be able to apply concepts of trade discount, cash discount, commission, brokerage, and compute profit percentages. 3. The student will be able to apply simple and compound interest calculations, Also, will be able to interpret of the concept of Annuity, EMI, and its calculations. 4. The student can evaluate returns from investment in shares and mutual funds and analyse different mutual fund schemes.
6.	Business Economics I	<ol style="list-style-type: none"> 1. The student will be able to implement classical theories of Micro Economics. 2. The student will be able to explain and apply the concepts of demand and elasticity of demand. 3. The student will be able to discuss and analyse the

		<p>demand, supply, elasticity of supply and equilibrium.</p> <ol style="list-style-type: none"> The learner will be able to categorise and describe different market structures. The student will be able to recognise and explain various pricing techniques and solve pricing using each of the techniques.
7.	Foundation Course-I	<ol style="list-style-type: none"> The student will be able to analyse various social issues and regional variations according to rural, urban and tribal area. It would also help student to be socially responsible citizen. The student would be able to explain issues about gender inequality and its impacts on women in the Indian society. It will also highlight the problems of differently abled people. The student would be able to describe inequalities arose due to caste system and inter group conflicts. The student would be able to discuss philosophy, structure of Indian constitution. Student would also fulfil the fundamental duties for maintaining peace and harmony in the Indian Society. The student will be able to analyse significant aspects of political processes in Indian context. They would be in a position to understand role of women in Indian Politics.

F.Y.B.COM (Financial Markets) Semester-II

Serial No.	Course Name	Course Outcome
1.	Financial Accounting II	<ol style="list-style-type: none"> The student will be able to describe, solve and interpret the issue of shares, issue of debentures, types of shares and debentures (In India). The student will be able describe, solve and interpret Capitalisation of Reserves and Issue of Bonus Shares and Corporate Financial Statements in Vertical Form. The student will be able to describe, solve and compare Valuation of Shares, Buyback of Shares. The student will be able to identify, interpret and compare: AS, GAAP and their Impact on Income Statement and Balance Sheet and Latest Development, Computerisation of Accounting and Accounting Software's.
2.	Principles of Management.	<ol style="list-style-type: none"> The student will be able to define the concepts related to Business, demonstrate the roles, skills and functions of management. The student will be able to analyse various plans, strategies, policies and develop ability to make optimal managerial decisions. The student will be able to develop leadership qualities and effective organization of resources.

		4. The student will be able to evaluate the complexities associated with management of human resources in the organization and apply various controlling techniques.
3.	Environmental Science	<ol style="list-style-type: none"> 1. The student will be able to explain about the environment, ecosystem and biodiversity. 2. The student will be able to describe about utilization and conservation of natural resources. 3. The student will be able to compare the environmental problems associated with the economic activities. 4. The student will be able to analyse environmental impact assessment, audit and the role of technology in environment management.
4.	Business Communication-II	<ol style="list-style-type: none"> 1. The student will develop effective presentation skills and will be able to present effectively using slides and other visual aids. 2. The student will be able to identify the various ways of communication in groups in business and formal environment 3. The student will be able to identify the difference between various trade letters and will learn the appropriate pattern of writing them: 4. The student will be able to create various types of business reports and summarize a passage.
5.	Business Statistics	<ol style="list-style-type: none"> 1. The student will be able to describe basic concepts and sampling techniques. Also, will be able to create tables and present data by ways of graphs and diagrams. 2. The student will be able to have practical exposure on calculation of Measures of Central Tendency like Mean, Median and Mode. 3. The student will get practical exposure to calculation of measures of dispersion like range, standard deviation etc. 4. The student will be able to analyse different variables using concept of correlation and can estimate unknown variable using regression technique. 5. The student will be able, to apply linear programming problem technique to find optimal solution to any business problem.
6.	Computer Skill I	<ol style="list-style-type: none"> 1. The student will be able to describe the history and evolution of computers. They can state about all the parts of computer like hardware, software. 2. The student demonstrates how to use, features and various versions of windows. They can handle files and directories in windows operating system. 3. The student will be able to define the usage of internet and most popular internet services Students learnt about how to compose and send email. 4. The student can use MS Word. 5. The student can use Ms Excel.

7	Foundation Course II	<ol style="list-style-type: none"> 1. The student will be able to describe the concept of globalization and Indian society, growth of IT, changes in employment sector and change in agrarian sector due to globalization 2. The student is able to explain th concept of Human rights, its origin, evolution, human right constituents and universal declaration of human rights. 3. The student will be able to comprehend the importance of environment studies in the current development concept of environment ecology, environmental degradation and sustainable development. 4. The student will be able to explain causes of stress and conflicts, significance of values, ethics and prejudices in developing the individual, The student develops skills to manage stress and 5. conflicts in contemporary society and apply the coping mechanisms for managing individual stress.
---	-----------------------------	--

S.YB.COM (Financial Markets) Semester-III

Serial No.,	Course Name	Course Outcome
1.	Foundation Course (Money Market)	<ol style="list-style-type: none"> 1. The student will be able to discuss Money market, its importance as well as characteristics of a well-developed money market. 2. The student will be able to describe various financial regulators like RBI, FIMMDA, and FEDAI, understand their objectives and functions. 3. The learner will be able to classify various conventional and modem money market instruments su. h as treasury bills, commercial papers etc. 4. The student will be able to describe recent developments in money market like setting up of CRA's, STCI etc.
		1. The student will be able to describe the concepts related

2.	Equity Markets -I	<p>to equity market with respect to corporate sector, shareholders, ownership and equity culture in India.</p> <ol style="list-style-type: none"> The student will be able to explain primary market terms like IPO, prospectus, ASBA, sweat equity and ADR, GDR, IDR. The student will be able to analyse the stock exchange, its regulations and stock market indices. The student will be able to compare and analyse the link between primary market and secondary market.
3.	Business Law-I	<ol style="list-style-type: none"> The student will be able to apply the laws while entering into a contract. The student will be able to describe the laws related to indemnity and guarantee, bailment and pledge and agency. The student will be able to apply the laws as buyer or seller while buying and selling of goods. The student will be able to apply the various laws while dealing in negotiable instruments.
4.	Management Accounting	<ol style="list-style-type: none"> The student will be able to apply various Management Accounting tools and techniques, such as comparative, common size and trend Analysis on the financial statements. The student will be able to analyse and interpret financial statements for taking various decisions at the managerial level. The student will be able to analyse financial strengths and weakness of the organization by performing ratio analysis. The student will be able to interpret cash flow statements as per format given by AS-3. The student will be able to demonstrate working capital requirements in case of Trading and Manufacturing organizations.
5.	Debt Markets - I	<ol style="list-style-type: none"> The student will be able to explain the evolution of Debt Markets in India, Money Markets, fundamental features of debt instruments and Regulatory Framework in the Indian Debt Market. The student will be able to recognise and demonstrate Central Government Securities: Bonds, T-bills, State government bonds, Open Market Operations and Security Trading Corporation of India, Primary Dealers in Government Securities. The student will be able to explain, interpret and examine the Features of Bonds, Types of Bonds, Issuers of Bonds. The student will be able to examine determinants of the value of Bonds, Primary and Secondary Markets, Yield Curve Analysis.

6.	Portfolio Management	<ol style="list-style-type: none"> 1. The student will be able to explain and interpret the Investment process, Investment categories, defining investment goals and objectives, etc. 2. The student will be able to describe, interpret and compare the active strategy, passive strategy, semi active strategy, Duration shift and immunization and efficient market hypotheses. 3. The student will be able to describe, interpret and analyse: Diversification, Analysis: Portfolio risk and return, single index model, The Sharpe index model, Portfolio Beta, Selection: Markowitz Risk- Return optimization, concept of utility.
		<ol style="list-style-type: none"> 4. The student will be able to solve, interpret and analyse Revision Portfolio rebalancing, portfolio upgrading.
7.	Computer Skills II	<ol style="list-style-type: none"> 1. The learner can use the advance formulas in Excel, pivot chart, table, and macros in excel. 2. The student can demonstrate about the basic concept of database management system, Access. Data ware house and data mining. 3. The student can describe Enterprise Resource planning software, Supply Chain Management, CRM and SFA. 4. The student will be able to recall about online banking, online trading and trading sites.

S.Y.B.COM (Financial Markets) Semester-IV

Serial No.	Course Name	Course Outcome
1.	Debt Markets - II	<ol style="list-style-type: none"> 1. The student will be able to explain and demonstrate the (a) Features of Fixed Income Securities, (b) Risk and Return Analysis in Fixed Income Securities, (c) Types of Fixed Income Securities including hybrid instruments 2. The student will be able to explain and solve (a) Valuation of Fixed Income Securities, Valuation of Fixed Income Securities (including embedded option), (b) Duration and Convexity 3. The student will be able to identify, interpret and examine (a) Tracking bond markets, (b) The bond trader's arsenal of economic indicators: (i) Inflation (ii) Monetary policy (iii) Government deficits (iv) Currency Valuation. 4. The student will be able to explain and examine (a) Fixed Income Portfolio Management - Domestic and International, (b) Bond Portfolio Management Strategies, what is a bond portfolio strategy, etc.

2.	Foreign Exchange Markets (FC in Financial Markets)	<ol style="list-style-type: none"> 1. The student will be able to describe and demonstrate the Forex trading volume, Forex trading locations. 2. The student will be able to demonstrate and relate Banks and financial institutions, Merchants, Other customers, Robots and forex trading. 3. The student will be able to explain and interpret and the Floating Rate, Currency Boards & Currency Basket Systems. 4. The student will be able to explain, interpret and demonstrate the types of Exchange Rate: Direct Indirect Cross Rate Arbitrage Geographical, Spot Contracts, need & importance of foreign exchange management.
3.	Personal Financial Planning	<ol style="list-style-type: none"> 1. The student will be able to determine financial goals by analysing client's financial status and his risk appetite. 2. The student will be able to interpret cash budget, project cash flows, monitor budget's, calculate Net worth and create personal Balance sheet. 3. The student will be able to evaluate various returns on investments, compute loan calculations and perform ratio analysis. - 4. The learner will be able to analyse investors psychology by classifying and interpreting various investment styles.
4.	Corporate Finance	<ol style="list-style-type: none"> 1. The student will be able to state the role and functions of corporate financial manager. 2. The student will be able to interpret cost of each source of capital and combine these costs into weighted average cost of capital. 3. The student will be able to evaluate optimum capital structure of a company. Also, will be able to apply skills in evaluating capital budgeting projects by using different techniques of project evaluation. 4. The student will be able to repeat various long term and short-term sources of raising finance.
S.	Business Law - II	<ol style="list-style-type: none"> 1. The student will be able to state about the company and its formation, membership, prospectus, meetings and MOA and AOA. 2. The student will be able to describe the IPRs in India and its types. 3. The student will be able to compare the partnership types and recall about reconstitution, dissolution and partnership deed. 4. The student will be able to examine the legal provisions of SCRA 1956 and SEBI.

6.	Equity Markets - II	<ol style="list-style-type: none"> 1. The student will be able ,to explain the concepts like domestic savings and investments, disinvestments, FDI, FPI, retail investors, share price and volatility and role of SEBJ. 2. The sludent will be able to evaluate the factors affecting share pnces, balance sheet valuation, PE models, dividend discount models, fundamental analysis etc. 3. The student will be able to restate about EMH, stochastic models, Brownian motion and Beta. 4. The student will be able to recognise the working of brokers, clearing and settlement, BOLT, order matching, procedure of buying g and selling stocks.
7.	Economics - II	<ol style="list-style-type: none"> 1. The student will be able to recognise and describe the classical Macro Economics Theories. 2. The student will be able to discuss the concepts of circular flow of income and national income. 3. The student will be able to explain concepts of money, inflation and monetary policy in detail and apply the same. 4. The student will describe various components Fiscal policy and thereby analyse the use of various tools of fiscal policy to regulate money flow in an economy.

T.Y.B.COM (Financial Markets) Semester-V

Serial No.	Course Name	Course Outcome
1.	Financial Derivatives	<ol style="list-style-type: none"> 1. The student will be able to discuss about the evolution of the derivatives in India. 2. The student will be able to evaluate the terminology, payoffs, types and strategies of trading m futures market. 3. The student can apply various strategies in the options market as per the market situations. 4. Student will be able to, describe the clearing and settlement systems while trading in derivatives markets.
2.	Equity Research	<ol style="list-style-type: none"> 1. The student will be able to develop research problem, classify data into primary and secondary and apply different methods for data collection. 2. The student will be able to classify stocks, describe vanous market participants , and describe the role, responsibilities and qualities of a research analyst. 3. The student will be able to analyse economy and industry by applying vanous theories of industry performance analysis. 4. The student will be able to analyse company by using both qualitative as well as quantitative dimensions.

3.	Business Valuation	<ol style="list-style-type: none"> 1. The students will come to know about the various valuation approaches available in the market for analyzing a business. 2. the students will also come to know various valuation models for fixed assets including tangible and intangible assets 3.The students will also learn how to correctly value a company's stock so a right decision can be taken for investments.
4.	Direct Tax- Income Tax	<ol style="list-style-type: none"> 1. The student will be able to describe and use the Basic Terms (Sec. 2,3,4), i.e. Assesse, Assessment, etc. ,Scope of Total Income (Sec 5) and Exclusions from total income Sec 10. 2. The student will be able to classify and solve: compute income from Salary (Sec.15-17), Income from House Property (Sec. 22-27), Profit & Gain from Business and Profession (Sec. 28, 30, 31, 32, 35, 35D, 36, 37, 40, 40A and 43B), Capital Gain (Sec. 45, 48, 49, 50 and 54) and Income from other sources (Sec.56- 59). 3. The student will be able to describe and use various Deductions from Total Income, S. SOC, 80CCC, 80D, S. 80DD, SOE, SOU, 80TTA. 4. The student will be able to classify, solve and examine the Computation of Total Income and Taxable Income of Individuals.
5.	Technical Analysis	<ol style="list-style-type: none"> 1. The student will be able to analyse the assumptions, charts, patterns of technical analysis. 2. The student will be able to describe the major indicators like RSI, $\frac{3}{4}$R, MFI, Bollinger Bands, and MACD etc. 3. The student will be able to recall the relevance of Dow Theory and Elliott Wave theory. 4. The student will be able to apply techniques while trading on the basis of technical analysis and minimize loss.
6.	Business Ethics and Corporate Governance	<ol style="list-style-type: none"> 1. The student will be able to apply ethics in business by understanding thoroughly its importance. 2. The student will be able to identify elements of good corporate governance. 3. The student can describe rights of shareholders and understand role of investor association and institutional investors. 4. The student will be able to apply various laws of companies Act as well as apply SEBI guidelines for ensuring corporate governance in organisations.

T.Y.B.COM (Financial Markets) Semester-VI

Serial No.	Course Name	Course Outcome
1.	Corporate Restructuring	<ol style="list-style-type: none">1. The students will learn about the need , scope and various methods of corporate restructuring.2. The students will also learn about all the legalities that need to be followed by the company while going for a corporate restructuring. even the rules laid down by the SEBI.3. the students will be able to analyze various funding options available for the company to undergo restructuring process.4. the student will be able to describe post merger reorganization required by the company
2.	Mutual Fund Management	<ol style="list-style-type: none">1. The student will be able to explain and demonstrate the meaning of Mutual Fund, Role of AMC, NFOs, Registrars, Agents, Types of Mutual Fund schemes, Objectives of AMFI, Systematic Investment Plan (SIP).2. The student will be able to demonstrate and examine various Mutual Fund Products and its features in the financial market.3. The student will be able to describe, solve and compare Fund Performance, Measuring Return, Measuring Risk, Risk adjusted return.4. The student will be able to explain, solve and examine the Net Asset Value (NAV).
3.	Indirect Tax - Goods and Service Tax	<ol style="list-style-type: none">1. The student will be able to describe the Basics for Taxation - Direct Taxes and Indirect Taxes - Difference, Advantages and Disadvantages.2. The student will be able to classify, solve and examine Taxable Event Supply.3. The student will be able to identify and interpret the Registration - Persons liable for Registration (Sec 22 of the Act), Persons not liable for Registration.4. The student will be able to explain, interpret and examine the Documentation- Tax Invoices (Sec 31 and 32 of the Act).
4.	Venture Capital and Private Equity	<ol style="list-style-type: none">1. The student will be able to describe the concepts like VC, PE, Hedge Funds.2. The student will be able to describe the regulation aspects of VC/ PE investments and its valuation approaches.3. The student will be able to compare the various strategies like leverage buyout, growth capital, mezzanine capital, distressed debt and due diligence.4. The student will be able to state the modes of exits in Indian context and challenges involved.

5.	Risk Management	<ol style="list-style-type: none"> 1. The student will be able to describe the various types of risks a business is exposed to. 2. The student will be able to evaluate and interpret the outcomes of business risks. 3. The student will be able to identify, analyse and manage forex risk. 4. The student will be able to identify and analyse interest rate risk.
----	--------------------	---

**PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME
(UNDERGRADUATE COURSES)**

Programme Name: - Bachelor of Management Studies

Programme Outcomes:

PO1: Programme will help students to understand the basic theories, concepts and effective behavioural practices that form the foundation of modern management thought.

PO2: The student of this programme will be able to demonstrate the ability to apply key management concepts to provide solution in business.

PO3: Program: will help develop professional knowledge and skills in the field of General Management, Marketing, and Financial Management and business environment.

PO4: Programme will sensitize students towards the challenges and changing trends in the global scenario.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: Bachelor in Management Studies (Finance) The programme prepares students for a career in accounting, banking, and financial management. The aspiring candidates with the knowledge of financial subject like Cost Accounting, Corporate Finance, Investment Analysis & Portfolio Management, and Wealth Management are expected to excel in the fast-growing Financial Services industry, and they can do higher education in their relevant field.

PSO3: Bachelor in Management Studies (Marketing) The programme prepares students for a career in Advertising, technical Marketing Assistant; Media Planner & Buyer; Supply Chain Management; E-commerce Analysis banking, and sales executives. The aspiring candidates with the knowledge of marketing subject like Consumer Behaviour, Advertising, Rural Marketing, E-Commerce & Digital Marketing, Sales &, Distribution Management, Media Planning & Management, and Brand Management are expected to excel in the fast-growing Marketing Services industry, and they do field project in their relevant field.

F.Y. Bachelor of Management Studies Semester-I

Serial No.	Course Name	Course Outcome
1.	Introduction to Financial Accounts	<ol style="list-style-type: none">1. The student will be able to explain the meaning and Scope of Accounting, Concepts and conventions, AS 1,6,9,10.2. The student is able to define basic Account knowledge, Journal, Ledger, Capital, revenue and Deferred Revenue expenditure, Capital receipt, Revenue receipt.3. The student will be able to state Depreciation, Trial balance.4. The student will be able to identify Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.
2.	Business Law	<ol style="list-style-type: none">1. The student will be able to discuss the essential elements of Contract; Distinguish between Agreement and Contract, Explain free consent, consideration, lawful objects, consideration, Breach of contract, essential of a valid Sale Contract.2. The student will be able to explain the characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. Introduction of Consumers3. The student will be able to define What is company? - Learn Incorporation of company - MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.4. The student will be able to explain IPR definition, Patent, Trademarks Copyright, Geographical indications.
3.	Business Statistics	<ol style="list-style-type: none">1. The student will be able to recall introduction to Statistics2. The student will be able to state Measures of Dispersion, Correlation and Linear Regression3. The student will be able to state Time Series and Index Number4. The student can solve Probability and Decision Theory concepts.
4.	Business Communication - I	<ol style="list-style-type: none">1. The student will be able to define the concepts of Communication, Channels and Objectives of Communication, Verbal and non-verbal languages and Modes of communication2. The student will be able to identify the barriers to communication and the ways to overcome it.3. The student will be able to compose effective job letters like cover letter, job acceptance letter and resignation letter.4. The student will apply the skill of cohesive and coherent writing.

5.	Foundation Course -I	<ol style="list-style-type: none"> 1. The learner will be able to explain multi-cultural diversity of Indian society, population distribution according to religion, caste, and gender; concept of diversity as difference 2. The student will recognise disparities arising out of gender with special reference to violence against women, female foeticide, inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities 3. The student identifies inequalities manifested due to the caste system and inter-group conflicts 4. The learner is able to state the structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony 5. The learner is able to recognise the party system in Indian politics, the 73rd and 74th Amendments, significance of women in politics .
6.	Foundation of Human Skills	<ol style="list-style-type: none"> 1. The learner will be able to describe Individual Behaviour, Personality and attitude, self - esteem, Thinking, learning and perceptions. 2. The learner will be able to illustrate the skills of Group Dynamics, nature, types of teams, ways of forming an effective team. Setting goals. Power and politics Organizational conflicts and resolution. 3. The learner will be able to identify and explain organizational Culture Theories of motivation in an organisational setup. Maslow Need Hierarchy, F. Herzberg Dual Factor, Mc. Gregor theory X and theory Y. 4. The learner will be able to recognise Organisational change and creativity Stress, types of stress, Causes and consequences of job stress and Ways for coping up with job stress
7.	Business Economics -I	<ol style="list-style-type: none"> 1. The learner will be able to explain the basic tools- Opportunity Cost. 2. The student will be able to describe the Marginal Concepts, Basic economic relations - functional relations: equations- basics of market demand, market supply and equilibrium price. 3. The learner will be able to discuss and analyse Demand Function methods of demand estimation: survey and statistical methods. 4. The learner will be able to explain short run analysis with Law of Variable Proportions Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost. 5. The student will be able to recognise The Short run and long run equilibrium of A firm and Industry and categorise and describe different market structures.

		6. The students will be able to recognise and explain various pricing techniques and compute prices using each of the techniques.
--	--	---

F.Y. Bachelor of Management Studies Semester-II

Serial No.	Course Name	Course Outcome
1.	Principles of Marketing	<ol style="list-style-type: none"> 1. The learner will be able to explain 4P's and 4C's of marketing, Concepts of Marketing Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing. 2. The learner will be able to recognise micro environment of business, Macro environment, Marketing research MIS, Consumer Behaviour. 3. The learner will be able to classify elements of Marketing Mix product line, lifecycle, Branding - Packing, promotion. 4. The learner will be able to explain Segmentation, E-marketing, Internet marketing and marketing using Social network, Social marketing.
2.	Industrial Law	<ol style="list-style-type: none"> 1. The student will be able to define Industrial Disputes Act, 1947: Definition, Authorities, Awards, Settlements, Strikes Lockouts, Lay Offs, Retrenchment and Closure the Trade Union Act, 1926. 2. The student will be able to define and explain the Factory Act 1948. Explain Provisions of Health welfare and safety under factories act. To define and explain the Workmen's Compensation Act, 1923. 3. The student will be able to define Employee State Insurance Act 1948: Definition and Employees Provident Fund, Miscellaneous Provision Act 1948. 4. The student will be able to define the payment of Wage Act 1948: Objectives, Definition, Authorised Deductions Payment of Bonus Act, 1965, The Payment of Gratuity Act, 1972.
3.	Business Mathematics	<ol style="list-style-type: none"> 1. The student will be able to define Simple and Compound Interest Depreciation of Assets Functions Permutation and Combination. The student will be able to tell Determinants of a matrix of order two or three Inverse of a Matrix. 2. The student will be able to explain Introduction and Concept: Derivatives, Rules of derivatives, Second order derivatives, Application of Derivatives. 3. The student will be able to illustrate Introduction and concept: Finite differences, Backward Difference Operator.
4.	Business Communication - II	<ol style="list-style-type: none"> 1. The student will be able to tell effective use of OHP, effective use of Transparencies, how to make a Power-Point Presentation.

		<ol style="list-style-type: none"> The student will be able to interpret and illustrate group discussion, preparing for an Interview, Conduct of Meeting and Group Dynamics, Role of the Chairperson, Importance of Conference Organizing a Conference Modern Methods: Video and Tele - Conferencing The student will be able to design official correspondences like trade Letters, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act. The student will be able to explain and illustrate feasibility Reports, Investigative Reports.
5.	Foundation Course II	<ol style="list-style-type: none"> The student will be able to explain the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life. The student will be able to understand Concept of Human Rights Fundamental Rights stated in the Constitution. The student will be able to define Ecology and interpret their inter connectedness Environmental Degradation causes and impact on human life, Sustainable development. The student will be able to explain Causes of stress and conflict in individuals and society, aggression and violence as the public expression of conflict. The student will be able to distinguish types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation, Conflict resolution.
6.	Business Environment	<ol style="list-style-type: none"> The student will be able to define the Nature & Scope, Types of Business Organizations, Components of Business Environment SWOT Analysis. The student will be able to describe the legislature, Executive, Judiciary, Role of government in Business, Legal framework in India, Impact of business on Private sector, Public sector and Joint sector. The student will be able to explain the nature, types of Business Organizations Components of Business Environment SWOT Analysis. The student will be able to describe the objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO Globalization, FDI.

7.	Principles of Management	<ol style="list-style-type: none"> 1. The student will be able to tell the significance, role & skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. 2. The student will be able to explain Planning: Meaning, Importance, Elements, Process, Limitations and MBO. Decision Making. 3. The student will be able to explain Organizing, Meaning, Graicuna's Theory, Factors affecting span of Control Centralization v/s Decentralization, Delegation. 4. The student will be able to illustrate Styles and Qualities of Good Leader Coordination, Controlling, Green Management & CSR.
----	--------------------------	--

S.Y. Bachelor of Management Studies Semester-III

Serial No.	Course Name	Course Outcome
1.	Contemporary Issues-III	<ol style="list-style-type: none"> 1. The student can explain basic concepts of environment, Biogeochemical cycle and various renewable and non-renewable resources. 2. The student will be able to relate the meaning and causes of environmental degradation, pollution, global warming, disaster management and waste management. 3. The student will be able to summarise environmental sustainability, environmental auditing, ISO 14000, Water Act, Air Act and Wildlife Protection Act, carbon bank and Kyoto protocol. 4. The student will be able to illustrate non-conventional energy sources and innovative business models for greener future.
2.	Information Technology in Business Management - I	<ol style="list-style-type: none"> 1. The student will be able to recall basic concepts of Information Technology, its support and role in Management for managers, concept of digital economy and digital organization and various IT resources. 2. The student will be able to demonstrate practical hands on training required for office automation hy usine word, Excel & Power Point. 3. The student will be able to define basic concepts of Email, Outlook, Internet and websites, domains & security therein and emergence E-commerce and M-commerce. 4. The student will be able to recognize security aspects of IT in business, highlighting electronic transactions, advanced security features, Information Security Environment m India with respect to real Time Application in Business
3.	Business Planning & Entrepreneurial	<ol style="list-style-type: none"> 1. The student will be able to define Foundations of Entrepreneurship Development, theories of entrepreneurship & external influences on

	Management	<p>entrepreneurship development.</p> <ol style="list-style-type: none"> The student will be able to distinguish various types & classification of entrepreneurs, Describe Social entrepreneurship & women entrepreneurship The student will be able to evaluate importance of Entrepreneurial development program. The student will be able to explain stages of entrepreneur project development & business plan, to develop entrepreneurial plan The student will be able to explain various steps involved in starting of Venture and identify Institutional support to an Entrepreneur, to explore marketing methods new trends in entrepreneurship.
4.	Accounting for Managerial Decisions	<ol style="list-style-type: none"> The student will be able to acquaint management learners with basic accounting fundamentals and vertical form of balance sheet and profit & loss A/c. The student will be able to develop financial analysis skills among learners using Ratio Analysis. The student will be able to demonstrate preparation of cash flow statement as per Accounting Standard-3 (revised). The student will be able to solve practical problems Working capital management and receivables management also to demonstrate techniques of monitoring the Debtors.
5.	Strategic Management	<ol style="list-style-type: none"> The student will be able to explain the management policies and strategies at every Level to develop conceptual skills in this area. The student can interpret the complex strategic decisions in formulation. The student will be able to demonstrate knowledge and implementation of strategy, Strategic Analysis & Choices & Implementation. The student will be able to explain Strategic Evaluation and Control Techniques and to describe Change Management.
6.	Corporate Finance- (Finance)	<ol style="list-style-type: none"> The student will be able to summarize concept, principles, significance of corporate finance and introduction to ownership securities. The student will be able to explain Capital Structure theories, EBIT - EPS analysis, cost of capital and Leverages by practical problems. The student will be able to recall the concept of time value of money and practical problems on various methods of capital budgeting. The student will be able to explain mobilization of funds in economy, RBI and SEBI regulations, Foreign Direct Investment.

7.	Introduction to Cost Accounting - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain basic concepts of cost accounting, elements and classification of costs, installation of cost accounting system and Job costing. 2. The student will be able to solve practical problems; various methods of material costing, labour costing and overhead costing. 3. The student will be able to prepare current and estimated cost sheet & reconciliation of financial accounts and cost accounting. 4. The student will be able to distinguish emerging cost concepts viz. Target Costing, Benchmarking, JIT, The Balanced Scorecard; Strategic Based Control.
8.	Consumer Behaviour- (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to explain Consumer Behaviour, types of Consumer, Diversity of consumers and their behaviour, application of Consumer Behaviour knowledge in Marketing. 2. The learner will be able to explain and discuss Consumer Needs & Motivation Theories, Nature of personality, Personality Traits and its Marketing significance. 3. The student will be able to interpret the influence of family, Reference Groups, Opinion Leaders Culture,
		<p>customs, traditions and value system on consumer behaviour.</p> <ol style="list-style-type: none"> 4. The learner will be able to recognise Consumer Decision making models, Diffusion of innovations Process of Diffusion and Adoption, E-Buying behaviour.
9.	Advertising - (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to relate and examine the growing importance of advertising, Theories of Advertising, Ethics and Laws in Advertising, Social, cultural and Economic Impact of Advertising. 2. The student will be able to articulate Advertising Planning process & Strategy, Role of Advertising in Marketing Mix and various Advertising Agencies. 3. The student will be able to interpret role of Creativity in Advertising, Role of different elements of ads, Creating the TV & radio commercial and Copywriting. 4. The student will be able to extract the various methods of advertising budget, evaluation of advertising effectiveness, current trends in advertising, careers in Advertising.

S.Y. Bachelor of Management Studies Semester-IV

Serial No.	Course Name	Course Outcome
1.	Information Technology in Business Management-11	<ol style="list-style-type: none"> 1. The student will be able to explain managerial decision-making and to develop perceptive of major functional area of MIS 2. The student will be able to illustrate conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management , Key issues in implementation. 3. The student will be able to relate relationship between database management and data warehouse approaches, the requirements and applications of data warehouse 4. The student will be able to recognize outsourcing concepts. BPO/KPO industries, their structures, Cloud computing
2.	Foundation Course-IV - Ethics & Governance	<ol style="list-style-type: none"> 1. The student will be able to explain significance of ethics and ethical practices in businesses which are indispensable for progress of a country 2. The student will be able to explain the applicability of ethics in functional areas like marketing, finance and human resource management 3. The student will be able to state the emerging need and growing importance of good governance and CSR by organisations 4. The student will be able to express the ethical business practices CSR and Corporate Governance practiced by various organisations
3.	Business Economics- II	<ol style="list-style-type: none"> 1. The student can discuss Scope and importance of Macroeconomics, Circular flow of aggregate income and expenditure, the Measurement of national product, Short run economic fluctuations and The Keynesian Principle of Effective Demand. 2. The student will be able to explain the concept of Money Supply, demand for Money, Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach Nature of inflation in a developing economy and Monetary policy 3. The student will recognise the Role of a Government to provide Public goods, Fiscal Policy, Instruments of Fiscal policy and Union budget -Structure 4. The student will be able to recognise the basis of international trade Foreign Portfolio investment, Foreign Direct Investment Role of Multinational corporations, Balance of Payments, Foreign Exchange and foreign exchange market

4.	Business Research Methods	<ol style="list-style-type: none"> 1. The student will be able to define meaning and objectives of research and various types of research, Stages in research process. 2. The student will be able to explain hypothesis, Research designs various methods of Sampling. 3. The student will be able to classify various types of data and sources and various methods of collection of primary data. 4. The student will be able to articulate processing, analysis and Interpretation of data and Testing of hypothesis 5. The student will be able to create report, explain the relationship of Ethics and research objectivity, Confidentiality and anonymity in Research and Plagiarism
5.	Production & Total Quality Management	<ol style="list-style-type: none"> 1. The student will be able to identify with the basic , management decisions with respect to production and quality management. 2. The student will be able to explain Materials Management and various techniques of Inventory Management and to learn Simple numerical on EOQ, Lead Time, reorder Level, Safety Stock 3. The student will be able to describe the Basics of Productivity & TQM and various Product & Service Quality Dimensions, SERVQUAL. 4. The student will be able to explain Quality Improvement Strategies & Certifications ISO 9000, ISO 1400, QS9000. Malcolm Baldrige National Quality Award (MBNQA), Deming's Application Prize.
6.	Strategic Cost Management - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to describe the concept and philosophy of SCM and different aspects of Strategic Cost Management. 2. The student will be able to explain Activity Based Management and Activity Based Budgeting, to design and Implementation of Activity Based Costing (Practical Problems on ABC). 3. The student will be able to apply Cost Audit & management Audit under companies Act, with reference to strategic assessment of cost & managerial performance. 4. The student will be able to illustrate various methods of Standard Costing (Material, Labour, Overhead, Sales & Profit} and Responsibility Accounting

7.	Corporate Restructuring - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to relate legal, accounting and practical implementation of corporate restructuring. 2. The student will be able to explain the need for reconstruction and Company Law provisions and to illustrate various methods of internal reconstruction with relevant legal provisions and accounting treatments for same. 3. The student will be able to illustrate the accounting treatment in the nature of merger and purchase and computation of purchase consideration. 4. The student will be able to illustrate various methods of Standard Costing (Material, Labour, Overhead, Sales & Profit) and Responsibility Accounting.
8.	Integrated Marketing Communication - (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to illustrate knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program. 2. The student will be able to recognize various aspects of Advertising and sales promotion. 3. The student will be able to interpret various aspects of direct marketing and public relations in publicity and personal selling. 4. The learner will be able to evaluate Integrated Marketing program, Ethics and Marketing communication and Current Trends in Integrated Marketing Communication.
9.	Rural Marketing - (Marketing)	<ol style="list-style-type: none"> 1. The learner will be able to explore the Agriculture and Rural Marketing environment, constraints in Rural Marketing and Strategies to overcome constraints. 2. The learner will be able to recognize the difference between Rural Consumer & Urban Consumers, Rural Market Environment and Rural Consumer Behaviour. 3. The learner will be able to acquire Knowledge about marketing mix for Rural market/Consumers, Pricing & Promotional Strategies. 4. The learner will be able to evaluate various distribution & communication Strategies for Rural consumers.

T.Y. Bachelor of Management Studies Semester-V

Serial No.	Course Name	Course Outcome
1.	Logistics and Supply Chain Management	<ol style="list-style-type: none"> 1. The student will be able to explain concepts of logistics and supply chain management, various elements of logistics customer service and methods of demand forecasting. 2. The student will be able to introduce students to the key activities performed by the logistics function viz. Transportation, material handling, warehousing and packaging. 3. The student will be able to explain inventory management system for efficient supply chain management, logistics costing, performance measurement and logistics network analysis. 4. The student will be able to relate into global trends in logistics and supply chain management like use of information technology in modern logistics environment and the concept of outsourcing.
2.	Corporate Communication & Public Relations	<ol style="list-style-type: none"> 1. The student will be able to explain concepts of corporate communication and public relations. 2. The student will be able to introduce the various elements of corporate communication and consider their roles in managing organizations.
		<ol style="list-style-type: none"> 3. The student will be able to examine how various elements of corporate communication must be coordinated to communicate effectively. 4. The student will be able to develop critical understanding of the different practices associated with corporate communication.
3.	Investment Analysis and Portfolio Management - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain with various concepts of finance, investment environment and capital market in India. 2. The student will be able to explain the concept & types of Risk and the relationship between risk and return and practical problems on calculation of Standard Deviation, Variance and Beta. 3. The student will be able to illustrate various models and techniques of security and portfolio analysis 4. The student will be able to explain various theories of investment, Capital Asset Pricing Model and various methods of portfolio performance measurement.
4.	Commodity and Derivatives Market- (Finance)	<ol style="list-style-type: none"> 1. The student will be able to describe the concepts related to Commodities and Derivatives market. 2. The student will be able to explain the various aspects related to futures and hedging. 3. The student will be able to explain the various aspects related to options and option pricing models. 4. The student will be able to demonstrate trading, clearing and settlement mechanism in derivatives market.

5.	Wealth Management - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain an overview of various aspects related to wealth management 2. The student will be able to relate the relevance and importance of Insurance and investment planning in wealth management. 3. The student will be able to acquaint the learners with financial mathematics issues related to taxation and estate planning in wealth Management. 4. The student will be able to explain various components of retirement planning and various tax <u>saving schemes</u>.
6.	Direct Taxes - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain the provisions of determining residential status of individual as per section - 2345 of Income Tax Act. 2. The student will be able to explain various heads of income Salary, Income from House Property Profit & Gain from Business and Profession. 3. The student will be able to explain various heads of income Capital Gain Income from other sources, Exclusions from Total Income. 4. The student will be able to solve Deductions from Total Income S. 80C, 80CCC, 80D, 80DD, 80E 80U, 80TIA. 5. The student will be able to deduct Total Income and Taxable Income of Individuals.
7	E-Commerce & Digital Marketing- (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to discuss the increasing significance of e-commerce and its applications in business and various sectors. 2. The student will be able to explain digital marketing activities on various social media platforms and its emerging significance in business. 3. The student will be able to summarize issues relating to privacy and security in E-business types of transaction security E-commerce laws: need for E-commerce laws, E-commerce laws in India, legal issues in E-commerce in India, IT Act, 2000. 4. The student will be able to explain latest trends and practices in e-commerce and digital marketing, along with its challenges and opportunities for an organisation.
8	Services Marketing- (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to explain distinctive features of services, Goods v/s Services Marketing. 2. The student will be able to interpret the service product, pricing mix, promotion & communication mix, Service mapping, branding of services and Options for service delivery. 3. The student will be able to explain ways to improve service quality and productivity. 4. The student will be able to relate and design marketing of different services in Indian context.

9	Sales & Distribution Management - (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to explain in detail the sales & distribution processes in organization. 2. The student will be able to recognise the market analysis and methods of sales forecasting, process of selling, selling skills & strategies. 3. On the completion the learner will be able to analyse and become familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management. 4. The learner will be able to evaluate and control process of sales performance, measuring distribution channel performance, ethics in sales management, new trends in sales and distribution management.
10	Customer Relationship Management - (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to illustrate concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management. 2. The student will be able to articulate CRM marketing initiatives, customer service and designing CRM data management. 3. The student will be able to analyse the CRM Strategy Cycle, planning and implementation of CRM and its evaluation. 4. The student will be able to evaluate new trends in CRM, challenges and opportunities for organizations.

T.Y. Bachelor of Management Studies Semester-VI

Serial No.	Course Name	Course Outcome
1.	Operational Research	<ol style="list-style-type: none"> 1. The student will be able to get an overview of Operations research and can solve practical problems of Linear Programming by Graphical and Simplex Method. 2. The student will be able to solve practical problems on various methods to develop transportation Models and assignment of jobs 3. The student will be able to illustrate various techniques of Network analysis for project management 4. The student will be able to solve practical problems on various job sequencing techniques used in production management <u>and game theory for strategic decision</u>
2.	Innovative Financial Services - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain the basic concepts, functions, process, techniques and create an awareness of the role, traditional functions and functioning of financial services 2. The student will be able to summarize a comprehensive overview of emerging financial services in the light of globalization viz. Issue of securities, Role of Stock broking and Securitization. 3. The student will be able to relate with the fundamental aspects of various issues associated with various Financial Services w.r.t. Lease and Hire-Purchase, Housing Finance and Venture Capital. 4. The student will be able to explain Consumer Finance Practice in India, Growth of Plastic Money Services in India and Credit Rating Process, Credit Rating Symbols. Credit Rating Agencies in India.
3.	Project Management - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain the fundamental aspects of various issues associated with Project Management, 2. The student will be able to explain the process of project feasibility analysis by market, technical and operational analysis. 3. The student will be able to illustrate the process of fund estimation in project, risk management and cost benefit analysis of the project. 4. The student will be able to relate modern development in project management in the view of globalization, various project monitoring and controlling techniques and project termination process.
4.	Strategic Financial Management - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain various concepts related to dividend decision of the organization and modern reporting method 2. The student will be able to solve practical problems on various methods of capital budgeting and capital

		<p>rationing used while making capital investment</p> <ol style="list-style-type: none"> 3. The student will be able to solve practical problems on the methods of shareholders value creation using EVA & MVA approach and various ways of corporate restructuring. 4. The student will be able to explain the financial management process in banking sector and estimation of working capital financing required for business
5.	Indirect Taxes - (Finance)	<ol style="list-style-type: none"> 1. The student will be able to explain the basics of Goods and Service Tax (GST). 2. The student will be able to illustrate the concept of supply, taxable event of supply, place, time and value of taxable supply. 3. The student will be able to study the registration and computation and payment of GST. 4. The student will be able to explain with documentation and filing of returns in GST.
6.	Brand Management - (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to explain the meaning and significance of Brand Management Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE). 2. The student will be able to illustrate how to build, sustain and grow brands. 3. The student will be able to illustrate various ways of measuring brand performance The Brand Value Chain, Young and Rubicam's Brand Asset Valuator and Measuring Outcomes of Brand Equity. 4. The student will be able to explain the process of Designing & Implementing Branding Strategies for Building Global Customer Based Brand Equity.
7.	Retail Management - (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to define retail management concepts and operations. 2. The student will be able to develop and evaluate retail management terminology including merchandize management, store management and retail strategy. 3. The student will be able to recognise concept of merchandise and various elements of merchandise management. 4. The student will be able to illustrate various elements of retail store management, legal and ethical aspects of retailing and career options in retailing.
8.	Media Planning & Management - (Marketing)	<ol style="list-style-type: none"> 1. The student will be able to explain overview of media, media planning and various methods of media research. 2. The student will be able to demonstrate the various elements of media mix and steps in formulating media strategy. 3. The student will be able to categorise various elements of media budget and steps in formulating media budget, meaning and role of media buyer and various media

		<p>scheduling strategies.</p> <p>4. The student will be able to illustrate various development in media marketing strategies.</p>
9.	International Marketing (Marketing)	<ol style="list-style-type: none"> 1. The learner will be able to recognise the features, need, process, difference between Domestic and International Marketing, Concept of International Trade, Barriers to Trade. 2. The learner will be able to analyse International Economic Institution, Political and Legal Environment, Cultural Environment, Need for Conducting International Marketing Research. 3. The learner will be able to illustrate International Product Life Cycle, Role of Packaging and Labelling in International Markets, Market Segmentation and Targeting, International Promotion Decision. 4. The learner will be able to evaluate International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Types of International Strategies, drivers of Global Service Marketing.

**PROGRAMME OUTCOME, PROGRAMME SECIFIC OUTCOME & COURSE OUTCOME
(UNDERGRADUATE COURSES)**

Programme Name: -Bachelor of Mass Media

Programme Outcomes:

PO1: The programme considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.

P02: The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.

P03: The programme promotes knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.

P04: This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: The programme aims to develop awareness of current trends through innovative projects and presentations assigned to students.

PS02: The learner will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PS03: The learner will be equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.

F.Y.B.A.M.M.C. Semester I

Serial No.	Course Name	Course Outcome
1.	History of Media	<ol style="list-style-type: none">1. The learner will be able to analyse Media history through key events in the cultural history.2. The learner will be able to evaluate the major developments in regional media history.3. The learner will be able to evaluate the role of professionals in shaping communications.4. The learner will be able to analyse the values that shaped and continues to influence Indian mass media.

2.	Foundation Course I	<ol style="list-style-type: none"> 1. The student will be able to explain the multi-cultural diversity of Indian society and recognize the concept of linguistic diversity. 2. The student will be able to describe the concept of disparity arising out of gender, physical and mental disabilities. 3. The student will examine the causes and effects of conflicts arising out of regionalism and linguistic differences. 4. The student will be able to explain the philosophy of the Constitution as set out in the Preamble and its structure. 5. The student can identify the party system in Indian politics. 6. The student can identify problems like substance abuse, Issues of child labour, trafficking of women.
3.	Effective Communication I	<ol style="list-style-type: none"> 1. The learner will be able to state the concept of communication and its practical application in media. 2. The learner will develop a strong vocabulary by adapting reading skills and the nuances of linguistics. 3. The learner will have an improved thinking pattern to develop in them essential presentation and cognitive skills. 4. The learner will be able to perform the job translation efficiently.
4.	Visual Communication I	<ol style="list-style-type: none"> 1. The learner will be able to analyse visual communication as a concept of professional study. 2. The learner will analyse several perceptual and sensory theories that have been developed over time to make him/her capable of effective visual communication elements. 3. The learner will evaluate the professional use of colour and design in media with the psychological implications. 4. The learner will be able to describe the different tools and mediums of visual communication. 5. The learner will be sensitised towards the ethical use of visual elements in social media.
5.	Current Affairs	<ol style="list-style-type: none"> 1. The student will gain an overview on current developments in various fields. 2. The learner will analyse events of politics, economics, environment and technology so that students can grasp the relevance of related news. 3. The learner will evaluate burning issues covered in the media.

		<p>4. The learner will analyse important developments within the state of Maharashtra.</p> <p>S. The learner will apply current media applications.</p>
6.	Fundamentals of Mass Communication	<p>1. The learner will be able to explain the history, evolution and the development of Mass Communication in the world with special reference to India.</p> <p>2. The learner will be able to examine the evolution of Mass Media as an important social institution</p> <p>3. The learner can compare various Mass Communication models and use it in everyday situations.</p> <p>4. The learner will develop critical understanding of Mass Media.</p> <p>5. The learner will be able to explain the concept of New Media, Media Convergence and its implications.</p>

F.Y.B.A.M.M.C. Semester II

Serial No.	Course Name	Course Outcome
1.	Content Writing	<p>1. The learner will be able to classify the essentials of good writing and grammar.</p> <p>2. The learner will be able to distinguish how to edit sentences, captions, headlines.</p> <p>3. The learner will be able to identify how to write for social media posts, caption writing, etc.</p> <p>4. The learner can explain the use of PowerPoint tools, how to do plagiarism check, paraphrasing. Citation and referencing style.</p> <p>5. The learner will be able to recognize the importance of content and designing keywords for Search Engine Optimization.</p>
2.	Foundation Course II	<p>1. The learner can explain the concepts of liberalization, privatization and globalization.</p> <p>2. The learner will be able to describe the concept of Human Rights, origin and evolution.</p> <p>3. The learner will be able to examine the importance of Environment Studies in the current developmental context.</p> <p>4. The learner can identify the causes of stress and conflict in individuals and society.</p> <p>5. The learner can recognise the types of conflicts and use of coping mechanisms for managing individual stress.</p>

		6. The learner will explore Project field work on topics like increasing urbanization, problems of housing, health and sanitation, changing lifestyles and impact on culture in a globalised world.
3.	Effective Communication II	<ol style="list-style-type: none"> 1. The learner will be equipped with skills and techniques of Report writing, organisational writing, and writing for publicity. 2. The learner will be able to edit a passage grammatically with restructuring of sentences, re-organizing sentence sequence in a paragraph, and using link words. 3. The learner will be able to paraphrase in communication, plagiarism, and translation. The learner will also be able to summarize content, the points and sub-points. 4. The learner will be equipped with skills to read graphs, maps, charts, and compile content based on the data provided.
4.	Journalism	<ol style="list-style-type: none"> 1. The learner will analyse the influential medium of journalism. 2. The learner will evaluate the news process and how news is generated from raw information. 3. The learner will be able to apply the principles of Journalism. 4. The learner will be able to evaluate the different careers in Journalism.
5.	Advertising	<ol style="list-style-type: none"> 1. The learner will analyse advertising as a creative profession, its types, ethics to be followed, socio-cultural impact of the same and the various theories applicable to advertising. 2. The learner will analyse Integrated Marketing Communication as a concept with its process. 3. The learner will be able to apply creativity required in advertising as a commercial field with the process and strategies used to implement it. 4. The learner will analyse the concept and functioning of an advertising agency.
6.	Media, Gender and Culture	<ol style="list-style-type: none"> 1. The learner will be able to explain the significance of culture and media industry. 2. The learner can identify the association between media, gender and culture in the society. 3. The learner can examine the changing perspectives of media, gender, and culture in the globalised era.

S.Y.B.M.M. Semester-III

Serial No.	Course Name	Course Outcome
	Media Studies	<ol style="list-style-type: none">1. The learner will analyse and compare media theories.2. The learner will evaluate relationship of media with culture and society.3. The learners will analyse the impact of Globalization on society.4. The learner will compare and evaluate Media Studies in the context of trends in Global Media.
2.	Advanced Computers	<ol style="list-style-type: none">1. The learner will analyse the field of online marketing as an upcoming profession with its processes, several opportunities and types.2. The learner will be able to generate simple imated clips with the knowledge of 2D animation software.3. The learner will be able to develop a webpage with the help of HTML as a coding language.4. The learner will be able to design and develop an entire functional website with the help of Dreamweaver.5. The learner will be able to develop a final film with audio and video editing as a technical and a physical process.6. The learner will be able to analyse 3D animation as a professional field with the several ways of making an animated character and a film.
3.	Introduction to Cultural Studies	<ol style="list-style-type: none">1. The learner will devdop awareness about vanous cultural theories and its relevance in the media.2. The learner can explain the importance of cultural studies and its role in mass media.3. The learner can state the cultural concepts and interpret its impact on the media.
4.	Public Relations	<ol style="list-style-type: none">1. The learner develops basic skills in the practical aspects of PR, Advertising, PR, branding and pubfo.;ity.2. The learner can explain effectiveness & ethical public communication on behalf of organisations.3. The learner will be able to employ basic skills to write and develop Press Release and other PR communication.4. The learner will develop skills of Media Relations & Crisis Management.

5.	Creative Writing	<ol style="list-style-type: none"> 1. The learner can explain and identify creative writing as a skill. 2. The learner can describe how to write stories with a formal structure including all the important elements. 3. The learner can classify poems with the use of formal aspects including all the important elements. 4. The student can identify how to script plays with a formal structure including all the important elements. 5. The student can examine the practical aspects of publishing the written work with the importance of readership 6. The learner can develop scripts for radio, television, short film, documentary film and advertising films 7. The learner will be able to write for alerts, blogs, and online news.
6.	Understanding Cinema	<ol style="list-style-type: none"> 1. The learner will analyse the history, language and meaning of cinema narratives. 2. The learner will be able to evaluate several genres of cinema with notable directors and their work. 3. The learner will be sensitised towards the evolution and contribution of Indian regional cinema. 4. The learner will be able to analyse the technical aspects involved in the process of filmmaking and distributional aspects of film marketing. 5. The learner will analyse the different range of films category wise and the impact they had on the audiences.

S.Y.B.M.M. Semester-IV

Serial No.	Course Name	Course Outcome
1.	Organisational behaviour	<ol style="list-style-type: none"> 1. The learner can analyse the basic concepts and facets of Organisational Behaviour. 2. The learner will evaluate the role of psychological factors at work. 3. The students will apply leadership skills in all activities. 4. The learner will apply management skills in any activity.
2.	Introduction to Advertising	<ol style="list-style-type: none"> 1. The learner will analyse Advertising as a profession and its history and evolution over the years. 2. The learner will analyse the concept and functioning of different advertising agencies. 3. The learner will analyse advertising as a marketing tool. 4. The learner will analyse the concepts of Integrated

		<p>Marketing Mix and advertising models AIDA and Dagmar.</p> <ol style="list-style-type: none"> The learner will analyse the importance of research in advertising and the different strategies in research. The learner will evaluate the financial component of advertising in terms of budget consideration.
3.	Introduction to Journalism	<ol style="list-style-type: none"> The learner will evaluate the influential medium of journalism. The learner will evaluate the news process and how news is generated from raw information. The learner will be able to practice the principles of Journalism. The learner will explore the different careers in Journalism.
4.	Mass Media Research	<ol style="list-style-type: none"> The learner develops basic skills in Research, design a research proposal in subjects like PR, Advertising, PR, branding and publicity. The learner can implement the tools of research required to carry out research in various topics related to social sciences and media. The learner will be able to critique various debates in Research approaches and create new research reports/papers.
5.	Radio & TV	<ol style="list-style-type: none"> The student can describe the working of two powerful media i.e. radio and television. The student can develop content for radio and television. The learner can explain the production aspects that will be helpful for both advertising and journalism students.
6.	Print Production and Photography	<ol style="list-style-type: none"> The learner will analyse the field of photography and its history. The learner will analyse the use of light and the different sources and their uses. The learner will evaluate the knowledge of different components of a camera and its parts with the importance of each part. The learner will analyse colour photography with the use of artificial lighting. The learner will be able to edit photographs in several ways in different settings. The learner will analyse the concept of print production as a technology with different printing process and the effect they deliver.

TYBMM (Advertising)-Semester V

Serial No.	Course Name	Course Outcome
1.	Brand Building	<ol style="list-style-type: none">1. The learner will be able to explain the concept of brands, process of building and positioning brands.2. The learner examines importance of various strategies and ascertains its importance to advertisers and consumers.3. The learner will be able to describe various co-ordinating strategies and tactics of brands across markets so that they can design a branding strategy to convert a product into a brand.
2.	Consumer Behaviour	<ol style="list-style-type: none">1. The learner will be able to describe the complexities of consumer behaviour.2. The learner can explain the role of marketing in influencing consumer behaviour.3. The learner will be able to identify the role of marketer and the consumer in advertising.4. The learner will be able to explain the changing trends in consumer behaviour.
3.	Media Planning and Buying	<ol style="list-style-type: none">1. The learner can develop the knowledge about various characteristics of media.2. The learner can explain budget allocation for a Media plan and its importance.3. The learner can identify the procedures, requirements, and techniques of media planning and buying.4. The learner will be able to recognise the role of various media mix and its implementation.
4.	Copywriting	<ol style="list-style-type: none">1. The learner can explain the concept of copywriting as selling through writing.2. The learner will get idea of the process of creating Original, strategic, compelling copy for various media.3. The learner will develop and design ideas effectively by understanding various concepts in advertising.
5.	Advertising in Contemporary Society	<ol style="list-style-type: none">1. The learner will analyse the opening of the market with the liberalisation, globalisation and privatisation policy being introduced in the Indian economy and its effect.2. The learner will analyse international and global advertising with the several marketing and economical elements involved in it.3. The learner will evaluate the field of social marketing and how it becomes an important part of sustenance and growth for any business organisation

		<ol style="list-style-type: none"> The learner will analyse the impact of advertising on various groups. The learner will analyse advertising on the internet and how digital advertising is an upcoming profession.
6.	Advertising Design	<ol style="list-style-type: none"> The learner will be able to explain the various departments of an advertising agency and its functioning. The learner will be able to use the elements of design and the aspects of negative space and word expressions. The learner can develop a layout by organising all the elements and also design the layout. The learner will be able to execute the requisites in art direction as it is used in different media and then create an advertising campaign across media.

TYBMM (Journalism) Semester V

Serial No.	Course Name	Course Outcome
1.	Reporting	<ol style="list-style-type: none"> The learner can develop the skills to become Reporters. They can explain the basic ethos of the news and news-gathering. The learner can develop skills to write or present the copy in the format of NEWS. The learner will be able to identify the basic structure/essential knowledge for various beats. The learner can develop the skills for investigative journalism. The learner can explore coverage done by reporters.
2.	Feature and Opinion	<ol style="list-style-type: none"> The learner can identify the differences between reporting and feature writing. The learner will be able to explain the skills for writing features/ opinion/soft stories/obituary and of interviewing. The learner will be able to describe the other types of soft stories and editorial writing.
3.	Editing	<ol style="list-style-type: none"> The learner will be able to focus on language skill so that they can use these skills in writing good reports. The student will apply practical knowledge in the print media by drafting stories. The learner will develop editing skills so that they can tackle various issues that can arise while editing for various beats. The learner can critique various case studies to understand the functioning of the media industry.

4.	Indian Regional Journalism	<ol style="list-style-type: none"> 1. The learner will analyse the history of Indian journalism. 2. The learner will evaluate the role of Indian press other than in English. 3. The learner will evaluate the contribution and role of certain publications and stalwarts. 4. The learner will analyse the current scenario in the regional press and television.
5.	Journalism and Public Opinion	<ol style="list-style-type: none"> 1. The learner can assess the importance of the media vis a vis the public. 2. The learner will be able to analyse the role of the media in creating and influencing Public Opinion. 3. The learner will be able to evaluate how media shapes public opinion during conflicts. 4. The learner will be able to analyse the impact of the media and public opinion on socio political issues.
6.	Newspaper and Magazine Making	<ol style="list-style-type: none"> 1. The learner will be able to explain the design, elements of the newspaper and magazine. 2. The learner will be able to examine space distribution. 3. The learner will be able to explain design software such as Quark Express, InDesign. 4. The learner can describe the process of planning and production of newspaper and magazine

TYBMM (Advertising) Semester VI

Serial No.	Course Name	Course Outcome
1.	Financial Management for Advertising	<ol style="list-style-type: none"> 1. The learner can explain the features, objectives and importance of Financial Management. 2. The learner can analyse and prepare functional budgets like Sales, Administrative and Cash budget. 3. The learner can state the concept and various types of working capital and its estimation. 4. The learner can analyse and interpret financial statements through ratio analysis. 5. The learner will be able to identify different elements of cost and assess their impact on a business.

2.	Advertising and Marketing Research	<ol style="list-style-type: none"> 1. The learner can develop analytical abilities and research skills. 2. The learner can discuss the foundations of Research and audience analysis that is imperative to advertising. 3. The learner will be able to implement research methodologies both Qualitative and Quantitative. 4. The learner can identify the scope and techniques of Advertising and Marketing research, and their utility.
3.	Direct Marketing	<ol style="list-style-type: none"> 1. The learner will analyse direct marketing as an important tool in marketing. 2. The learner will evaluate Customer Relationship Management as an integral part of the direct marketing process. 3. The learner will analyse the role of data collection and learn the data management techniques. 4. The learner will analyse the aspect of direct marketing as a part of a comprehensive IMC programme. 5. The learner will evaluate the field of direct marketing as an industry and the wide opportunities it offers. 6. The learner will evaluate real world direct marketing problems and solve those cases practically.
II.	Legal Environment	<ol style="list-style-type: none"> 1. The student will analyse the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media. 2. The learner will be able to evaluate the need to have ethical practices in the field of advertising media both in India and internationally. 3. The student will analyse the role of advertising in contemporary consumerism, the need for consumer awareness and consumer protection. 4. The learner will be able to evaluate the need for critiques <u>in advertising</u>.
5.	Agency Management	<ol style="list-style-type: none"> 1. The learner will be able to state the concepts, techniques and design to develop an effective advertising campaign. 2. The student will be able to recollect the different aspects of running an ad agency. 3. The learner will be able to undertake professional work effectively in the field of advertising.

6.	Contemporary Issues	<ol style="list-style-type: none"> 1. The learner will be able to explain and analyse some of the present day environmental, political, economic and social concerns and issues. 2. The learner will be able to value the importance of human rights and its implementation in India. 3. The learner will be able to examine the present-day problems and challenges and its implications on development.
7.	Digital Media	<ol style="list-style-type: none"> 1. The learner will be able to evaluate the role of digital marketing platform. 2. The learner will be able to analyse the key goals and stages of digital campaigns. 3. The learner can employ the key digital marketing tools in media campaigns. 4. The learner can create digital marketing plans. 5. The learner will be able to analyse the challenges they may face while working as a digital marketer. 6. The learner will be able to follow cyber laws better.

TYBMM (Journalism)-Semester VI

Serial No.	Course Name	Course Outcome
1.	Broadcast Journalism	<ol style="list-style-type: none"> 1. The learner will be able to explain in detail history of Broadcast Journalism. 2. The learner will be able to describe the importance of regional journalism. 3. The learner will be able to identify varied broadcast formats. 4. To learner will be able to explain broadcast style, confirming to ethical and practical principles that guide it. 5. The learner <i>will</i> be able to examine the use of camera, sound and editing in broadcast. 6. The learner will be able to examine case studies in relation to broadcast journalism.
2.	Business & Magazine Journalism	<ol style="list-style-type: none"> 1. The learner can state an overview of economy and explain it in light of current budget. 2. The learner can explain about subsidies, foreign exchange reserve and its impact on Indian economy. 3. The learner can identify the various scams & its impact on financial systems. 4. The learner can identify the magazine sector and its specialisation.

3.	Issues of Global Media	<ol style="list-style-type: none"> 1. The learner can explain the role of media in the 21st Century and the challenges facing traditional media. 2. The learner will be able to distinguish between regional versus global media and its implication on media usage and its audience. 3. The learner will be able to identify social media's relevance in information dissemination and perception of global media about local audience. 4. The learner can examine effect of LPG on Indian media. 5. The learner can explain about media fraternity across the globe. 6. The learner can classify profiles of transnational news agencies.
4.	News Media Management	<ol style="list-style-type: none"> 1. The learner can state the responsibilities, structure and functioning of an organisation dealing with print media journalism. 2. The learner can develop content using journalistic and digital techniques. 3. The learner will be able to examine individual media businesses and understand the economic drivers of the media industry. 4. The learner can describe the evolution of media in the last 25 years, its key and current trends thereby helping them gain an unbiased and clear perspective about the media industry.
5.	Press Laws and Ethics	<ol style="list-style-type: none"> 1. The learner will analyse of the role of press in a democracy. 2. The learner will have a thorough evaluation of media laws. 3. The learner will practice and apply ethics in media. 4. The learner will analyse and apply the practice of legal reporting in media.
6.	Contemporary Issues	<ol style="list-style-type: none"> 1. The learner will be able to explain and analyse some of the present day environmental, political, economic and social concerns and issues. 2. The learner can state the importance of human rights and its implementation in India. 3. The learner can examine the present-day problems and challenges and its implications on development.

7.	Digital Media	<ol style="list-style-type: none"> 1. The learner will be able to evaluate the role of digital marketing platform. 2. The learner will be able to analyse the key goals and stages of digital campaigns. 3. The learner can employ the key digital marketing tools in media campaigns. 4. The learner can create digital marketing plans. 5. The learner will be able to analyse the challenges they may face while working as a digital marketer. 6. The learner will be able to follow cyber laws better.
----	---------------	---

Criteria 2 -2.6.1

Post graduate Course

Programme Outcome, Programme Specific Outcome &
Course Outcome

**PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME
(POST GRADUATE COURSE)**

Programme Name: - Master of Commerce (Accountancy)

Programme Outcomes:

PO1: The student acquires in-depth knowledge regarding all core areas specifically Advanced Accounting, Financial Management, and Tax planning.

PO2: The programme imparts the students with higher level knowledge and understanding of Research Methodology for Business, Business Environment and Ethical Framework.

PO3: The programme equips the students to evaluate Environmental factors that influence business operation with the conceptual requirements and skills on preparation and interpretation of financial statements.

PROGR MME SPECIFIC OUTCOMES:

PSO1: The course helps students to achieve proficiency in different areas of Accounting and Finance, Tax Management and E- commerce.

PSO2: The Course will provide over all knowledge about Commerce, Economics, Research and Strategic Management.

PSO3: The student acquires practical skills to work as Tax Consultant, Audit Assistant and other Financial Supporting Services and undertake independent research/PhD.

M.Com Part-1 Semester I

Serial No.	Course Name	Course Outcome
1.	Strategic Management	<ol style="list-style-type: none">1. The student will be able to explain and define basic Concepts of Strategic Management, Business and Operational Level Strategy, Functional Strategies and Business Environment.2. The student will be able to evaluate the formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.3. The student will be 'able to discuss the Corporate Restructuring Strategies, Strategic Alliance, Information technology Driven Strategies in India.4. The student can discuss about the Business Process Outsourcing and Knowledge Process Outsourcing in India, Disaster Management and Start-up Business Strategies and Make in India Model.

2.	Economics for Business Decision	<ol style="list-style-type: none"> 1. The student can discuss the scope of Business Economics and the basic economic problem of scarcity and efficiency. 2. The student will explain the applications of demand and supply to economic issues and study the theory of consumer choice. 3. The student will analyse the short run short run and long run production, cost concepts, least cost factor combination for a given output. 4. The student will be able to describe the features of perfectly and imperfectly competitive markets, different forms of imperfect competition, and basic concepts of game theory.
3.	Cost and Management Accounting	<ol style="list-style-type: none"> 1. The student will be able to apply the techniques of Marginal costing to Managerial Decision making. 2. The student will be able to appreciate Standard Costing as a tool of cost control through Material, Labour overhead and Sales variances. 3. The student will develop the ability to analyse Budgetary Control through preparation of various Functional Budgets, 4. Considering the special features of various services of Operating Company, like Hospital Hotel and Goods & Passenger Transport the student will be able to estimate the pricing done by each industry.
4.	Business Ethics and Corporate Social Responsibility	<ol style="list-style-type: none"> 1. The student will be able to recognise the Concept importance and need for business ethics Sources of Ethics various approaches to Business Ethics and Emergence of new values in Indian Industries after economic reforms of 1991. 2. The student will be able to define and will explore the Ethics in Marketing and Advertising, Human Resources Management, etc. 3. The student will be able to recognise the Corporate Social Responsibility Corporate philanthropy, Legal Provisions and specification on CSR and Role of NGO's and International Agencies. CSR. 4. The student will become aware of the CSR towards Stakeholders Designing CSR Policy, Global Recognitions of CSR- ISO- 14000-SA 8000 - AA 1000, etc.

M Com. Part-1 Semester II

Serial No.	Course Name	Course Outcome
1.	Research Methodology for Business	<ol style="list-style-type: none"> 1. The student will be able to define about research, types of research and will be able to develop formulation of research problem. 2. The student will be able to formulate hypothesis and

		<p>also understand different research design.</p> <ol style="list-style-type: none"> 3. The student will be able to differentiate between primary and secondary data and explore different stages in data processing. 4. The student will be able to explain Research Report Writing, References and Citation Methods, Footnotes and Bibliography and Modern Practices.
2.	Macro Economics concepts and Application	<ol style="list-style-type: none"> 1. The student will be able to classify the different dimensions of National Income and Human development Index. 2. The student will be able to describe the Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF), and Policy trade-off between Inflation and unemployment and Phillips' curve. 3. The student will implement the IS-LM Model to study the economic policy implications of fiscal and monetary policy 4. The student will discuss the International aspects of Macroeconomic policy, 'Balance of payments, and The Mundell-Fleming model.
3.	Corporate Finance	<ol style="list-style-type: none"> 1. The student will be able to discuss Meaning, Importance, Scope, Objectives, Profit v/s Value Maximization. 2. The student will be able to explain the Concept, Present Value, Annuity, Techniques of Discounting, Techniques of Compounding, Bond Valuation and YTM. 3. The student will be able to analyse the Profitability Ratios, Efficiency Ratios, Liquidity Ratios, Stability Ratio and Investor's analyses. 4. The student will be able to analyse the Measurement of Cost of Capital, WACC, Marginal Cost of Capital, Capital Structure Decisions, Business Risk and Financial Risk.
4.	E-COMMERCE	<ol style="list-style-type: none"> 1. The student will be able to articulate the World Wide Web, EDI and paperless trading, Applications and management of E-commerce and E-enterprise/ organisations. 2. The student will be able to design E-Marketing, E-Commerce Customer Strategies for Purchasing and support activities, Electronic Payment System and Operational, credit and legal risks of E-payment systems. 3. The student will be able to recite Cyber Laws, Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Security Issues in E-Commerce and Security Tools, Client server network security.

M Com. Part-2 Semester-III

Serial No.	Course Name	Course Outcome
1.	Advanced Financial Accounting	<ol style="list-style-type: none">1. The student will be able to, state the requirements as per accounting standard/foreign Branches.2. The learner will be able to recognise the Final Accounts of Banking Companies, Provisioning of Non-Performing Assets and form & requirements of Final Accounts.3. The learner will be able to state about the Accounting Provision for insurance Act and Insurance Regulation and Development authorities for LIS and GIB.4. The learner will be able to analyse Accounting Provision of Maharashtra State Co-operative Societies Act and Rules and Forms and Requirements of Final Accounts.
2.	Direct Tax	<ol style="list-style-type: none">1. The student will be able to discuss the basic concepts in Income-Tax.2. The student will be able to calculate and evaluate Income from salary, Income from House Property, Profits and Gains from Business and Profession, Income from Capital Gains, Income from Other Sources.3. The student will be able to discuss about the deductions: 80C, 80CCF, 80D, 80DD, 80DDB, 80E, 80U and Exemptions related to Specific Heads of Income to be covered, with Relevant Provisions, Agricultural Income, Sums Received from IDJF by a Member, Share of Profit from Firm, Income from Minor Child, Dividend.4. The student will be able to analyse the Computation of Income & Tax of Individual and Partnership Firm.
3.	Advanced Cost Accounting	<ol style="list-style-type: none">1. The student will be able to explain and analyse the features, process, concept of Process Loss, Abnormal Loss, Normal Loss, Abnormal Gain, and Compute of Inter .Process Profit, Computation of Equivalent Production - Weighted Average and FIFO.2. The student will be able to apply and analyse meaning and types, methods of allocating central costs and Activity Based Costing and solve using ABC Analysis3. The student will be able to explain and analyse the Responsibility Accounting, Responsibility Centre's, Concept of Controllability and prepare Managerial Reports using Segmented Costs and Controllable costs approach.4. The student will be able to describe, solve and analyse Transfer Pricing, Target Costing and inflation Accounting.

M Com. Part-2 Semester-IV

Serial No.	Course Name	Course Outcome
1.	Corporate Financial Accounting	<ol style="list-style-type: none"> 1. The student will be able to describe and analyse the need, Contents and Recent trends in Financial Reporting. 2. The student will be able to apply knowledge and interpret scope and "compliance of Accounting Standards in India. 3. The student will be able to describe meaning, need and apply various methods of valuation of business for amalgamation and mergers. 4. The student will be able to describe Procedure of consolidation of Balance-sheet & Profit & Loss Account, solve and analyse Consolidated Financial statements.
2.	Indirect Tax - introduction of Goods and Service Tax	<ol style="list-style-type: none"> 1. The student will be able to discuss basics of Indirect taxation and study the conceptual framework under GST. 2. The student will be able describe the registration procedure, including cancellation and revocation of registration under GST. 3. The student will gain complete knowledge about Sec 5 and Sec 6 of GST. 4. The student will be able to recognise the Sec 10 and Sec 12 of GST. 5. The student will be able to evaluate and Discuss Time and procedure of GST Payment, Ghallan Generation & CPIN, TDS & TCS.
3.	Financial Management	<ol style="list-style-type: none"> 1. The learner will be able to explain the needs of Finance and Sources: Long Term, Medium Term, and Short Term Finance. 2. The learner will be able to explain and analyse the Concept, nature, purpose, types and measurement techniques of Capital Budgeting. 3. The learner will be able to analyse and illustrate the management of working capital, estimation, 4. The learner will be able to analyse issues in working capital and Management of components of working capital. 5. On the completion the learner will be able to discuss the meaning, essentials types and advantages of Budgeting. 6. The learner will be able to discuss the meaning of strategic financial management and analyse the Strategic financial decision-making framework.

