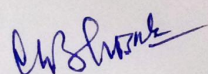
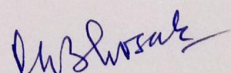


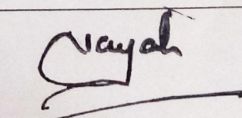
Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil College Vashi, Navi Mumbai
(Autonomous)

Name of the Program: **Bachelors of Commerce (COMMERCE)**
Program Outcomes (POs)

PO-1	Disciplinary Knowledge: Built conceptual foundation and application skills in the area of accountancy, finance, management, research Marketing, Human Resource Management, Business and Corporate Law, economics, Finance, Accounting, Management, Tax, Investment, Insurance, and Banking seeking youth fit for Employment.
PO-2	Communication Skills: Communicate Long Standing Unsolved problems in commerce; and to show the importance of commerce in Socio- Economic Development.
PO-3	Critical Thinking: Apply the analytical and decision making skills to various problems appearing in different branches of Commerce and Business.
PO-4	Problem Solving: Detect the problem originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation; examine the problem, analyse and synthesize data and derive inferences to comprehend solutions to the problems.
PO-5	Research related Skills: Identify, formulate and analyse socio-economic and environmental problems to arrive at substantiated conclusions for sustainable development using the fundamental principles of various branches of Commerce and Business.
PO-6	Digital literacy: Use various technical ICT tools for exploring, analysing and using the information for business purposes for global competency.
PO-7	Analytical reasoning: Develop disciplinary knowledge and tactical depth-ness, with a broader skill set and encourage them to seek out resolute, innovative solutions for dynamic business.
PO-8	Moral & Ethical Awareness: Ascertain Unethical Behaviour, falsification, and manipulation of information in business and managing self and various social systems.
PO-9	Lifelong Learning: Demonstrate knowledge and understanding of management principles and apply these to one's own profession / career. Capability to work independently in diverse projects and ensure detailed study of various facets Commerce and Business.
PO-10	Leadership & Teamwork: Work effectively with groups and individuals and take lead in implementation of plans in various fields of commerce and its allied sectors.
PO-11	Environment and Sustainability: Understand the impact of the professional accounting solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.


Program Coordinator


BOS Chairman


Principal

I/C PRINCIPAL
KARMAVEER BHAURAO PATIL COLLEGE
VASHI, NAVI MUMBAI - 400 703.

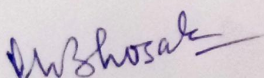


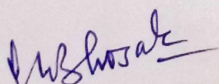
Name of the Specific Program: B.COM (Commerce)

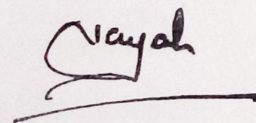
Program Specific Outcomes (PSO)

At the end of the Two Year Program, the student will understand and be able to-

PSO-1	Demonstrate and apply basic skills in commerce for analysis of various problems in accounting, banking, marketing, business economics, entrepreneurship, management and communication.
PSO-2	Demonstrate the knowledge of direct and indirect taxes, recent trends in commerce, trade and business practices in social context.
PSO-3	Practice relevant financial, managerial, accounting and legal career skills as well as acquire ability to engage in competitive examinations and higher studies applying both quantitative and qualitative knowledge gained to their future careers.
PSO-4	Get acquainted with cross cutting issues relevant to gender, environmental sustainability, human values and professional ethics.


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Title of Specific Program: B.Com (Commerce)		
Course Code	Title of the Course	Course Outcomes
		After successful completion of each course in learner will be able to:
Semester I		
UGCOM 102	Introduction to Business-I (commerce-I)	<p>CO-1. State the concepts, functions and significance of business. (1)</p> <p>CO-2. Write the different types of objectives of business.(6)</p> <p>CO-3. Explains the internal and external environment of business.(3)</p> <p>CO-4. Describe the restructuring and turnaround strategies.(2)</p> <p>CO-5. Illustrate the steps in Business unit Promotion.(4)</p> <p>CO-6. Apply entrepreneurship skills for business start-up.(3)</p>
UGFC 101	Foundation Course I	<p>CO-1. Understanding: The students will be able to identify Indian society (2)</p> <p>CO-2. Remembering: The students will be able to describe the demography and issue of vulnerable groups (1)</p> <p>CO-3. Applying: The students will be able to examine the conflicts of society(3)</p> <p>CO-4. Remembering: The students will be able to memorize the Indian constitution (1)</p> <p>CO-5. Understanding: The students will be able to discuss the political processes.(2)</p> <p>CO-6. Creating: The students will be able to validate their knowledge on current challenges and issues of Indian society.(4)</p>
SEMESTER II		
UGCOM202	Service Sector(Commerce II)	<p>CO-1. Describe the concepts, functions and significance of services.(2)</p> <p>CO-2. State the different types of retailing.(1)</p> <p>CO-3. Explain components of the marketing mix for service sector.(3)</p> <p>CO-4. Illustrate the different store formats.(4)</p> <p>CO-5. Summarize the recent trends in the service sector.(5)</p> <p>CO-6. Examine the concepts and importance of E-Commerce.(3)</p>
UGFC201	Foundation Courses II	CO-1. Analyzing: The students will be



		<p>able to Analyse global changes in corporate and farming sector.(4)</p> <p>CO-2. Understanding: Students will be able to relate to issues on human rights. (2)</p> <p>CO-3. Remembering: Students will describe environmental challenges and current status.(1)</p> <p>CO-4. Evaluating: Students will be assess psychological conflict.(5)</p> <p>CO-5. Creating: Students will be able develop methods to combat the challenges of stress management.(6)</p>
SEMESTER III		
UGCOM303	MANAGEMENT: FUNCTIONS AND CHALLENGES (Commerce III)	<p>CO-1.Describe the concept of Management and significance of Management Principles as well as Managerial Skills & Indian Ethics. (2)</p> <p>CO-2. Illustrate the process of Planning and Decision Making & techniques of decision making (3)</p> <p>CO-3. Examine various management techniques in successfully running a business organization (3)</p> <p>CO-4. Distinguish between Formal and Informal Organization, Line and Line & Staff Organization, Tall and Flat Organization, Centralization and Decentralization. (5)</p> <p>CO-5. Compare the theories of motivation (6)</p>
UGCOM304.1	Advertising I	<p>CO-1. Discuss the importance of Advertising in IMC. (2)</p> <p>CO-2. Analyze the criteria of ad agency selection. (4)</p> <p>CO-3. Develop various skills required for career in Advertising.(6)</p> <p>CO-4. Determine various effects of advertising on consumer demand, monopoly, competition and price. (5)</p> <p>CO-5. Determine the role of advertising in brand building and brand equity. (5)</p> <p>CO-6. Examine the trends in advertising.(3)</p>
UGCOM304.2	Computer Programming-I	<p>CO-1. Explain software and Hardware concepts and its needs.(3)</p> <p>CO-2. Understand the computer system and its importance.(1)</p> <p>CO-3. Describe and implement the concept of programming language.(2)</p>



		<p>CO-4. Analyzing various programs through flowchart and algorithms.(5)</p> <p>CO-5. Justify the developed programs with outcomes.(4)</p> <p>CO-6. Creating the program by using loops.(6)</p>
UGCOM305	BUSINESS LAW - I	<p>CO-1. Analyze various aspects of entering into a contract and implications of different types of contract; (4)</p> <p>CO-2. Interpret the regulation governing the Contract of Sale of Goods; (2)</p> <p>CO-3. Evaluate the laws governing partnership and legal consequences of their transactions and other actions in relation with the partnership (5)</p> <p>CO-4. Describe the significant provisions of the Competition Act(1)</p> <p>CO-5. Explain the law governing regulation and management of foreign exchange under FEMA.(3)</p> <p>CO-6. Anticipate the impact on the legal environment of business due to change in legal provisions. (6)</p>
UGFC301	Foundation Course -III	<p>CO-1. The student will be able to explain the nature of human rights violations in India and understand the basic characteristics of vulnerability.(1)</p> <p>CO-2. He/she will know how to classify the vulnerable groups and demonstrate the ability to assess the forms of vulnerability in all these groups.(2)</p> <p>CO-3. They will be able to explain the concept and types of disaster and what measures to take in order to deal with disasters.(3)</p> <p>CO-4 The student will be scientifically informed and develop the ability to analyse science as empirical, theoretical, practical and validated knowledge.(4)</p> <p>CO-5. The student will learn to value the importance of listening in communication and develop skills relating to public speaking and Presentation.(5)</p> <p>CO-6. He/she can judge the importance of body language for effective communication.(6)</p>



SEMESTER IV

<p align="center">UGCOM403</p>	<p align="center">Management-Production & Finance (Commerce IV):</p>	<p>CO-1. Describe the concepts of Production Management, Production System & Productivity (2) CO-2. Enumerate objectives and techniques of Inventory Control (2) CO-3. Discuss various dimensions of Quality & tools, techniques of Quality Management & Service Quality Management (4) CO-4. Write the structure of Indian Financial System & Open Demat account (3) CO-5. Justify the role of SEBI's growth of Indian market and Stock Exchange (6) CO-6. Explain the recent trend of Indian Financial market (2)</p>
<p align="center">UGCOM404.1</p>	<p align="center">Advertising II</p>	<p>CO-1. Remember all heads of Advertising including its making & evaluation. (1) CO-2. Classify various Forms of Media for Advertising and Estimate the need of ABC, Doordarshan Code & Media Research in Advertising. (2) CO-3. Interpret importance of planning & setting objectives in Advertising. (3) CO-4. Determine various components of Advertising Budget & ways of setting the same. (3) CO-5. Establish the need of Creativity in all aspects of Advertising & Buying Motives and prioritize the endorsers in advertising.. (4) CO-6. Formulate Print Ads, Broadcast Ads & it's Evaluation & Creation of Advertisement(6)</p>
<p align="center">UGCOM404.2</p>	<p align="center">Computer Programming-I</p>	<p>CO-1. Explain the importance of Computer Communication Systems CO-2. understand different programming language and protocols in communication CO-3. Describe various concept of database, Relational databases and Database capabilities CO-4. Analyzing various effects of queries and queries property. CO-5. Explain retrieving data from different dataset CO-6. Creating Report, printing report and mailing labels.</p>



UGCOM405	CORPORATE LAW-I	<p>CO-1. Explain relevant definitions and provisions relating to issue of prospectus and allotment of shares;(2)</p> <p>CO-2 Assemble company processes, meetings, and decisions; (6)</p> <p>CO-3. Describe The Framework Dividend Distribution, Accounts the company and Audit and Auditors company; (1)</p> <p>CO-4. Determine the role of Board of directors and their legal position; (3)</p> <p>CO-5. State regulatory aspects involved in Oppression, Mismanagement, corporate restructuring and Winding Up.(1)</p> <p>CO-6. Select the appropriate provisions as per Companies Act, 2013 for various business situations. (5)</p>
UGFC401	Foundation Course -IV	<p>CO-1 The student will develop an understanding about ideas concerning their rights as consumers, where they could approach if they have any complaints, etc.(1)</p> <p>CO-2. They will be able to explain the origin, goals, and the features of the Right to Information, as well as the challenges involved in the implementation of the Act.(2)</p> <p>CO-3. The student will be informed about how to discuss the process to file the application for the information.(3)</p> <p>CO-4. Through this course, they will also cultivate an understanding about the meaning of Ecology and the scope of the subject, and demonstrate the evolution of various concepts related to environmental ethics.(4)</p>
SEMESTER V		
UGCOM503	Commerce Paper V (Marketing)	<p>CO-1. Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm.[1]</p> <p>CO-2. Articulate the importance of proper marketing mix to achieve marketing objectives of business [3]</p> <p>CO-3.Analyze the process of marketing decisions involving product development and its role in value</p>



		<p>creation.[4]</p> <p>CO-4. Assess the process of marketing decisions involving product pricing and its distribution, and assess the impact on value creation.[5]</p> <p>CO-5. Analyze the process of marketing decisions involving product promotion and its role in creating communication value for customers.[4]</p> <p>CO-6 Describe the various developments in marketing area that may govern marketing decisions of a firm and also various ethical and legal issues.[2]</p>
UGCOM504.1	Marketing Research I	<p>CO-1. Discuss the concept of Marketing Research. (2)</p> <p>CO-2. Prepare a Questionnaire. (6)</p> <p>CO-3. Process and analyze the data. (4)</p> <p>CO-4. Discuss the types of Hypothesis. (2)</p> <p>CO-5. Prepare the research report after analysis of data. (6)</p> <p>CO-6. Explain the software used for analysis of data. (2)</p>
UGCOM504.2	Export Marketing I	<p>CO-1 Describe the Concept, Importance, Scope, Risks of Export Marketing. (1)</p> <p>CO-2. Distinguish between Domestic Marketing and Export Marketing. (4)</p> <p>CO-3. Identify the steps of the Market selection process (2)</p> <p>CO-4. Explain the highlights and implications of India's FTP (2015-2020). (3)</p> <p>CO-5. Evaluate various scheme for Indian Export Promotion (5)</p>
UGCOM504.4	Computer System & Application-I	<p>CO-1. Explain the concept of networking system(1)</p> <p>CO-2. Understand the data communication system(2)</p> <p>CO-3. Describe the development of internet & www(1)</p> <p>CO-4. Analyzing various SQL command to operate database(4)</p> <p>CO-5. Develop and apply fundamentals spread sheet skills.(5)</p> <p>CO-6. Creating the database & spread sheets. (6)</p>



SEMESTER VI

<p align="center">UGCOM603</p>	<p align="center">Commerce Paper VI [HRM]</p>	<p>CO-1. Develop understanding of basic concepts of Human Resource Management used in managing the HR of an organization.[1] CO-2. Develop necessary skills to prepare an HR policy to enable the employees attain work life balance;[3] CO-3. Analyze the applicability and use of different kind soft training and development strategies in real life scenarios;[4] CO-4. Create HR policies related to grievance redressal, employee health, safety, welfare, and their social security in an organization. [6] CO-5. Describe the various developments in HRM area that may govern decisions relating to HR of a firm and also various ethical and legal issues.[2]</p>
<p align="center">UGCOM604.1</p>	<p align="center">Marketing Research II</p>	<p>CO-1. Explain the concepts of various researches like, Product research, pricing research, sales research, Advertising research, etc.(2) CO-2. Discuss the steps in product design. (2) CO-3. Analyze factors influencing pricing.(4) CO-4. Speculate the scope of global marketing research.(6) CO-5. Evaluate packaging of different products.(5) CO-6. Discuss the Sources of data for rural marketing research. (2)</p>
<p align="center">UGCOM604.2</p>	<p align="center">Export Marketing- II</p>	<p>CO-1. Describe the need for to product branding, packaging, labelling & marking in Export (2) CO-2. Calculate the FoB price by using formula. (3) CO-3. Distinguish between Direct and Indirect Exporting Channel.(4) CO-4. Determine various factors influencing distribution channels. (3) CO-5. Understand the features of Pre-Shipment and Post-Shipment Finance. (1) CO-6. Explain the importance of commercial invoice, Bill of Lading, Shipping Bill, Consular Invoice and Certificate of Origin.(2)</p>



		Shipping Bill, Consular Invoice and Certificate of Origin.(2)
UGCOM604.4	Computer System & Application-II	CO-1. Explain the concept of E-Commerce(1) CO-2. Understand & Classification of Programming Language(2) CO-3. Describe various controls & tools for developing application (3) CO-4. Analyzing various SQL command to operate database(4) CO-5. Discuss and apply advanced functions on spread sheets.(5) CO-6. Creating the template of spread sheet(6)

Note: Numbers in bracket () indicates cognitive levels of revised Blooms Taxonomy as follows :(1): Remembering, (2): Understanding, (3): Applying, (4): Analyzing,(5): Evaluating, (6): Creating.

MB Swale

Program Coordinator

MB Swale

BOS Chairman

Prayal

Principal

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