

Gokhale Education Society's Arts, Commerce and Science College, Shreewardhan

Course Outcomes of B.Com. Programs



M. Com. I	Course Outcomes
	<p>Semester I Course Title: Strategic Management</p> <p>CO1- To enable the learners to understand new forms of Strategic Management concepts and their use in business</p> <p>CO2- To provide information pertaining to Business, Corporate and Global Reforms</p> <p>CO3- To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions</p> <p>CO4- To acquaint the learners with recent developments and trends in the business corporate world</p> <p>Semester I Course Title: Economics for Business Decisions</p> <p>CO1- This course is designed to equip the students with basic tools of economic theory and its practical applications</p> <p>CO2- The course aims at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking</p> <p>CO3- In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics</p> <p>CO4- In order to make the study practical oriented, the paper requires discussion of some cases involving the use of concepts of business economics</p> <p>Semester I Course Title: Cost and Management Accounting</p> <p>CO1- To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business</p> <p>CO2- To enable the learners to understand, develop and apply the techniques of costing in the decision making in the</p>



business corporates

CO3- To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates

Semester I

Course Title:Business Ethics and Corporate Social Responsibility

CO1- To familiarize the learners with the concept and relevance of Business Ethics in the modern era

CO2- To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

Semester II

Course Title:Research Methodology for Business

CO1- To enhance the abilities of learners to undertake research in business & social sciences

CO2- To enable the learners to understand, develop and apply the fundamental skills in formulating research problems

CO3- To enable the learners in understanding and developing the most appropriate methodology for their research

CO4- To make the learners familiar with the basic statistical tools and techniques applicable for research

Semester II

Course Title:Macro Economics Concepts and Applications

CO1-The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level

CO2-This course the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies

CO3-Learners are expected to regularly read suggested current readings and related articles in the dailies and journals are analysed class rooms



Semester II

Course Title:Corporate Finance

CO1- To enhance the abilities of learners to develop the objectives of Financial Management

CO2- To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates

CO3- To enhance the abilities of learners to analyse the financial statements

Semester II

Course Title:E-Commerce

CO1- To provide an analytical framework to understand the emerging world of e-commerce

CO2- To make the learners familiar with current challenges and issues in e-commerce

CO3- To develop the understanding of the learners towards various business models

CO4- To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business

CO5- To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce

M. Com. II	Course Outcomes
	<p>Semester III Course Title:Human Resource Management</p> <p>CO1- Understand the value and importance of human resources inan organization.</p> <p>CO2-Appreciate the need for a dedicated department to managehuman resources.</p> <p>CO3-Analyse the ways and means of hiring and appraising humanresources.</p>



CO4- Apply information technology in HRM.

CO5- Understand the value and importance of human resources development.

CO6- Appreciate the need for a succession planning.

CO7- Organize various employee centered programmes and measures.

CO8- Become innovative in managing human resources.

Semester III Course Title: Rural Marketing

CO1: Identify Consumer Behavior models

CO2: Understand Internal Influences on consumer behavior

CO3: Describe External Influences on consumer behavior

CO4: Understand Consumer decision processes

CO5: Comprehend Family and household decision making.

Semester III Course Title: Entrepreneurial Management

CO1- Understand the issues involved in entrepreneurship development.

CO2- Able to evaluate opportunities for a new venture.

CO3- Demonstrate the ability to prepare a business plan for a venture.

CO4- Get insights into their creative, entrepreneurial and team skills.

CO5- To equip them with a platform to develop an entrepreneurial venture.

**Semester III****Course Title:Organizational Behaviour**

- CO1-** To provide students understanding how and why people behave in organizations as they do, either as individuals or in groups and how their behaviours affect their performance and performance of the organization as a whole.
- CO2-** To provide understanding how to effectively modify their behaviour through motivation and leadership for enhanced performance. And also to provide understanding about related concepts such as Org. Structure, Design and Culture.
- CO3-** To help students to understand human behaviour in organizations and equip them to enhance their performance as well as performance of the people reporting to them.

Semester IV**Course Title:Supply chain management and logistics**

- CO1-** To provide students with basic understanding of concepts of logistics and supply chain management
- CO2-** To introduce students to the key activities performed by the logistics function
- CO3-** To provide an insight in to the nature of supply chain, its functions and supply chain systems
- CO4-** To understand global trends in logistics and supply chain management
- CO5-** To provide students with basic understanding of concepts of logistics and supply chain management
- CO6-** To introduce students to the key activities performed by the logistics function
- CO7-** To provide an insight in to the nature of supply chain, its functions and supply chain systems
- CO8-** To understand global trends in logistics and supply chain management

Semester IV**Course Title:Advertising and sales Management**

- CO1-** Describe different types of advertisement.
- CO2-** Discuss the ethics in advertisement.
- CO3-** Conduct pre-testing, post testing and concurrent testing of ads to determine their effectiveness.



CO4- Describe different types of sales persons

CO5- Explain the steps involved in sales force management.

Semester IV

Course Title:Retail Management

CO1-Understand the functions of retail business and various retail formats and retailchannels.

CO2-Understand the difference between Retail and Manufacturing Supply Chain

CO3-Understand, key drivers of retail supply chain and how to select a retail storelocation?

CO4-Analyze Retail Market and Financial Strategy including product pricing.

CO5-Integrate the various Supply Chain partners and how to collaborate with them?

Semester IV

Course Title:Tourism Management

CO1- The Course aims at familiarizing the students with tourism concepts and processes.

CO2-It will acquaint the students with the various aspects in the tourism sector.

CO3-It will give an understanding of the different organizations in the Tourism Industry.

Principal

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