

Program Outcome for B.Com & BMS course

1) Accountancy

Programme outcomes, program specific outcomes, and course outcomes offered:

Name of the programme/course	Outcome
Accountancy & Financial Mgt (FYBCom)	It helps the student to become a complete accountant in a phased manner
Accountancy & Financial Mgt (SYBCom)	It helps the student to become a complete accountant in a phased manner
Management Accounting	It helps the student in analyzing the final accounts and guide the management to run the business in a proper manner
Financial Accounting	It helps the student to become a complete accountant in a phased manner
Costing	It helps the student in getting an overview of determining the cost which is required for the business
Auditing	It helps the student in becoming an auditor as well as help him as an accountant to understand the other aspect of his work
Direct Tax & Indirect Tax	It helps the student in becoming a complete accountant so as to prepare himself in an area where he can practice

2) Commerce

Programme outcomes, program specific outcomes, and course outcomes offered:

Name of the programme/course	Outcome
Commerce I & II	Understanding of Business Environment with national and international scenario. Understanding of IT enabled services and Entrepreneurship.
EVS	Proper utilization of resources across the world and Mumbai and Kokan region. Distribution of population, demographic composition in India.
FC	Creating general awareness among students about society. Diversification according to religion, sex, age

	composition etc.
Commerce III & IV	<p>To make the learners aware about conceptual knowledge and evolution of Management.</p> <p>To familiarize the learners with the functions in Management.</p> <p>To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.</p> <p>To provide basic knowledge about Indian Financial Systems.</p> <p>To update the learners with the recent trends in Finance.</p>
Business Law	<p>To provide brief idea and framework of Indian business law</p> <p>To orient the students about legal aspect of business</p> <p>Familiarisation of students with case studies</p>
Advertising I & II	<p>To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.</p> <p>It aims to orient learners towards the practical aspects and techniques of advertising.</p> <p>It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising</p> <p>To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.</p> <p>It aims to orient learners towards the practical aspects and techniques of advertising.</p> <p>It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising</p>
Field Sales Management	<p>Core terminologies of marketing like 7 Ps, differentiation between Advertising and Publicity, role of Personal Selling, concept of Market Segmentation, organisational structure etc.</p> <p>Understand the concept of sales management, sales organization, sales policies and various aspects of sales force</p>

	management.
FC	<p>To acquaint learner with Rights of citizen like RTI,PIL and Ecological concern anthropocentrism biocentrism etc</p> <p>To acquaint learner with Science and study of technologies</p> <p>To acquaint learner with Personality development and communication skills</p>
Travel & Tourism	<p>To acquaint learner with concept and types of tourism</p> <p>To acquaint learner the factor influencing tourism, Impact of tourism on society.</p> <p>Sustainable tourism concepts to learner.</p>
Export Marketing	<p>To acquaint learner with concept of export.</p> <p>To understand India Foreign Trade Policy</p> <p>To understand Export Incentives and Assistance.</p>
MHRM	<p>To understand basic concept of marketing, evolution of marketing concept, MIS, Market segmentation, consumer behavior and application of 7Ps.</p> <p>To understand HR management, career planning, management development programme, Job analysis and specification, techniques of interview and selection procedure, grievance redressal mechanism, SQ and EQ</p>
MSSI	<p>To acquaint learner with concept of small scale industries</p> <p>To understand legal procedure for setting SME in india and agro based industries, sources of funding and institutional finance for SME</p> <p>To acquaint learner with marketing mechanism for SME and Export potential of SME in international market, role of women entrepreneur, self employment and project planning and management.</p>
MR	<p>To acquaint learner with data warehousing, data mining and MIS.</p> <p>To understand the concept of Hypothesis and preparation for questionnaire.</p> <p>Data processing and data editing, data interpretation with report writing.</p>

3) BMS

Programme outcomes, program specific outcomes, and course outcomes offered:

Name of the programme/course	Outcome
Fybms/Intro to financial Accounts	<ul style="list-style-type: none"> ✓ To understand distinctive features and principles of accounting.
Business law	<ul style="list-style-type: none"> ✓ To understand distinctive features, principles of contract Act, company Act, Negotiable instruments Act and intellectual property rights.
Business statistics Business Communication Foundation course	<ul style="list-style-type: none"> ✓ To understand distinctive features and principles, of measures of central tendency, probability and decision theory and various statistical tools. ✓ To understand increasing significance of business communication and it's implications in business and various other sectors. ✓ To develop understanding of multi cultural diversity of Indian society .To get familiarized with philosophy and structure of Indian constitution. And develop understanding of significant aspects and Indian political process.
Foundation of Human Skills Business Economics	<ul style="list-style-type: none"> ✓ To develop understanding of individual and group ✓ behavior, personal attitude, thinking learn and perception ✓ To get acquainted with economic concepts. To develop understanding of demand analysis .To understand cost and production analysis and market structure and pricing practices.

<p>SYBMS/Business planning and Entrepreneurship Management</p> <p>Accounting For Managerial Decision</p> <p>Information Technology in Business Management</p> <p>Advertising</p> <p>Consumer behavior</p> <p>Strategic Management</p>	<ul style="list-style-type: none"> ✓ This course introduces entrepreneurship to budding managers ✓ To develop entrepreneurs and to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector ✓ To acquaint management learners with basic accounting fundamentals. . ✓ To develop financial analysis skills among learners. <p>To learn basic concepts of IT, its support and role in management.</p> <p>To understand basic concepts of Email, internet and websites, domains and security therein.</p> <p>To understand and examine the growing importance of advertisement</p> <p>To understand the construction of an effective advertisement</p> <p>To understand the future and career in advertising.</p> <p>To develop an understanding about the consumer</p> <p>Decision making and its application in marketing function of firms</p> <p>To equip undergraduate students the basic knowledge about issues and dimensions of consumer behavior</p> <p>.</p>
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	<p>To understand the nature and importance of Business policy and strategy</p> <p>To acquaint the students business environment and SWOT analysis.</p> <p>To understand models of strategy making.</p>
<p>Tybms/logistics and supply chain management</p> <p>Corporate communication and public Relations</p> <p>Service Marketing</p> <p>E E-commerce and digital marketing</p> <p>Sales and Distribution Management</p> <p>Customer Relationship Management</p>	<ul style="list-style-type: none"> ✓ To provide students with basic understanding of concepts of logistics and supply chain management. To introduce students to the key activities performed by the logistics function To understand global trends in logistics and supply chain management. ✓ To provide students with the basic understanding of the concepts of corporate communication and public relations management. To introduce the various elements of corporate communication and consider role in managing organization. ✓ To understand distinctive features of services and key elements in service marketing. To understand marketing of different services in Indian context. ✓ To understand increasing significance of E e-commerce and it's applications in business and various other sectors. To understand Latest Trends and Practices in E E-commerce and digital marketing, along with its challenges and opportunities for the organization. ✓ To develop understanding of the processes in organizations. To get acquainted with concepts approaches and practical aspects of the key decision making variables in sales management and distribution channel management. ✓ To understand concepts of customer relationship management and implementation of Customer Relationship Management. To understand new trends

	<p>in customer relationship management, challenges and opportunities for the organizations.</p>
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