



Nagar Yuwak Shikshan Sanstha Airoli
NEW HORIZON COLLEGE OF COMMERCE

Plot No.5, Sector -13, Airoli, Navi Mumbai 400 708.

Phone: 91 22 20871721

AFFILIATED TO UNIVERSITY OF MUMBAI

E-Mail: nhims2011@gmail.com / enquiry@nhimsa.com

(University Affiliation No. Aff./Recog - 1/2049 of 2011 dated 06.05.2011)

The College is affiliated to the University of Mumbai. Thus, the college follows the guidelines and syllabus prescribed by the Affiliated University.

BACHELOR OF MANAGEMENT STUDIES (BMS)

PROGRAM OUTCOMES

Students who complete BMS program will be able to:

- PO1.** Develop basic understanding of management education and practices that can be applied in present day global scenario.
- PO2.** Gain knowledge and skills to exploit opportunities in management profession.
- PO3.** Appreciate the interrelationships among functional areas of management.
- PO4.** Understand the importance of multicultural, ethnic, ethical and gender issues in the organization
- PO5.** Demonstrate professionalism, self-awareness, and effective communication skills.
- PO6.** Exhibit leadership capacity and teamwork skills that enable them to work effectively in groups
- PO7.** Develop comprehensive analytical and problem-solving skills.
- PO8.** Have innovation skills and ability to take up entrepreneurship initiatives
- PO9.** Understand the ethical implication of business decision making
- PO10.** Apply their knowledge in the field of business management to contribute to nation building while upholding ethical practices.



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(University Affiliation No. Aff./Recog - 1/2049 of 2011 dated 06.05.2011)

B.Com (ACCOUNTING AND FINANCE)

PROGRAM OUTCOMES

Students who complete BAF program will be able to:

PO1. Develop an understanding of the economic, regulatory, ethical, social and global contexts in which accounting and finance is applicable

PO2. Provide knowledge of theories, current and alternative practices of accounting, including recognition, disclosure of financial statements, financial reporting, cost accounting, and auditing and taxation system in a local as well as international socio-economic domain.

PO3. Create awareness of the international, regional and local issues related to accounting and finance and the related role of financial players.

PO4. Inculcate a critical thinking process of actively conceptualizing, applying, analyzing, synthesizing, and evaluating information gathered from, or generated by, observation, experience, reasoning, as a guide to action.

PO5. Integrate research-related skills through research projects of current relevance.

PO6. Develop scientific reasoning in accounting and finance to arrive at analytical outcomes.

PO7. Use modern tools to create, select, and apply appropriate techniques, resources, modern statistical tools & software for accounting and finance studies.

PO8. Develop learning curiosity in accounting and finance studies to gain knowledge and explore information to make sound decisions.

PO9. Inculcate moral and ethical values in learners.



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B.Com (Banking and Insurance)

PROGRAM OUTCOMES

Students who complete BBI program will be able to:

PO1. Demonstrate comprehensive knowledge and understanding in the fundamentals of Commerce, Accounting, Economics and all the courses undertaken.

PO2. Develop and apply skills and techniques of communication – listening, reading, writing and presenting their ideas logically.

PO3. Analyze independently and critically concepts in relation to Commerce, Accounting, Economics and all the courses undertaken.

PO4. Identify anomalies and solve problems and draw valid conclusions of the courses undertaken.

PO5. Work effectively in teams; as members and as leaders motivating and inspiring the team members through coordinated cooperation.

PO6. Understand and apply ICT in relevant learning situations.

PO7. Acquire independent working skills and exhibit their ability through fruitful completion of the given project.

PO8. Gain and showcase an understanding of the value of diversity and multicultural experience.

PO9. Recognize the ability to identify ethical issues and avoid unethical Behaviour by engaging in objective, unbiased and truthful actions in all aspects of work.



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MASTER OF COMMERCE (BUSINESS MANAGEMENT)

PROGRAM OUTCOMES

- PO1.** Learners will develop in depth knowledge in different functional areas of management.
- PO2.** Learners are prepared to take up further studies in areas of their interest.
- PO3.** Learners are well versed with latest trends in fields of HRM, Retail management etc.
- PO4.** Learners are equipped with skills to face challenges in the corporate world.



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BACHELOR OF MANAGEMENT STUDIES (BMS)
PROGRAMME SPECIFIC OUTCOMES

PSO1- Acquire knowledge about management practices which facilitate them to become effective professionals.

PSO2 Be capable to pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance.

PSO3: Be adequately trained to be entrepreneurs and communicate effectively.

PSO4: Develop a positive attitude towards lifelong learning and research.

PSO5: Acquire the required skills to develop business models and be responsible global citizens with cross cultural competent behaviour and ethical values.



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B.Com (Accounting and Finance)

PROGRAMME SPECIFIC OUTCOMES

PSO1 - The course helps aspirants to acquire knowledge in the field of accounting, taxation, auditing, risk management, financial accounting, managerial economics, business law and business communications.

PSO2 - Learners can pursue careers as financial experts and also develop a better understanding of the markets as this course gives an in-depth understanding of the essential qualities and areas of expertise required for such jobs.

PSO3 - Students get opportunities to explore many career paths like investment and portfolio management, stock market, security analysis, mutual fund and capital market analysis, accounting field, financial field etc.

PSO4 - The programme aims to develop professional skills among students and build a strong foundation in accounts, Finance and Ethics which will benefit themselves as well as the society.



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B.Com (Banking and Insurance)

PROGRAMME SPECIFIC OUTCOMES

PSO1- Create for the students an avenue of self-employment and also to benefit Banks, Insurance companies by providing them with suitable trained persons in the field of Banking & Insurance.

PSO2- Develop students to explore opportunities in the field of Banking and Insurance due to Globalization, Privatization and Liberalization.

PSO3- Understand operational environment in the field of Banking & Insurance.

PSO4- Develop and Inculcate training and practical approach among the students by using modern technologies in the field of Banking and Insurance.



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M.Com (BUSINESS MANAGEMENT)

PROGRAMME SPECIFIC OUTCOMES

PSO1- Learners will develop managerial skills and theoretical knowledge for managing business units with special focus on functional areas of business and management.

PSO2- Learners will develop Research skills in areas of Management

PSO3- Learners will be motivated to take up Entrepreneurship

PSO4- Learners will develop advanced level knowledge of concepts pertaining to various types of marketing.

PSO5- Learners will have the capability to use ICT in a variety of learning situations and use a variety of relevant information sources.



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Semester wise Course Outcomes

1. BACHELOR OF MANAGEMENT STUDIES (BMS)

• **Semester I**

| Sr. No. | Name of the Course | Outcomes |
|---------|------------------------------------|--|
| 01 | Introduction to Financial Accounts | CO1: Understand the preparation of basic Financial Data and balance sheet. CO2: Explain the Indian Accounting Standards, concepts and conventions. CO3: Examine the preparation of the Bank Reconciliation Statements. CO4: Familiarize the Charges of Depreciation on various assets. |
| 02 | Business Law | CO 1 To introduce the law of contracts, sale of goods, negotiable instruments, consumer protection, companies and Intellectual Property Rights. CO 2 To equip learners with the requisite legal knowledge to help them function effectively as managers and manage the business efficiently. |
| 03 | Business Statistics | CO1: Produce appropriate graphical and numerical descriptive statistics for different types of data. CO2: Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context. CO3: Use simple/multiple regression models to analyse the underlying relationships between the variables. CO4: Use a statistical package frequently used by practitioners to analyse the data. |
| 04 | Business Communication-I | CO1: Understand basic theory of communication, CO2: Critically analyse various barriers to communication, CO3: Examine parts & structure of business correspondence CO4: Develop Language & Writing Skills |
| 05 | Business Economics-I | CO1: Understand the importance of Business Economics in today's world. CO2: Illustrate the production and cost functions. CO3: Focuses on Microeconomics. CO4: Explain how the Demand and Forecasting are estimated. CO5: Examines how an organization does the Costing of the product. |

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| | | CO6: Demonstrate knowledge and proficiency in the overall foundations of an economy. |
| 06 | Foundation course-I | CO1: Understand overview of Indian Society, CO2: Develop the concepts of disparity with regards to gender, CO3: Examine various disparities in caste, intergroup conflict, CO4: Focus on Indian Constitution & Fundamental Duties, CO5: Analyse Political processes & various amendments. |
| 07 | Foundation of Human Skills | CO1: Understand the Human nature and their behaviour in organization. CO2: Focus on team building and group behaviour in the organization and in society. CO3: Analyse the basic behaviour pattern of human, which are important for business. CO4: Discuss the different kinds of human nature with greater awareness of the human behaviour. |

• **Semester II**

| Sr. No. | Name of the Course | Outcomes |
|---------|-------------------------|--|
| 01 | Principles of Marketing | CO1: Illustrate the different ideas of marketing concept. CO2: Discuss the techniques about how to identify, understand and satisfy the needs of customers and markets. CO3: Examine marketing mix and its four important elements which are required in the business. CO4: Analyse companies and competitors and to introduce Marketing Strategies to increase awareness of the strategic and tactical decisions behind today's top performing brands. CO5: Develops basic Marketing skills among students in order to cater to the Marketing Industry. CO6: Critically Analyse the Marketing Theories & Concepts and understand the relevance in perspective to current business scenario in India. |
| 02 | Industrial Law | CO1: To study the laws related to industrial relations and industrial disputes in India. CO2: To develop an understanding of the Indian laws pertaining to health, safety and welfare of workers as well as enabling social legislations for the benefit of workmen. CO 3: To study the laws on compensation management. |



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| 03 | Business Mathematics | CO1 To teach the mathematical concepts and principles of multivariate calculus, vector and matrix algebra, differential equations and their applications in business and economics. CO2: To understand concept of problem formulation and solution, graphing, and computer application CO3: Clearly defines the different ways in which interest on money can be calculated. CO4: Explain the meaning of the following terms: simple interest, compound interest, equivalent rates of interest, promissory and demand notes, annuities, perpetuities, capitalized cost, depletion allowances, and stocks and bonds. |
| 04 | Business Communication-II | CO1: Enhance presentations skills, CO2: Understand group communication - prepare for interview, meetings, conference and Public Relations, CO3: Discuss trade letters like inquiry letter, complaint letter, RTI letter, grievance letter, sales letters etc. CO4: Explain Reports & Summarize and enhance language & writing skills. |
| 05 | Business environment | CO1: Explain business objectives and environmental analysis, CO2: Understand the relation between business & society and aware about business ethics & Consumer Protection Act, CO3: Illustrate the CSR, Carbon Credit and Social Audit, CO4: Provide information about Foreign Trade, International Organizations, Global Strategies – MNCs & TNCs. |
| 06 | Foundation course-Value education and soft skills-II | CO1: To Understand the concepts of liberalization, privatization and globalization; CO2: Growth of information technology and communication and its impact manifested in everyday life; CO3: Impact of globalization on industry: changes in employment and increasing migration; CO4: Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides |
| 07 | Principles of Management | CO1: To learn practical knowledge planning, Organizing, Implementing, staffing, coordinating, Controlling, Motivating and other area of Management CO2: To understand the Development of Humans skills and conceptual skills as per industry requirements as CO3: understanding of various functions of Management |



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• Semester III

| Sr. No. | Name of the Course | Outcomes |
|---------|--|--|
| 01 | Information Technology in Business Management-I | CO1: Explain the social impact of information technology, both locally and globally, and the need for security, privacy and ethical implications in information systems usage CO2: Demonstrate problem-solving skills by identifying and resolving issues relating to information technology systems and their components CO3: Demonstrate the application of online collaboration and website development tools to support productivity and communication in business contexts CO4: Describe current information and communication, how they are selected, developed and used by organizations to produce goods and services, and to cooperate and/or compete with other organizations |
| 02 | Foundation Course(Environment management)-III | CO1: To develop sensitivity in the learners about environment, its various components and its conservation CO2: To spread awareness on several current environmental issues at global as well as local level CO3: To understand the relevance and significance of sustainable environment CO4: To encourage students to change to eco-friendly habits and behaviours |
| 03 | Business Planning and entrepreneurial management | CO1: To develop entrepreneurs & to prepare students to take the responsibility of full line of management functions of a company. CO2: The course introduces Entrepreneurship to budding manager as entrepreneurship is the major focus area for the growth and progress of the economy. CO3: To equip prospective entrepreneurs with the knowhow, techniques and procedure and process of starting a new business. |
| 04 | Accounting of managerial decisions | CO1: To enable students to read and interpret Financial Statements of any concern. CO2: To provide students with an understanding of management decision making concepts related to the management functions of |

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| | | planning, control, and decision making. CO3: Learn independently and to demonstrate high level personal analytical skills and advisory skills. (from Investment Angle) CO4: Evaluate complex ideas an |
| 05 | Strategic Management | CO1: Understand and apply the Strategic Management process. CO2: Analyse and improve organizational performance. CO3: Illustrate the impact of social, economic and political forces of organization's policy. CO4: Critically examine the management of the entire enterprise from the top management viewpoint. |
| 06 | Introduction to Cost Accounting | CO1: Understand the basic concepts and the tools used in Cost Accounting CO2: Enable the students to understand the principles and procedure of Cost Accounting and to apply them to different practical situations. CO3: Explain and solve problems related to Process Costing, Job Costing, Cost Classification etc. CO4: Demonstrate reconciliation of cost sheet and financial accounts |
| 07 | Corporate Finance | CO1: To develop an understanding of financial management principles and its importance in running a business. CO2: To impart knowledge of tools and techniques which assist in financial decision making. CO3: To provide understanding of capital structure, time value of money and capital budgeting concepts. |
| 08 | Consumer Behaviour | CO1: To understand and examine the growing importance of advertising in communication mix CO2: To understand the construction of an effective advertisement in various media CO3: To understand the role and issues of advertising in contemporary society CO4: To explore the future of and careers in advertising |
| 09 | Advertising | CO1: Understand the concept of advertising. Explain the different job functions and responsibilities of those employed in advertising. CO2: Recognize some of the social and ethical implications of advertising. CO3: Explain the methods used in marketing and advertising research. CO4: Explain the role of marketing and advertising planning. |



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| 10 | Recruitment and Selection | CO1: The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization. CO2: To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject CO3: To equip students to face the modern and innovative techniques and dynamics of recruitment and selection practices that prevail in the industry. |
| 11 | Organisation Behaviour and HRM | CO1: Understand the fundamental concepts on organizational behavior and HRM. CO2: Be aware of the Time management strategies. CO3: The objective is to familiarize the students with concepts and principles, procedure of Performance appraisal, Compensation and Career Planning in an organization CO4: Manage Conflicts effectively among workers. |

• **Semester IV**

| Sr. No. | Name of the Course | Outcomes |
|---------|--|--|
| 01 | Information Technology in Business Management-II | CO1: Analyse how Information Technology impacts a firm. CO2: Interpret how to use Information Technology to solve business problems. CO3: Understand the concept of outsourcing. CO4 : Apply the knowledge of database. CO5: Describe the role of Information Technology and Information Systems in Business. |
| 02 | Foundation Course(Ethics and Governance) | CO1: Focus on teams, execute task assigned and perform on timelines set. CO2: Familiarize the importance and application of Ethics in modern business practices. CO3: Illustrate case studies; learner will develop a moral and ethical perspective of looking at business problems. CO4: Understand emerging trends and growing importance of good Governance and CSR by organizations |
| 03 | Business economics-II | CO1: Demonstrate through application of Micro-economics, the interaction of individuals and organizations in markets. CO2: Analyse the role of public policy in shaping those application in Organisation markets. CO3: Understand application of macroeconomics the functioning of market economies at regional, |



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| | | national, and global levels. CO4: Examine the role of public policy in shaping those global level |
| 04 | Business Research Methods | CO1: To inculcate the analytical abilities and research skills among the students CO2: To give hands on experience and learning in Business Research CO3:: To equip learners with basic tools and techniques of business/social science research CO4:To introduce students to the challenges of business research in the modern times |
| 05 | Production and Total Quality Management | CO1: Explain the concepts of Total Quality Management and Total Quality Education. CO2: Diagnose problems in the quality improvement process. CO3: Identify ethical and unethical behaviour in Quality Management. CO4:Apply various quality improvement techniques. |
| 06 | Strategic Cost Management | CO1: Develop skills of analysis, evaluation and synthesis in cost and management accounting. CO2: Familiarise the learners to understand and develop new strategies for cost management. CO3: Understanding various decision-making and controlling operations techniques by managing cost. CO4: Analyse new ways and methods for cost control and cost management. |
| 07 | Corporate Restructuring | CO1:Develop and describe corporate restructuring as a business strategy and also different forms of restructuring CO2:Provide adequate knowledge of the accounting treatment of internal and external reconstruction CO 3::Develop an understanding of the impact of reorganization on the company CO 4:Make students understand the impact of reorganization on the company |
| 08 | Integrated Marketing Communicati | CO1:To make learners aware about the tools of IMC in a communication mix CO2:To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program CO 3:To understand the importance of the tools of IMC and co-ordinating them for an effective marketing communication |

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| 09 | Rural Marketing | CO1: To familiarise the students with the largest market of India and to equip them with the dynamics and uniqueness of the market for successful and effective targeting. CO2: Enable them to design strategies that will result in an win-win situation for both the marketer as well as the rural population CO 3: The objective of this course is to expose the students to the Agriculture and Rural Marketing environment so that they can understand consumers and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario. |
| 10 | Human Resource Planning and Information System | CO1: Help to understand the data to support business strategies for human resources. CO2: Help to understand the implementation process of the system and find out scope of improvements. |
| 11 | Training and Development in HRM | CO1: Familiarise the concepts of Training and Development provided by an organization for its employees. CO2: Understand the managerial performance and ability to observe, interpret the issues and modify employee's approach and behaviour. CO3: Equip the learners to tailor themselves to meet the specific needs of the organizations in Training and Development activities. CO4: Focus on the various Training and Development programs to be conducted by an organization for the development of its Human Resource. |

• **Semester V**

| Sr. No. | Name of the Course | Outcomes |
|---------|---------------------------------------|---|
| 01 | Logistics and Supply Chain Management | CO1: Focus on the concepts of applied in Logistics and Supply Chain Management. CO2: Illustrate concepts like inbound and outbound Logistics, offshore and inshore logistics. CO3: Develop skills for planning, designing the operational facilities of supply chain with the analytical and critical point of view. CO4: Understand how logistics play an important role in redefining value chain globally |



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| 02 | Corporate communication and Public Relations | <p>CO1:To provide the students with basic understand of the concepts of corporate communication and public relations</p> <p>CO2:To introduce the various elements of corporate communication and consider their roles in managing organizations</p> <p>CO 3::To examine how various elements of corporate communication must be coordinated to communicate effectively</p> <p>CO4:To develop critical understanding of the different practices associated with corporate communication</p> <p>CO5:To encourage students to consider Public Relations as a career opportunity</p> |
| 03 | E-commerce and Digital Marketing | <p>CO1:Gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business.</p> <p>CO2:Leverage the E-Commerce platforms to enhance current business or incubate new businesses.</p> <p>CO 3: Gain an understanding on how innovative use of the E-Commerce can help developing competitive advantage.</p> <p>CO4:Develop an understanding on how internet can help business grow</p> |
| 04 | Sales and Distribution Management | <p>CO1:To develop understanding of the sales & distribution processes in a marketing organization</p> <p>CO2:To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management</p> <p>CO 3:To gain experiential insights in the distribution strategizing and execution</p> <p>CO 4:To develop qualities and tactics for making a successful career in sales</p> |
| 05 | Customer relationship Management | <p>CO1:Understand CRM marketing initiatives, customer service</p> <p>CO2: Learn to design CRM strategy.</p> <p>CO 3: Understand new trends in CRM , challenges and opportunities for organizations.</p> |
| 06 | Strategic Marketing Management | <p>CO1:To understand marketing strategies and their impact on business models</p> <p>CO2: To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.</p> |

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| | | |
|----|---|---|
| | | CO3:To learn the various marketing strategies adopted by Companies to create a competitive advantage |
| 07 | Commodity and Derivatives market | CO1:Understand the concepts related to commodities and derivatives market. CO2: Understand the various aspects related to options and futures. |
| 08 | Wealth Management | CO1:To provide an overview of the nature of wealth management, its importance and challenges associated with wealth management. CO2:To study components of wealth management like investment planning, estate planning, insurance planning. CO 3: To impart knowledge of taxation with an emphasis on tax saving and deductions. CO4: To introduce various retirement planning avenues. |
| 09 | Financial Accounting | CO1:Understand the final accounts of companies CO2:Familiarise provisions relating to underwriting of shares and debentures. CO 3: Demonstrate accounting of foreign currency and investments CO 4: Identify the need of ethical behaviour in accountancy and its practical applicability. |
| 10 | Direct Taxes | CO1:By the end of the course students will be able to describe how the provisions in the direct tax laws can be used for tax planning. CO2:Students of the course will be able to explain different types of incomes and their taxability and expenses and their deductibility. CO3:Students who complete this course will be able to learn direct tax and its implication in practical situations. CO4: Students of the course will able to state the use of various deductions & exemptions to reduce the taxable income |
| 11 | Strategic Human Resources Management & HR | CO1:To understand HRM from strategic perspective CO2: To link the HRM functions to corporate strategies in order to understand HR as a strategic resource CO3: To understand the relationship between SHRM and organizational performance |



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| | | |
|-----|--|---|
| | | <p>CO4: To know how HR Function has evolved to assume strategic importance in organizations</p> <p>CO5: To apply theories and concepts relevant to strategic human resource management in contemporary organizations</p> <p>CO6: To understand the purpose and process of developing Human Resource Policies</p> |
| 12 | Performance Management & Career Planning | <p>CO1: Understanding the concept of performance management in organizations.</p> <p>CO2: Evaluating performance appraisal Techniques and methods for employees.</p> <p>CO3: Demonstrate the significance of career planning and practices through performance appraisal.</p> <p>CO4: Identify the various methods of motivation for under-performing and high performing team members of an organization.</p> <p>CO5: Enhance their skills in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures.</p> |
| 13. | Talent Competency Management | <p>CO1: To understand key talent management & competency management concepts</p> <p>CO2: To understand the concept and importance of competency mapping</p> <p>CO3: To understand the role of talent management and competency management in building sustainable competitive advantage to an organization</p> <p>CO 4: To know the ethical and legal obligations associated with talent management</p> |
| 14 | Stress Management | <p>CO1: To understand the nature and causes of stress in an individual and in organizations</p> <p>CO2: To familiarize the learners with the stress prevention mechanism</p> <p>CO3: To understand the strategies that help cope with stress</p> <p>CO 4: To be able to apply stress management principles in order to achieve high levels of performance and work life balance</p> <p>CO5: To enable to learners to adopt effective strategies, plans and techniques to deal with stress</p> |



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• Semester VI

| Sr. No. | Name of the Course | Outcomes |
|---------|-------------------------------|--|
| 01 | Operation Research | CO1:Understand operations research methodologies used in an organization. CO2:Illustrate the concepts to solve various problems practically. CO3:Enhance the proficient in case analysis and interpretation of Operations carried in Business. CO4: Identify how to Interpret and apply the results of an operations research model to an organisation |
| 02 | Project Work | CO1:Provides learning experience to students. CO2:Provides opportunity to students to synthesizelnowledge from various areas of learning. |
| 03 | Brand management | CO1:Understand the concept of Brand Management CO2:Understand the significance of Brand Management for the company. CO 3: Know how to build, sustain and grow brands and to know various sources of brand equity. |
| 04 | Retail Management | CO1:Understand about retail management concepts, operations & types of retailers' CO2:Develop understanding about emerging trends in retail management. |
| 05 | International Marketing | CO1:To understand International Marketing, its advantages and challenges CO2: To provide an insight on the dynamics of International Marketing Environment CO 3: To understand the relevance of International Marketing Mix decisions and recent developments in global market |
| 06 | Media Planning and Management | CO1:To introduce the role and responsibilities of media in modern business world CO2: To understand Media Planning, Strategy and Management with reference to current business scenario CO 3:To know the basic characteristics of all media to ensure most effective use of advertising budget CO 4: To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys |



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| | | |
|----|--------------------------------|--|
| 07 | Innovative Financial Services | CO1:Illustrate the fundamental aspects of various issues associated with various Financial Services CO2:Evaluate the comprehensive overview of emerging financial services in the light of globalization. CO3: Enhance awareness of the role, functions and functioning of financial services. CO4: Understand Basic concept, functions, process, techniques of financial services. |
| 08 | Project Management | CO1:Identify the fundamental aspects of various issues associated with Project Management CO2:Understand comprehensive overview of Project Management as a separate area of Management CO3: Familiarise the relation between project management and organizational structure. CO4: Evaluate the criteria for project selection on the basis of feasibility report. |
| 09 | Strategic Financial Management | CO1:To introduce learners to strategic financial decision making. CO2:To impart knowledge of dividend decision, risk adjusted capital budgeting and capital rationing. CO3: To study corporate governance and corporate restructuring. CO4: To provide an overview of financial management in banking sector and working capital financing. |
| 10 | Indirect Taxes | CO1:Familiarise himself with terms related to Goods and Service tax (GST) CO2:Understand the difference between forward charge and reverse charge mechanism CO3: Identify the contents and format for various documents like tax invoice, bill of supply, debit note, credit note, etc. CO4: Analyse and compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit. |
| 11 | HRM in Global Perspective | CO1:To introduce the students to the study and practice of IHRM CO2:To understand the concepts, theoretical framework and issues of HRM in global perspective CO3: To get insights of the concepts of expatriates and re patriates CO4: To find out the impact of cross culture on |



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| | | HRM CO5: To provide information about Global Workforce Management CO6: To study international HRM trends and challenges |
| 12 | Organizational Development | CO1: Understand the concept of Organisational CO2: Development and its Relevance in an organisation. Identify the Issues and Challenges of Organisational Development while undergoing Changes of businesses. CO3: Illustrate ongoing phases of Organisational Development Programmes in Corporates. CO4: Familiarise into Ethical Issues in Organisational Development. |
| 13 | HRM in Service Sector Management | CO1: To understand the concept and growing importance of HRM in service sector CO2: To understand how to manage human resources in service sector CO 3: To understand the significance of human element in creating customer satisfaction through service quality CO4: To understand the Issues and Challenges of HR in various service sectors |
| 14 | Workforce Diversity | CO1: To introduce the students to the study and practice of IHRM CO2: To understand the concepts, theoretical framework and issues of HRM in Global Perspective CO3: To get insights of the concepts of Expatriates and Repatriates CO4: To find out the impact of cross culture on Human Resource Management CO5: To provide information about Global Workforce Management |



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2. B.Com (Accounting and Finance)

• Semester I

| Sr. No. | Name of the Course | Outcomes |
|---------|--------------------------|--|
| 01 | Financial Accounting-I | CO1:Provides knowledge of various accounting concepts , conventions and policies by ICAI. CO2:Inculcates the techniques, methods and practice of preparing final accounts, hire purchase accounting and Departmental accounting |
| 02 | Cost Accounting-I | CO1:Imparts knowledge of various costs on the basis of elements of cost, behaviour and functions. CO2:Helps in ascertaining the cost of material labour and overhead allocation. |
| 03 | Financial Management-I | CO1:Enables learning of the basic concept of financial management, investment and capital investment options. CO2:Provides knowledge of long term investment decisions, planning and risk of investment projected with it. |
| 04 | Business Communication-I | CO1:Provides students with basic understanding of the concepts of business, communication and public relation. CO2:Develop critical understanding of different practices associated with business communication. |
| 05 | Business Economics-I | CO 1:Familiarize students learn micro economics and its application to business. CO2:Acquires sound knowledge of Business economics and its application through case study methods and provides an understanding of the decision making process . |
| 06 | Foundation course-I | CO1:Creates an understanding of multi- lingual, multi- ethnic, multi religious and multi- cultural nature. CO2:Creates an understanding of disparity in the society and highlights important aspects of Indian constitutions. |
| 07 | Commerce-I | CO 1:Creates understanding of the basics of business environment in modern world. CO2:Makes the learners understand the challenges of operating Business and measures to overcome these challenges. |

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Semester II

| Sr. No. | Name of the Course | Outcomes |
|---------|-------------------------------|---|
| 01 | Financial Accounting-II | CO1:Enhances understanding of the techniques of consignment, Branch and their Accounting methods. CO2:Acquaints students with the knowledge of accounting procedures related to fire insurance claims and their processes. |
| 02 | Auditing-I | CO1:Imparts knowledge of Audit, types of audit , principles and techniques of auditing. CO2:Enables to gain knowledge of audit planning and Documentation |
| 03 | Business Mathematics | CO1:Introduces financial maths and develops skill to solve financial problems. CO2:Enables understanding the concept of shares, mutual funds and investment management. |
| 04 | Business Communication-II | CO1:Demonstrates effective use of communication technology. CO2:Develops effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups. |
| 05 | Innovative Financial Services | CO1:Familiarizes learners with the fundamental aspects of various issues related with financial services. CO2:Gives a comprehensive overview of emerging financial services in the light of globalization. |
| 06 | Foundation course-II | CO1:Discusses the issue of control access and misuse of technology. CO2:Provides an overview of significant skills required to address competitions in career choices. |
| 07 | Business Law-I | CO1:Provides basic knowledge regarding creation of contract. CO2:Provides the knowledge regarding negotiable instruments and remedies in case of dishonor of instruments. |

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• Semester III

| Sr. No. | Name of the Course | Outcomes |
|---------|---|--|
| 1. | Financial Accounting-III | CO1:Assists students to develop their understanding of the Topics in Accounting for Partnership. CO2:Enables understanding of the Provisions of AS-11 |
| 2. | Cost Accounting-II | CO1:Familiarizes various cost accounting techniques and procedures CO2:Provides an overview of other cost accounting methods used in business. |
| 3. | Taxation-II | CO 1:Creates an understanding of the basic concept of Direct Tax and basic definition related to Direct Tax and assessee. CO 2: Provides learners an idea of the process and techniques of calculation of taxability and tax liability. |
| 4. | Foundation Course-III | CO1:Provides knowledge about overview of financial system like inflation and interest, investment.. CO2:Imparts knowledge about various financial instruments and financial services. |
| 5. | Business Regulatory Framework-II | CO1:Provides an overview of the basic concepts relating to industrial law. CO2:Provides knowledge of Partnership Act and LLP Act. |
| 6. | Business Economics-II | CO1:Imparts knowledge about Macro Economics along with inflation, fiscal policy etc. CO2: Updates students about the open economy with International Trade. |
| 7. | Information Technology in Accountancy-I | CO1: Provides fundamental computing knowledge and empowers the use of office productivity tools. CO2:Familiarizes students with E-Commerce infrastructure and Electronic Payment systems used in today's Digital age. |



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• **Semester IV**

| Sr. No. | Name of the Course | Outcomes |
|---------|--|---|
| 1. | Financial Accounting-IV | CO1:Helps students in preparing Final Accounts in vertical form. CO2:Provides knowledge about the procedure and Provision of Redemption of Preference Shares and Debentures. |
| 2. | Management Accounting | CO1:Enables understanding of functions, advantages, limitations of Management Accounting. CO2:Acquaints the students with basic techniques of analysis and interpretation of financial statements. |
| 3. | Taxation-III | CO1:Helps students to know Various Tax Procedure. CO2:Updates students with Current Taxation Policies. |
| 4. | Information Technology in Accountancy-II | CO1:Provides knowledge on fundamental sense of business process management in a highly competitive IT infrastructure. CO2:Provides computerized Accounting and Auditing knowledge. |
| 5. | Foundation Course-IV | CO1:Imparts knowledge to the students about importance of management. CO2:Familiarizes students about the various functions of Management. |
| 6. | Company Law-III | CO1:Creates understanding of various standards, maintaining order, solving disputes and other rights. CO2:Acts as a guide post for minimally accepted behaviour in the society. |
| 7. | Research and Methodology in Accounting and Finance | CO1:Delivers to students research oriented study and brings applicability of research in practical application. CO2:Creates awareness amongst students on importance of RM and it provides skills for all round development. |



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• **Semester V**

| Sr. No. | Course | Outcomes |
|---------|---------------------------|--|
| 01 | Financial Accounting - V | CO1:Creates awareness about the provisions in Companies Act with respect to Underwriting of Shares, Debentures and Buy-back of Shares CO2:Creates knowledge about the accounting procedures and methods regarding Amalgamation, Internal reconstruction and Liquidation of Companies. |
| 02 | Financial Accounting - VI | CO1:Identifies the financial transactions of Banking & Insurance companies & studies systematics recording of books of accounts CO2:Provides knowledge about Financial Statement of LLP and Non-Banking Financial Companies. |
| 03 | Cost Accounting - III | CO1:Imparts knowledge about integrated & non-integrated system of accounts. CO2:Ensures management of various kinds of different cost accounts like Process, Service etc. |
| 04 | Financial Management – II | CO1:Provides practical knowledge to students regarding various financial aspects. CO2:Helps the students to understand operation of financial market in India. |
| 05 | Taxation – IV | CO1:Provides an in-depth study on the various provisions of Indirect Tax laws CO2:Studies their impact on business decision making. |
| 06 | Management – II | CO1:Creates understanding of what managers do and how they performs their jobs more effectively. CO2:Enables knowlesge about various functional areas of management such as Production, Human Resource and Finance. |

• **Semester VI**

| Sr. No. | Course | Outcomes |
|---------|----------------------------|---|
| 01 | Financial Accounting – VII | CO1:Enhances students knowledge about various types of company accounts. CO2:Updates students about Mutual Funds, IFRS in the era of globalization. |
| 02 | Cost Accounting – IV | CO1:Enables students regarding various decision making process of costing. CO2:Imparts knowledge about different types of methods of costing to control cost in effective way. |



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3. B.Com (Banking and Insurance)

• **Semester I**

| Sr. No. | Name of the Course | Outcomes |
|---------|--|--|
| 01 | Financial Accounting-I | CO1:Familiarizes the students with the basic accounting principles and techniques of preparing and presenting the accounts. CO2:Provides the underlying framework and concepts of financial accounting in the context of how accounting fits into overall business environment of contemporary society. |
| 02 | Quantitative Methods-I | CO1:Prepares students to learn to apply commonly used mathematics concepts and statistical methods in business context and how to interpret analyses performed by others. CO2:Equips the students with a broad based knowledge of mathematics with emphasis on business application. |
| 03 | Environment and Management of Financial Services | CO1:Provides nature and scope of Banking, Insurance and other Financial Services in Economic Growth. CO2:Enables students to understand the working of insurance companies and banking sector and various banking services. |
| 04 | Business Communication-I | CO1:Provides exposure to business writing, preparation of reports and presentation. CO2:Develops basic communication skills in the students and enables them to communicate appropriately in the corporate and social world. |
| 05 | Business Economics-I | CO1:Enables complete grasp over the General Principles of Economics, Profit Principles, Pricing Practices and Demand and supply. CO2:Prepares students to apply the various theories and principles of Economics in Business and Commercial Environment. |
| 06 | Foundation course-I | CO1:Sensitizes the students regarding numerous social issues, constitution and preamble. CO2:Creates basic awareness amongst the students regarding various social issues ranging from gender, religion, caste, social justice etc. |


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| 07 | Principles of Management | CO1:Prepares the students with better managerial abilities and development of managerial skills. CO2:Provides detail knowledge about the Management process and various functions of management. |
|----|--------------------------|---|

• **Semester II**

| Sr. No. | Name of the Course | Outcomes |
|---------|---|--|
| 01 | Financial Accounting-II | CO1:Enables understanding of financial situation and results of operations of that organization . CO2:Identifies financial transactions and to record these systematically in the books of Accounts. |
| 02 | Quantitative Methods-II | CO1:Prepares students to learn to apply commonly used mathematical concepts and statistical method in business contexts and how to interpret analyses performed by others. CO2:Introduces linear programming, graphical reading, statistical application of investment based on business application. |
| 03 | Principles and Practices of Banking and Insurance | CO1:Inculcates the knowledge of core Banking and Insurance sector. CO2:Provides knowledge about Banking and Insurance business in India and how it influences the economy. |
| 04 | Business Communication-II | CO1:Provides exposure to business writing, presentation of reports and presentation, basic knowledge of Verbal Skills. CO2:Develops the students for interviews and Group discussions. CO3:Enhances and develops students for facing the corporate world. |
| 05 | Business Law | CO1:Orients students about the legal aspects of business. CO2:Acquaints students with laws related to Indian Contract Act., Sale of Goods Act, Consumer Protection Act, Indian Partnership Act, which will help the students to have complete legal knowledge of Business |



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| 06 | Foundation course-II | CO1:Creates understanding of the concepts of Liberalization, Privatization and Globalization,Growth of Information technology and Communication and Migration. CO2:Evolves the concept of Human Rights, Importance of Ecology. CO3:Provides knowledge about the causes of Stress and management of stress. |
| 07 | Organizational Behavior | CO1:Provides the students knowledge about fundamentals of Organizational Behaviour and it various Theories. CO2:Inculcates in students the practice of Organization culture and change management. CO3:Enhances the practice of organizations development among the students |

• **Semester III**

| Sr. No. | Name of the Course | Outcomes |
|---------|---|---|
| 01 | Financial Market | CO1:Creates understanding of the concept of banking and its benefits in the modern world of business. CO2:Enables understanding about the need of insurance sector and its benefits. |
| 02 | Financial Management-I | CO1:Enables understanding the concept of financial management, Scope, functions and objectives of financial management. CO2:Imparts knowledge about various financial decision such as capital budgeting, cost of capital, capital structure decisions |
| 03 | Management Accounting | CO1:Imparts Knowledge to the learner about how to prepare vertical financial statements. CO2:Helps the learners to know about dividend policy of companies and how working capital is calculated. |
| 04 | Taxation | CO1:Familiarizes students to understand the tax structure in our country. CO2:Provides practical knowledge which will be beneficial to the students in their life time. |
| 05 | Information Technology in Banking and Insurance-I | CO1:Familiarizes the students of e-commerce infrastructure and electronic payment systems used in today's Digital age CO2:Enables understanding of students regarding cyber laws followed under IT Act. |



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|----|--------------------------|---|
| 06 | Foundation course-III | CO1:Provides an overall view of banking industry, program of banking sector, recent innovation and usage of ICT in banking, microfinance and financial inclusion. CO2:Provides students with the latest and modern functions and Banking in India. |
| 07 | Organisational Behaviour | CO1:Develops personality, perception of organization behavior and enhances group dynamics of organizational values amongst the students. CO2:Creates understanding of the practical application of organizational behavior in Banking and Insurance sector |

• **Semester IV**

| Sr. No. | Name of the Course | Outcomes |
|---------|----------------------------------|--|
| 01 | Corporate and Securities Law | CO1:Provides legal knowledge about banking regulation acts, the function of SEBI, amendment of new companies act and securitization of law in India CO2:Enhances legal knowledge and various aspect of the corporate and securities law for learners |
| 02 | Wealth Management | CO1: To provide an overview of the nature of wealth management, its importance and challenges associated with wealth management. CO2: To study components of wealth management like investment planning, estate planning, insurance planning. CO3:To impart knowledge of taxation with an emphasis on tax saving and deductions. CO4: To introduce various retirement planning avenues. |
| 03 | Customer relationship Management | CO1: Understand CRM marketing initiatives, customer service CO2: Learn to design CRM strategy. CO3: Understand new trends in CRM, challenges and opportunities for organizations. |



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NAVI MUMBAI 400 708.



Nagar Yuwak Shikshan Sanstha Airoli
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| | | |
|----|--|--|
| 04 | Business Economics-II | CO1:Identifies and explains economic concepts and theory related to the behavior of economics agents, markets, industries, social norms and government policies CO2:Provides integrated theoretical knowledge with the quantitative and qualitative evidence in order to explain the past economic events and to formulate the predictions on the future. |
| 05 | Information Technology in Banking and Insurance-II | CO1:Provide knowledge of e-banking services and e-banking techniques in the competitive IT environment. CO2:Enhances the use of IT services in the field of banking and insurance by providing proper IT infrastructure. |
| 06 | Foundation course-IV | CO1:Presents an overall view of products of life insurance, health insurance, home insurance etc and role of insurance in logistics CO2:Provides different plans of life insurance and to include the proper practice of insurance sectors among the students |
| 07 | Entrepreneurship Management | CO1:Enhances the Entrepreneurial abilities of the students and develops creativity for better functioning of the organisation CO2:Familiarizes students with business planning in different types of entrepreneurs and the evolving concepts of entrepreneurial ship. |

• Semester V

| Sr No. | Name of the Course | Outcomes |
|--------|----------------------|---|
| 1 | Auditing-I | CO1:Creates understanding regarding the need & benefits of having audit of financial statements CO2:Analyses an organization's operations and maintenance of systems of internal controls that can help detect and prevent various forms of fraud and other accounting irregularities. |
| 2 | Research Methodology | CO1:Ensures understanding of various sources of data and its uses CO2:Enables to prove theories, and contribute to developing knowledge in a field or study. |



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| | | |
|---|--|--|
| 3 | International Banking & Finance | CO1:Creates understanding of what is international banking and its benefits CO2:Studies the purpose and benefits of international finance which helps in the growth of business at global level CO3:Equips learners for a career in the rapidly expanding banking and finance industry at international level. |
| 4 | Financial Service Management | CO1:Demonstrate Knowledge and understanding of various financial services. CO2: Understand the various non-banking services. CO3:Distinguish in the services like hypothecation and pledge. CO4: Analyze the growth of Mutual funds in India |
| 5 | Strategic Management | CO1:Studies business decisions and risk analysis on account of changes taking place in the economic and technological environment. CO2:Educates the students to understand the inherent problems so as to make rational decisions in times of need. |
| 6 | Business Ethics & Corporate Governance | CO1:Studies business ethics as a reflection of standard of business that either an individual or business uses when conducting transactions. CO2:Increases the accountability of the company and avoids massive disasters before they occur. |

• **Semester VI**

| Sr No. | Name of the Course | Outcomes |
|--------|------------------------|---|
| 01 | International Business | CO1:Creates understanding on how globalisation has brought about an increasing 'connectedness' of businesses, markets, people and information across countries CO2:Creates understanding of the different reason for currency fluctuations & concept of comparative cost advantage |



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| | | |
|----|----------------------------------|--|
| 02 | Turnaround Management | CO1: Apply Knowledge and understanding of Business and industrial sickness. CO2: Demonstrate Development of turnaround management and application of those strategies. CO3: Understand Concept of corporate restructuring. CO4: Analyze contemporary business scenarios. CO5: Assess impact of Turnaround Management in revival of sick industry. |
| 03 | Central Banking | CO1: Creates understanding as to why it is necessary to supervise & control banking activities. CO2: Creates understanding of India's Monetary Policy |
| 04 | Marketing in Banking & Insurance | CO1: Identify the core concepts of marketing and understand the need of the customer CO2: Apply the company orientation towards the market place and also evaluate the market CO3: Analyse the consumer behaviour and can recognize the different steps in buying decision process CO4: Categorize segmentation, targeting and positioning of the product and the consumer CO5: Classify and interpret the difference between goods and services |
| 05 | Human Resource Management | CO1: Creates understanding of the importance of HRM in today's scenario CO2: Creates understanding of the various functions of HRM CO3: Enables creating strategies to improve HR quality. |
| 06 | Project Work | CO1: Provides learning experience to students. CO2: Provides opportunity to students to synthesize knowledge from various areas of learning. |



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Semester wise Course Outcomes

4. M.Com(Business Management)

• Semester I

| Sr. No. | Name of the Course | Outcomes |
|---------|---|---|
| 01 | Strategic Management | CO1: Understand the mission and vision of a business concern. CO2: Perform an environmental analysis of business. CO3: Formulate strategies for the effective functioning of a small business. CO4: Chalk out the optimal control strategy for a business concern. |
| 02 | Economics for Business Decisions | CO1: Use Cost Accounting Methods to Optimize the Use of People, Resources, and Materials. CO2: To analyze Reports to Make Sound Pricing Decisions. CO3: Apply the Decision Making tools from Marginal Costing i.e. CVP, BEP |
| 03 | Cost Management Accounting | CO1: Identify and Assign Costs to Activities. CO2: Apply costing methods and techniques appropriate to a variety of different businesses CO3: Explain Strategic Cost Management and its importance |
| 04 | Business Ethics & Corporate Social Responsibility | CO1: Acquire a set of skills and tools for evaluating ethical issues CO2: Apply tools and ideas acquired during the course to practical CSR problems CO3: Explain the importance, scope and functions of Corporate social responsibility towards the Society |



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• Semester II

| Sr. No. | Name of the Course | Outcomes |
|---------|--|---|
| 01 | Research Methodology for Business | CO1: Be familiar with the types of Research in Commerce. CO2: Identify samples and apply sampling techniques in research. CO 3: Know how to collect various data for research CO4: Ascertain the basics of data analysis. |
| 02 | Macro Economics Concepts & Application | CO1: Develop analytical skills this would facilitate the decision making in business situations investment. CO2: Use and apply a wide range of economic models to analyse contemporary and historical macroeconomic events, and formulate and propose appropriate macroeconomic policies. CO3: Define fiscal and monetary policies and how these affect the economy |
| 03 | Corporate Finance | CO1: Provide the conceptual background for corporate financial analysis from the point of corporate value creation CO2: Evaluate different management decisions and their influence on corporate performance CO3: Develop analytical skills this would facilitate the decision making in business situations |
| 04 | E-Commerce | CO1: Be proficient in the knowledge and techniques of Electronic commerce. CO2: Develop expertise in online business transactions. CO3: Enhance competency in online shopping. CO4: Be informed about-security processes. |



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• Semester III

| Sr. No. | Name of the Course | Outcomes |
|---------|-----------------------------|--|
| 01 | Human Resource Management | CO1: Be an expert in Human resource management. CO2: Effectively plan the Human Resource. CO3: Know the methods of Job analysis and evaluation. CO4: Determine the appropriate training for the employees. CO5: Promote better Industrial relations and understand the role of Trade Unions. |
| 02 | Entrepreneurship Management | CO1: Learners understand entrepreneurial culture and various theories of entrepreneurship. CO2: Learners understand SWOT analysis and importance of social entrepreneurship. CO3: Learners understand government schemes for women entrepreneurship in India. CO4: Learners learn business idea, formulation of project and feasibility analysis. |
| 03 | Organizational Behavior | CO1: Understand the fundamental concepts on organizational behavior. CO2: Be aware of the Theories of Motivation and the related factors. CO3: Value and nurture teamwork in an organization CO4: Manage Conflicts effectively among workers. |
| 04 | Project Work-I | CO1: Identify challenging issues in business. CO2: Explore the literature available on business related issues. CO3: Develop questionnaires and collect appropriate data in a time-bound manner. CO 4: Apply statistical tools on the collected data and critically arrives at an analysis. CO5: Derive suitable inferences suggest remedies and submit a convincing report. |



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• Semester IV

| Sr. No. | Name of the Course | Outcomes |
|---------|-------------------------------------|--|
| 01 | Supply Chain Management & Logistics | CO1: Understand The Fundamentals of Elements, Functions of Supply Chain, And Integrate Various Supply Chain Strategies CO2: Suggest Ways F Improving Customer Services In SCM. CO3: Describe Importance Of Inventory Management CO4: Describe Performance Modelling Of Supply Chains Using Markov Chains |
| 02 | Retail Management | CO1: Understand the functions and theories Retail development. CO2: Develop skills in retail strategy. CO3: Analyse merchandise, branding and pricing strategies in retail business. CO4: Build better customer relationship in retail trade. |
| 03 | Management of Business Relations | CO 1 Understand the basic concept of Business Relationship Management (BRM) Competencies. CO 2 Explain the nature of Key Drivers for shifting from Industrial Relations to Employee Relations. CO 3: Examine the activities performed by RM in E-CRM: Concept and Benefits, Steps, Successful CRM implementation. |
| 04 | Project Work-II | CO1: Identify challenging issues in business. CO2 Explore the literature available on business related issues. CO3: Develop questionnaires and collect appropriate data in a time-bound manner. CO4: Apply statistical tools on the collected data and critically arrives at an analysis. CO5: Derive suitable inferences suggest remedies and submit a convincing report. |



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