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SHRI M. D. SHAH MAHILA COLLEGE OF ARTS & COMMERCE, MALAD

DEPARTMENT OF COMMERCE

Program Outcome:

After three years of bachelor in commerce programme students would gain:

1. Thorough grounding in the fundamentals of commerce & finance
2. Which would equip the students to face modern – day challenges in commerce & business
3. The all – inclusive outlook of the course offer a number of value based & job oriented courses ensures that students are trained adequately to become good civilian of the society.
4. Learners will gain systematic & subject skills within various discipline and will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA, entrepreneurship & other courses.

Program Specific Outcome (PSO)

- Students are able to cope up with industry requirement, financial markets, promotion of entrepreneurial skills by way of arranging industry and students get acquainted with nature and our environment where we live by way of arranging nature visit.
- Communication skills, motivation, leadership quality development and employability by way of organizing 30 hrs training programme.
- Providing ICT based knowledge and computer literacy.
- Awareness of banking schemes for promotion of entrepreneurship.
- Programme run by the department and students are able face Global Challenge.
- providing the students a basis introduction to the areas of commercial laws i.e Contract Act, Partnership Act Sale of Goods Act, Negotiable instrument Act, consumer Protection Act and Companies Act etc.

Course Outcome

B.COM. I SEMESTER I: COMMERCE PAPER I PRINCIPLES OF MANAGEMENT, Computer Code- 145106

1. Learner will be able to acquire the skills like effective communication, decision problem skills in day to day builds affairs.
2. They will be able to apply policies and practices governing business undertakings.
3. Students will be empowered to understand various management functions (planning, organising and delegation of responsibility) which would make them efficient in decisions making in an organization.
4. Students will be able to evaluate, monitor and control the challenging situations effectively and efficiently.
5. Students can make use and apply principles of management in creating better families, societies, and world at large

SEMESTER II COMMERCE PAPER II HUMAN RESOURCE MANAGEMENT Computer Code- 245206

1. They will be able to implement and evaluate, recruitment, selection and training programme.
2. Enable students to get introduced to the term HRM, HR planning and its contents.
3. Enable students to understand the concepts of job design and job analysis and its practical applications.
4. Enable students to understand concept, types of wages and the factors influencing wages in organizations.
5. Students can create awareness in society about role and functioning of government and non-govt. organisations.

B.COM. I SEMESTER I Business Environment Computer Code- 145109

- 1 prepares students for taking career as leaders in understanding and addressing complex environmental issues from problem oriented, interdisciplinary perspectives.
- 2 students can master core concepts and methods from economic, political and social analysis.
- 3 students will be able to design and evaluate environmental policies for economy and institutions.
- 4 students will be able to understand character of environmental problems and ways of addressing them around the globe.
- 5 they will be able to appreciate concepts and methods from ecological and physical sciences and their applications in environmental problems solving.

B.COM. I SEMESTER II ENVIRONMENTAL STUDIES Computer Code 245209

Learner's outcome:

- 1 prepares students for taking career as leaders in understanding and addressing complex environmental issues from problem oriented, interdisciplinary perspectives.
- 2 students can master core concepts and methods from economic, political and social analysis.
- 3 students will be able to design and evaluate environmental policies for economy and institutions.
- 4 students will be able to understand character of environmental problems and ways of addressing them around the globe.

B.COM. II SEMESTER III COMMERCE PAPER III

PRINCIPLES OF MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Computer Code -345306

1. Students will be able to understand the concepts of marketing and analyses effective use of important marketing strategies.
2. Students will develop awareness of customer relationship management building techniques and to enable insights into customer values.
3. To sensitize the students about social responsibilities of marketing towards society.
4. Students will develop interview and communication skills in their interaction with retailers about customer relationship management techniques.

5. Students are able to acquire practical skills on development of a new product and its promotion.

B.COM. II SEMESTER IV COMMERCE PAPER IV

INTRODUCTION TO BANKING AND INSURANCE Computer Code -445406

1. Students will be able to understand the various concepts and functions of banking.
2. Students will acquire knowledge of various fundamentals of insurance along types of insurance.
3. Students will be able to create awareness about importance of insurance in society.
4. Students will acquire practical knowledge and ability to use online banking services.
5. Students will learn relevant career skills relating to selling of insurance product.

- 1 The learner will be able to identify the basic laws and will be able to implement the laws in business units
- 2 They will be able to apply the knowledge of various Act while dealing with various situations in practical life.
- 3 They will be able to understand the importance of KYC and various laws and provisions available to them as an account holder in the banks through Negotiable Instrument Act.

B.com II Semester III Export marketing paper I Computer code no. 375145

1. Learner will be able to understand basic concept of export marketing and composition and direction of Indias export trade
2. Students will be empowered to understand various government incentives available to Indian exporter
3. students will be able to understand various trade aggrement between India and other countries
4. acquaint the students with understanding of procedure involve in export marketing
5. acquaint the students with the various documents used in export trade

BCOM II SEMESTER IV EXPORT MARKETING PAPER II ,

Computer code no. 475245

1. To introduce to the students current foreign trade policy and its implications
2. To acquaint the students with various export promotional measure

3. To enable the students to understand the various pricing strategies and export pricing quotations
4. To give understanding to the students how export trade are finance and role of export financing institutions

B.COM. II SEMESTER III ADVERTISING - PAPER I

INTRODUCTION TO ADVERTISING Computer Code – 375144

1. Helps students to understand about the role and importance of advertising in modern society.
2. To make conversant students with the economic, social and regulatory issues related to advertising.
3. To make students understand the techniques of research used in advertising.
4. To enable students to recognize emerging media options in modern world.
5. Motivate students to enrich their career in field of advertising as advertising promotion manager and market researcher.
6. To sensitize students in understanding advertising ethics and values.

B.COM. II SEMESTER IV ADVERTISING PAPER II

TECHNIQUES OF ADVERTISING Computer Code –475244

1. Demonstrate and understand advertising strategies and budgets.
2. To enable students to understand creative aspect of advertising
3. Help students to develop their planning efficiency in advertising campaign.
4. Helps students to prepare effective advertising for organization and institutions.
5. Students develop their skills in various creative areas of advertising
6. It creates awareness in society and social responsibility of society in advertising.

B.COM. III SEMESTER V COMMERCE PAPER V MODERN FINANCE

Computer Code -545506

1. The students will be able to acquire skills, ability and confidence to tackle common practical financial problems of business organisation.
2. The learner will be able to describe and explain importance of financial management, capital structure decision making, investment avenues and financial services.
3. The learner will be able to gain theoretical and practical knowledge in the field of investment.
4. Students will be able to conduct financial literacy programmes in communities all over.

B.COM. III SEMESTER VI COMMERCE PAPER VI

FINANCIAL MARKETS Computer Code -645606

1. Students will be able to identify key issues for marketers of financial services.
2. Evaluate investments in working capital and long term assets.
3. Evaluate economic conditions and relating them to financial decisions in the organization.
4. Students will acquire knowledge to manage the finance and financial requirements of business.
5. Able to acquire knowledge about financial services and their role in Indian financial system.
6. Build diversified portfolio and access portfolio performance.
7. Analyze and evaluate financial markets, how securities are traded, mutual fund companies and investor behaviour.
8. Investors protection awareness program in communities all over.

B.COM. III SEMESTER V Banking I

Banking and Finance – Principles and Operations Code no- 555113

- 1 The students will be able to understand the basis concept of banking so that they will be able to perform the basic banking function
- 2 The learners will be able to understand the reasons for Nationalization and benefits of Nationalization.
- 3 They are able to understand the nature and types of banking and provisions and criteria of banking sector which has to be considered while opening accounts in the banks
- 4 They will be able to know the difference between commercial and co-operative structure of banking
- 5 They will be able to judge the functions and roles of commercial banking roles of commercial banks in the economic development of a country.
- 6 Students will be able to analyze the relationship between banker and customer and application and need of KYC norm

B.COM. III SEMESTER VI Banking I

Banking and Finance – Principles and Operations Code no- 655413

- 1 Enable the learners to understand the procedure and benefits of crossing of cheque.
- 2 It will familiarize the students about Negotiable instrument.
- 3 Students will be able to identify the process of lending by the banks, credit creation, role of priority sector lending in the economic development of a country.
- 4 Help the students understand the modes of charging securities and forms of loans and advances.
- 5 Enable the students to comprehend the reforms in banking sector.

B.COM III SEMESTER V BANKING AND FINANCE-PAPER II

BANKING SYSTEM IN INDIA CODE:555213

1. To enable the learner to understand the history and current of banking system in India.
2. To understand the relation between universal banking and advancement in banking technology.
3. To provide an overview of various types of banking in India.
4. To study the structure and functioning of apex financial institutions in India and understand the role of Micro finance.

B.COM III SEMESTER VI BANKING AND FINANCE-PAPER V

BANKING SYSTEM IN INDIA CODE:655513

1. To enable the student to understand the functioning of India money market and its recent developments.
2. To acquaint the student about monetary policy of RBI and various measures of financial Inclusion taken by RBI.
3. To acquaint the student about Laws relating to Banking.
4. To enable the student to understand various type of risks in banking business and management of risks.

B.COM. III SEMESTER V Banking III

Comparative foreign banking Code no- 555313

- 1 It will enable the learners to understand the concept of international banking.
- 2 Induce the concept of Non-Banking Financial Companies and Development Banking.
- 3 Acquaint the students with the pattern of Commercial banking in USA, UK and Japan
- 4 Able to acquire knowledge about the pattern of central banking in USA UK and Japan

B.COM. III SEMESTER VI Banking III

Comparative foreign banking Code no- 555613

- 1 It will familiarize students about the role and functions of money market and Parallel money market of USA, UK and Japan.
- 2 Students will be acquainted with the functioning of capital Market of USA UK AND Japan.
- 3 familiarize the student's learners about the role of World Bank International Financial Institutions and IDA
- 4 Enable students to comprehend the requisites of Basel I and Basel II

BA-I SEMESTER-I

ELEMENTS OF COMMERCE-I COMPUTER CODE NO: 180121

1. It enabled the student to know various basics of trade, commerce and aids to trade
2. Students got basic understanding of various forms of business Organization.
3. It acquainted the students with the knowledge of wholesale trade retail trade and various retail shop in India.
4. It enabled the students to understand basics of import and export trade.
5. It enabled the students to know and implement the concept of E-banking, ATM, Credit cards

BA-I SEMESTER-II ELEMENTS OF COMMERCE-II

COMPUTER CODE NO- 280221

1. It empowered is students about the basic of insurance and recent concepts in insurance sector in India
2. It enabled the students to know about transportation and various means of transportation.
3. It acquainted the students about the concepts of market segmentation and marketing function
4. It enabled to know the modern commercial office and concept of paperless office implement the concept of internet, e-mail and basic computers

BA-II SEMESTER-III

SECRETARIAL PRATICE-I COMPUTER CODE NO- 380321

1. It will enable the students to know different types companies and formation of company.
2. It will acquaint students about company meeting, role of company secretary and procedure for convening and conduct of meeting.
3. It will enable the students to know various concepts use in the meeting.

4. It will acquaint the students about management of companies.

BA II Semester IV

Secretarial Practice Paper II Computer code No 480521

- (1) It enabled students to know about concept of capital structure and sources of capital
- (2) It gave students' knowledge about management of public issue of capital
- (3) It enabled students to understand procedure of conversion of companies
- (4) It acquainted students about membership of companies and rights of shareholders

Applied component Commerce based subject BA II SEM III

SUB – Book Keeping Code no 380421

- 1 The learners will be able to understand the use and preparation of bank Reconciliation statement.
- 2 Students will be able to judge the errors in accounts and prepare profit and loss account.
- 3 They will be acquainted with the skill to prepare Final Account of partnership firm
- 4 Enable the students to understand the procedure of preparing partnership account

Applied component Commerce based subject BA II SEM IV

SUB – Book Keeping Code no 480421

- 1 Understand Journal entries, Ledger Account, and subsidiary book.
- 2 Make student aware of petty cash book.
- 3 Acquaint the students with the skill to prepare subsidiary book.
- 4 Enable the students to prepare the Final Account of sole trader

Applied component Commerce based subject BA III SEM V

SUB CAPC – Organisation of Management Code no 680821

- 1 learners will be able to understand the nature, role and challenges faced by the management in business
- 2 students will be acquainted with the managerial skills required to become successful managers.

- 3 learners will be able to understand forecasting in business,organizing, staffing procedures
- 4 it will enable the students to understand the motivation and leadership skills and styles of leadership.

Applied component Commerce based subject BA III SEM VI

SUB CAPC – Organization of Management Code no 680821

- 1 It will create awareness about the functional areas of management like production and marketing management.
- 2 Students will be enabled to understand the role of financial manager, sources of raising finance
- 3 Learners will be aware about the problems of recruitment selection placement scheme
- 4 Create awareness about personnel management and various problems of man power planning