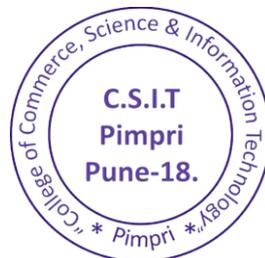


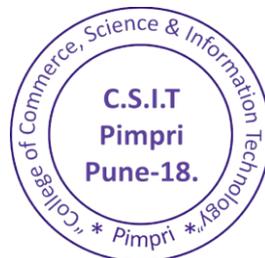
Program Outcomes




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Program Outcomes - BBA

PO	Program Outcomes
PO1	Students will demonstrate a comprehensive understanding of key business concepts, theories, and practices across various disciplines including marketing, finance, management, and operations.
PO2	Students will be able to analyze complex business scenarios, identify problems, and develop effective solutions using analytical and critical thinking skills.
PO3	Students will demonstrate proficiency in written and oral communication, enabling them to convey ideas, proposals, and information effectively in a business context.
PO4	Students can evaluate the ethical implications of a business decision.
PO5	Students can be able to develop a comprehensive business plan for a startup.
PO6	Students can be able to Judge the ethical and social responsibility practices of a corporation.

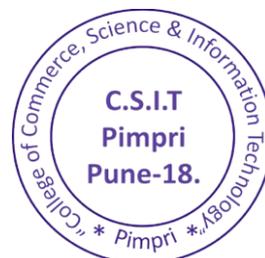


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Course Outcomes - BBA

101 Principles of Management

CO	Bloom's Taxonomy	Course Outcomes
CO1	Remember	Students should have a solid foundation in management concepts and theories
CO2	Understanding	Summarize the major management challenges and opportunities in today's business environment.
CO3	Apply	Students should be capable of analyzing management situations, making informed decisions, and creating management strategies
CO4	Analyze	Evaluate the impact of organizational culture and structure on management decision-making.
CO5	Evaluate	Additionally, they should be able to critically evaluate the ethical, social, and practical implications of management decisions
CO6	Create	Create a management training program that includes leadership development, conflict resolution, and team building.



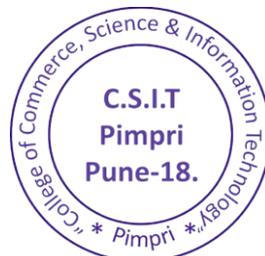
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102 Business Communication

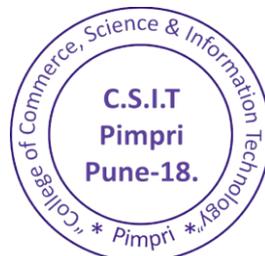
CO	Bloom's Taxonomy	Course Outcomes
CO1	Remember	Students should have a strong foundation in business communication concepts and theories
CO2	Understanding	Students can understand and be able to apply these concepts in various business communication scenarios
CO3	Apply	Students able to apply the principles of effective business writing to create professional documents and also Utilize appropriate communication channels for different business situations
CO4	Analyze	Students should be capable of analyzing business communication situations, making informed communication decisions, and creating effective communication strategies
CO5	Evaluate	Students can develop a comprehensive business communication plan for a specific business scenario or organization and Design a crisis communication plan for handling unexpected business challenges.
CO6	Create	Additionally, they should be able to critically evaluate the ethical, social, and practical implications of communication decisions



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103 Business Accounting

CO	Course Outcomes
CO1	Students can Recall fundamental accounting principles and concepts.
CO2	Students can they should understand and be able to apply these concepts in various accounting scenarios, from recording transactions to preparing financial statements
CO3	Students able to apply the principles of effective business writing to create professional documents and also Utilize appropriate communication channels for different business situations
CO4	Students should be capable of analyzing financial statements, identifying accounting errors, and making financial assessments
CO5	Students can be able to create financial statements, forecasts, and internal controls
CO6	Students can be able critically evaluate the ethical and practical aspects of accounting



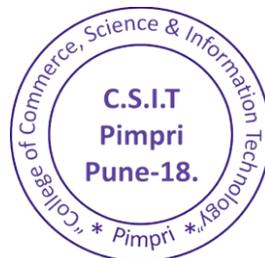
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104 Business Economics (Micro)

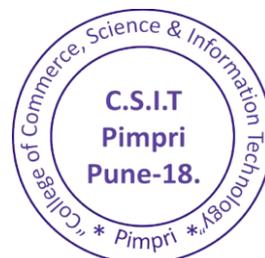
CO	Course Outcomes
CO1	Students should have a strong foundation in microeconomic concepts and theories
CO2	Students can understand and be able to apply these concepts in various microeconomic scenarios, from analyzing market behavior to evaluating government policies and business strategies
CO3	Students can apply the principles of supply and demand to analyze changes in market equilibrium and utilize elasticity concepts to assess the responsiveness of quantity demanded to price changes.
CO4	Students should be capable of analyzing and synthesizing microeconomic situations, making informed decisions, and designing strategies based on microeconomic principles
CO5	Students can create a market strategy based on an understanding of consumer behavior and market structures.
CO6	Additionally, they should be able to critically evaluate the ethical, social, and practical implications of microeconomic decisions



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105 Business Mathematics

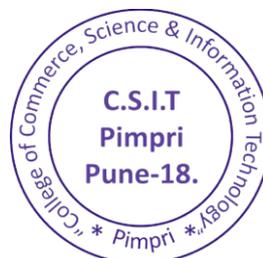
CO	Course Outcomes
CO1	Recall and memorize fundamental mathematical concepts and formulas used in business mathematics
CO2	They should understand and be able to apply these concepts in various business scenarios, from basic calculations to financial modeling and analysis
CO3	Students can apply the Apply statistical methods to analyze and interpret data
CO4	Students should be capable of analyzing business data, making informed decisions, and designing mathematical models for business purposes
CO5	Propose innovative mathematical solutions to address complex business challenges
CO6	Evaluate the accuracy and reliability of data and mathematical models used in business decision-making.



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106 Business Demography

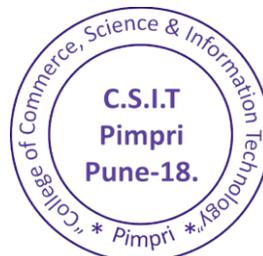
CO	Course Outcomes
CO1	Students should have a strong foundation in demographic concepts and their applications in business and economics
CO2	Students should understand and be able to apply these concepts in various business scenarios, from consumer targeting to workforce planning and strategy development
CO3	Students can apply demographic analysis techniques to interpret and forecast population trends and Utilize demographic data to target specific consumer segments in marketing campaigns.
CO4	Students should be capable of analyzing demographic data, making informed business decisions, and designing strategies that consider demographic trends
CO5	Develop demographic profiles for target customer segments to inform product development and marketing strategies.
CO6	Additionally, they should be able to critically evaluate the results of demographic analysis and judge the ethical and social implications of business decisions influenced by demographic factors



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201 Business Organization and Systems

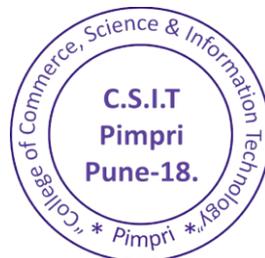
CO	Course Outcomes
CO1	Students should have a solid foundation in organizational concepts and their applications in business
CO2	Students should understand and be able to apply these concepts in various organizational scenarios, from design and culture to management and information systems
CO3	Utilize management tools and techniques for effective decision-making and problem-solving and Demonstrate the use of information systems to support business operations and management processes.
CO4	Students Students should be capable of analyzing organizations, making informed decisions, and designing strategies and systems to enhance business operations
CO5	Students can create a management strategy to address organizational challenges and improve performance.
CO6	Students should be able to critically evaluate the ethical, social, and practical implications of organizational and management decisions



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202 Principles of Marketing

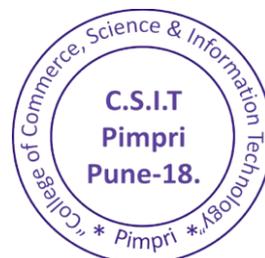
CO	Course Outcomes
CO1	Define and explain core marketing concepts
CO2	To apply marketing concepts in various marketing scenario
CO3	Apply market segmentation techniques to identify target markets for specific products
CO4	Students should be capable of analyzing marketing strategies, making informed marketing decisions, and designing comprehensive marketing plans
CO5	Generate innovative marketing strategies for addressing specific challenges or opportunities within a given market.
CO6	To Assess the ethical and social responsibility aspects of marketing decisions



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203 Principles of Finance

CO	Course Outcomes
CO1	Define key financial terms and concepts
CO2	They should able to apply these concepts in various financial scenarios, from time value of money calculations to financial statement analysis and investment strategies
CO3	Develop and evaluate a financial plan
CO4	Students should be capable of analyzing financial situations, making informed financial decisions, and designing financial models and plans
CO5	Generate investment strategies
CO6	they should be able to critically evaluate the results of financial analysis and judge the ethical, social, and practical implications of financial decisions



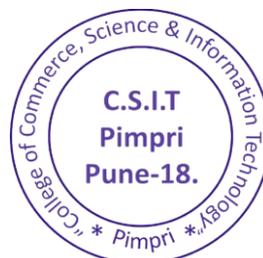
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204 Basics of Cost Accounting

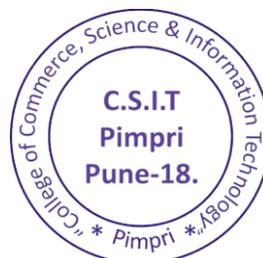
CO	Course Outcomes
CO1	Foundation in cost accounting concepts and their applications
CO2	Able to apply these concepts in various cost accounting scenarios, from cost allocation to budgeting and cost analysis
CO3	Demonstrate the application
CO4	Students should be capable of analyzing cost accounting data
CO5	Generate cost forecasts and projections for business planning and decision-making.
CO6	Evaluate the financial impact of cost management decisions on a company's profitability and competitiveness.



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205 Business Statistics

CO	Course Outcomes
CO1	Define key statistical terms and concepts
CO2	Students should understand and be able to apply these concepts in various business statistics scenarios
CO3	Students should be capable of analyzing business data, making informed decisions, and designing statistical models and research studies
CO4	Create and interpret a variety of graphical displays to effectively communicate statistical findings.
CO5	Assess the validity and reliability of statistical analyses and conclusions, considering factors like sample size and study design.
CO6	Students should be able to critically evaluate the results of statistical analysis and judge the ethical, social, and practical implications of statistical decisions in business



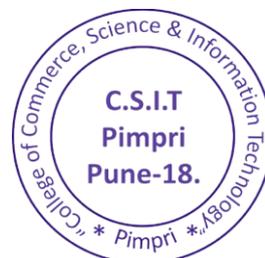
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206 Fundamentals of Computers

CO	Course Outcomes
CO1	Students should have a foundational understanding of computer concepts and their practical applications
CO2	They should understand and be able to apply these concepts in various computer-related scenarios, from troubleshooting hardware issues to software usage and basic programming
CO3	Interpret the purpose and functions of an operating system in managing computer resources and executing software
CO4	Apply basic computer troubleshooting techniques to identify and resolve common hardware and software issues.
CO5	Analyze the functions and performance of computer systems.
CO6	evaluate the ethical, social, and practical implications of computer use and judge the impact of technological advancements



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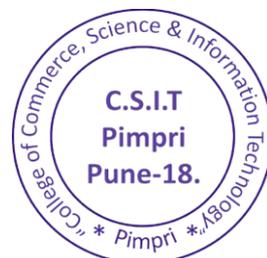
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Course Outcomes - BBA

301 Principles of Human Resource Management.

CO	Course Outcomes
CO1	Recognize different HRM functions and their significance
CO2	Explain HRM principles and their application in various organizational contexts and summarize the role of HRM in achieving organizational goals.
CO3	Demonstrate the use of HRM tools and techniques in practical scenarios.
CO4	Analyze the impact of HRM decisions on organizational culture and performance.
CO5	Formulate recommendations for enhancing HRM practices based on evidence and best practices.
CO6	Develop innovative HRM solutions for complex organizational issues



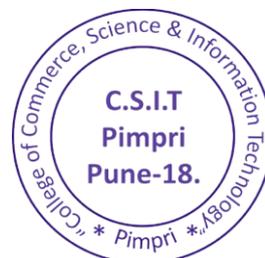
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302 Supply Chain Management

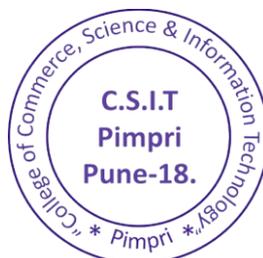
CO	Course Outcomes
CO1	Remember different types of supply chain networks
CO2	Explain the interdependence of various supply chain components to understand the importance of demand forecasting and inventory management in supply chains.
CO3	Apply different supply chain strategies to specific industry scenarios
CO4	Analyze the impact of information technology on supply chain integration and management.
CO5	Judge the efficiency of supply chain sustainability practices and their impact on brand reputation.
CO6	Develop contingency plans for supply chain resilience in the face of unforeseen disruptions as well as create strategies for implementing sustainable practices throughout the supply chain.



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303 Global Competencies and Personality Development .

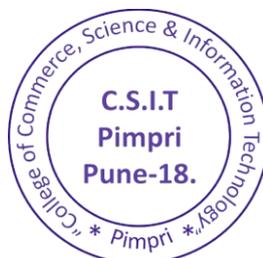
CO	Course Outcomes
CO1	Memorize theories and models related to personality development and global competencies.
CO2	Explain the importance of global competencies in a diverse world
CO3	Utilize personality assessment tools to understand and improve personal development in a global setting.
CO4	Evaluate the role of global competencies in resolving conflicts arising from cultural differences.
CO5	Critically evaluate the importance of cultural intelligence in global competence.
CO6	Create innovative approaches to improve cross-cultural understanding and communication.



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304 Fundamentals of Rural Development.

CO	Course Outcomes
CO1	Recognize the factors influencing rural development, such as socio-economic, cultural, and environmental aspects.
CO2	Interpret the relationship between agricultural practices and rural development
CO3	Utilize data and research to propose practical solutions for rural development challenges.
CO4	Analyze the effectiveness of different rural development approaches in different geographical and cultural contexts.
CO5	Critically assess the success and failures of past rural development programs.
CO6	Design innovative approaches to address specific challenges faced by rural communities.



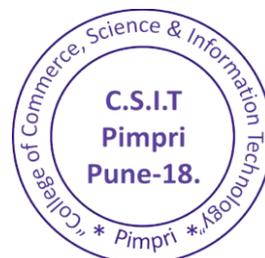
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305 A Consumer Behaviour & Sales Management .

CO	Course Outcomes
CO1	Recall fundamental theories and models of consumer behavior.
CO2	Interpret consumer decision-making processes and their implications for sales strategies.
CO3	Apply consumer behavior theories to analyze and predict consumer responses to marketing strategies.
CO4	Evaluate the impact of different sales approaches on consumer purchasing behavior.
CO5	Evaluate the alignment of sales strategies with changing consumer preferences.
CO6	Design innovative sales techniques based on a deep understanding of consumer behavior.



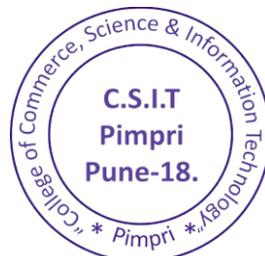
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306 A Retail Management .

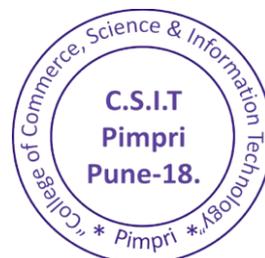
CO	Course Outcomes
CO1	Recognize different types of retail formats and their characteristics.
CO2	Interpret the role of technology in shaping modern retail management practices and the impact of global trends on retail strategies and operations.
CO3	Apply retail management techniques to analyze and address specific retail challenges.
CO4	Analyze consumer behavior data to develop customer-centric retail strategies.
CO5	Evaluate the sustainability of retail practices in the context of environmental and social responsibility.
CO6	Create proposals for adopting emerging technologies or strategies to enhance retail operations and profitability.



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305 B Management Accounting.

CO	Course Outcomes
CO1	Recall fundamental accounting principles and terminology.
CO2	Explain the role and importance of management accounting in decision-making.
CO3	Apply cost accounting techniques to analyze and allocate costs to products or services.
CO4	Evaluate cost structures to identify areas for cost reduction or efficiency improvement.
CO5	Assess the effectiveness of cost control measures in achieving organizational objectives.
CO6	Design performance measurement systems incorporating key managerial accounting concepts.



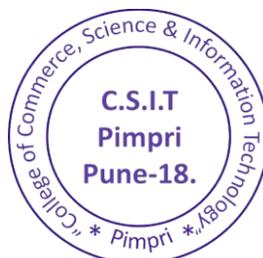
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306 B Banking & Finance .

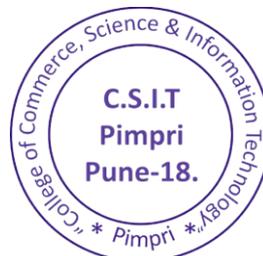
CO	Course Outcomes
CO1	Recognize different types of financial institutions and their functions.
CO2	Summarize the regulatory frameworks governing banking and financial markets.
CO3	Utilize financial models to assess investment opportunities and risks.
CO4	Compare and contrast various banking and financial systems across different countries.
CO5	Evaluate the stability of financial systems and propose measures for improvement.
CO6	Develop comprehensive financial strategies for financial institutions in diverse economic scenarios.



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305 C- Organizational Behavior

CO	Course Outcomes
CO1	To identify key factors influencing individual and group behavior in organizations.
CO2	To understand the principles and theories underlying individual and group behavior within organizations.
CO3	Apply theories and models of OB to analyze and solve problems in organizational settings.
CO4	Examine and compare various leadership styles and their implications on organizational behavior.
CO5	Assess the effectiveness of organizational structures and their influence on behavior and performance.
CO6	Develop and propose innovative solutions to improve organizational behavior and effectiveness.



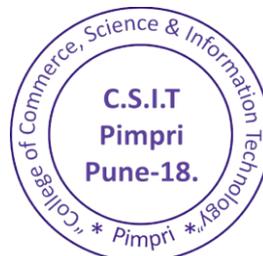
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306 C- Legal Aspects in Human Resources DSE.

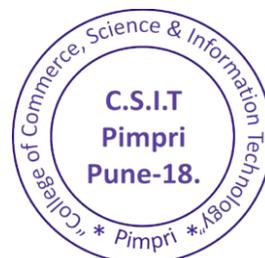
CO	Course Outcomes
CO1	Recall key federal and state employment laws and regulations relevant to human resources.
CO2	Interpret how legal compliance impacts HR policies and procedures within an organization.
CO3	Utilize case studies to analyze and resolve HR-related legal issues.
CO4	Analyze the potential legal risks and consequences associated with HR decisions and actions.
CO5	Assess the impact of legal changes on HR practices and propose adaptations as necessary.
CO6	Design training programs for employees and managers to ensure understanding and adherence to employment laws.



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401 Entrepreneurship and Small Business Management.

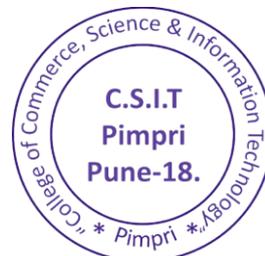
CO	Course Outcomes
CO1	Recall fundamental concepts and theories related to entrepreneurship, such as innovation, opportunity recognition, and market analysis
CO2	To understand the characteristics of successful entrepreneurs and small businesses
CO3	Apply business planning principles to develop a comprehensive business plan for a new venture.
CO4	Analyze the factors influencing success or failure in small business ventures. Evaluate different business models and their applicability to various industries or markets.
CO5	Evaluate the viability and feasibility of a business idea using relevant criteria. Assess the risks associated with entrepreneurship and propose risk management strategies.
CO6	Develop innovative strategies for marketing, financing, and scaling a small business.



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402 Production and Operation Management-

CO	Course Outcomes
CO1	Remember different production processes such as lean manufacturing and Six Sigma.
CO2	Understand the role of technology in optimizing production and operations.
CO3	Apply principles of process optimization to improve production efficiency
CO4	Evaluate the performance of supply chains and propose enhancements.
CO5	Assess the effectiveness of different production planning models in various industries and critique the impact of technological advancements on production and operations.
CO6	Design a system for continuous improvement in production processes and create strategies for integrating sustainability practices into production and operations.



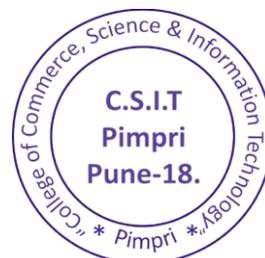
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Course Outcome :-403 Decision Making and Risk Management

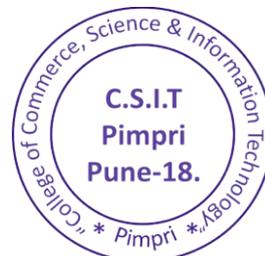
CO	Course Outcomes
CO1	Memorize terminology and definitions associated with decision theory and risk analysis.
CO2	various decision-making models and frameworks, such as rational choice theory and bounded rationality.
CO3	Utilize risk assessment methodologies to analyze potential risks in business situations.
CO4	Evaluate the impact of uncertainty and risk on decision-making processes.
CO5	Assess the strengths and weaknesses of risk management strategies in different contexts.
CO6	Design decision-making frameworks that integrate risk analysis and mitigation strategies.



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404 International Business Management.

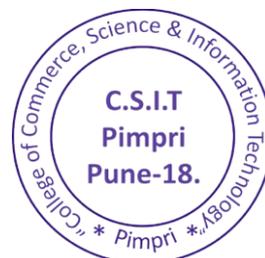
CO	Course Outcomes
CO1	Memorize different modes of entry into international markets.
CO2	Interpret the impact of international trade policies and agreements on global business operations
CO3	Utilize cultural intelligence and sensitivity in designing international business strategies.
CO4	Evaluate the risks and challenges associated with international business expansion.
CO5	Evaluate the performance of multinational enterprises using relevant criteria in diverse cultural and economic contexts.
CO6	Design strategies to manage cultural diversity and foster cross-cultural collaboration within multinational teams.



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405 A Advertising and Promotion Management

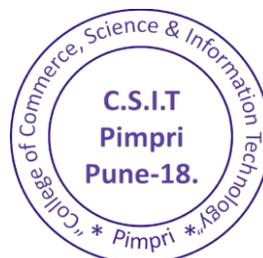
CO	Course Outcomes
CO1	Memorize different advertising media types and promotional strategies
CO2	the role and significance of advertising and promotion in marketing strategies.
CO3	Apply knowledge of advertising and promotion theories to develop effective advertising campaigns.
CO4	Analyze the effectiveness of different advertising techniques and promotional campaigns.
CO5	Assess the ethical implications of different advertising approaches and promotional tactics.
CO6	Design innovative promotional campaigns integrating various media and communication channels.



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406 A Digital Marketing

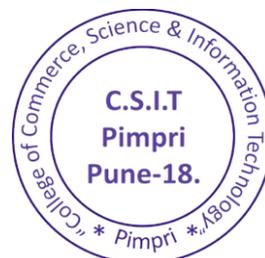
CO	Course Outcomes
CO1	Memorize the various metrics used to measure digital marketing performance.
CO2	To understand the principles and strategies of digital marketing, including SEO, SEM, content marketing, social media marketing, and email marketing.
CO3	Apply digital marketing tools and techniques to create and manage campaigns across different digital channels.
CO4	Analyze digital marketing metrics and data to assess campaign performance and audience engagement.
CO5	Evaluate the ROI and effectiveness of digital marketing campaigns based on key performance indicators (KPIs) and benchmarks.
CO6	Design innovative and engaging digital marketing campaigns incorporating creative content and user experiences.



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405 B Business Taxation.

CO	Course Outcomes
CO1	Memorize different types of business taxes (income tax, sales tax, payroll tax, etc.) and their implications.
CO2	Interpret tax compliance requirements and their significance for businesses.
CO3	Apply tax laws and regulations to compute business taxes accurately for various business structures and scenarios.
CO4	Evaluate the effects of tax policies and reforms on business practices and financial outcomes.
CO5	Assess the ethical considerations and implications of tax planning and compliance.
CO6	Develop comprehensive tax planning strategies for businesses considering their financial situation and long-term goals.



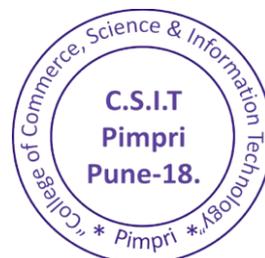
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406 B Financial Services.

CO	Course Outcomes
CO1	Memorize different types of financial institutions and their roles in the financial services sector.
CO2	the functions and importance of financial services in the economy.
CO3	Apply financial analysis tools and techniques to assess the financial health of institutions.
CO4	Analyze the impact of economic indicators and market trends on financial services.
CO5	Evaluate the performance and effectiveness of financial services in meeting client needs and goals.
CO6	Design innovative financial products or services catering to specific market segments or needs.



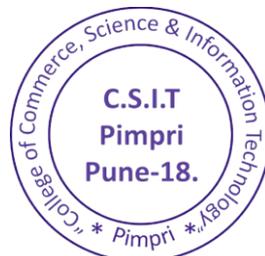
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405 C Human Resource Management Functions & Practices

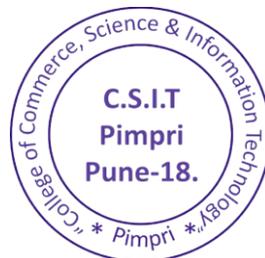
CO	Course Outcomes
CO1	Memorize HRM functions such as recruitment, selection, training, performance management, and compensation
CO2	To understand the role and importance of HRM in organizations. Interpret HRM strategies and their alignment with organizational goals and culture.
CO3	Apply HRM practices to address staffing needs through recruitment and selection processes.
CO4	Analyze HRM strategies for talent acquisition, retention, and succession planning.
CO5	Evaluate the impact of HRM practices on organizational culture, employee engagement, and retention and to assess the legal and ethical implications of HRM decisions and practices
CO6	Develop innovative HRM policies and practices to foster a positive work environment and promote diversity and inclusion.



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406 C Employee Recruitment & Record Management

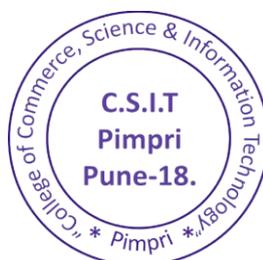
CO	Course Outcomes
CO1	Memorize legal requirements and documentation needed for employee records.
CO2	the significance of maintaining accurate employee records for legal compliance and decision-making.
CO3	Utilize record management systems and procedures to maintain employee data accurately and securely.
CO4	Analyze the effectiveness of different recruitment channels and strategies in acquiring top talent.
CO5	Assess the compliance of record management practices with legal and ethical standards.
CO6	Develop efficient record management systems ensuring data accuracy, confidentiality, and accessibility.



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501 Research Methodology

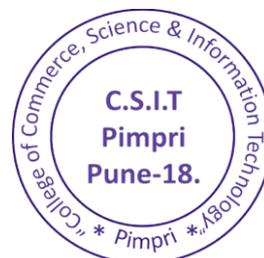
CO	Course Outcomes
CO1	TO Define key terms and concepts related to research methodology. Memorize the steps in the research process.
CO2	Explain the ethical considerations and principles in research. Describe the importance of literature review in research.
CO3	Design a research proposal for a specific research problem. Select appropriate data collection methods for a research project.
CO4	To Analyze and interpret research data using statistical tools.
CO5	To Evaluate the validity and reliability of research findings. Analyze the impact of bias and confounding variables on research outcomes.
CO6	To create the quality of research reports and identify areas for improvement and Judge the appropriateness of research methodologies



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502 Data Mining & Data Administrating

CO	Course Outcomes
CO1	TO Define key terms and concepts related to data mining and data administration and Memorize basic principles of data administration and database management.
CO2	To Explain the process of data mining and its importance in extracting insights from large datasets
CO3	Apply data mining algorithms to analyze and extract patterns from real-world datasets and also Implement database management systems (DBMS) for specific data storage and retrieval needs
CO4	To Analyze the strengths and weaknesses of different data mining techniques for various business applications
CO5	To evaluate the effectiveness of data mining models in making predictions or decisions.
CO6	To Create and implement a data quality management plan and Design a data integration strategy for a complex data ecosystem



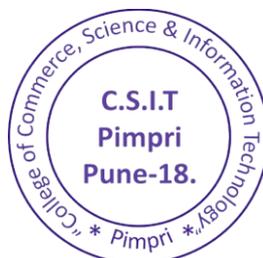
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503 Business Ethics

CO	Course Outcomes
CO1	Define key ethical terms and concepts used in business. Memorize ethical codes, guidelines, and regulations relevant to the business world.
CO2	To Explain the principles of ethics and their importance in the business, ethical theories and their application in business decision-making.
CO3	To Apply ethical reasoning to real-world business scenarios and Implement ethical decision-making frameworks to resolve business-related moral issues and discuss ethical challenges faced by organizations.
CO4	To Analyze the ethical dimensions of corporate social responsibility (CSR) and Evaluate the ethical consequences of different stakeholder interests in business
CO5	Evaluate the effectiveness of ethics programs within organizations. Judge the ethical performance of companies in relation to their stated values.
CO6	To create strategies for promoting a culture of ethics within an organization. Propose innovative solutions to ethical challenges in the business world.



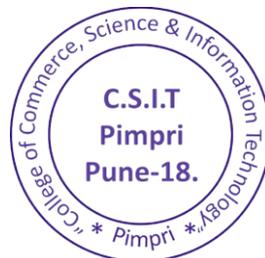
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504 Management Corporate Social Responsibility

CO	Course Outcomes
CO1	Define key terms and concepts related to corporate social responsibility and also Recall the historical development of CSR and its evolution over time
CO2	To Explain the principles and theories underpinning corporate social responsibility.
CO3	To Apply CSR strategies and initiatives within an organization.
CO4	Analyze the ethical and moral implications of various CSR practices to Examine the economic and social benefits of CSR for businesses.
CO5	Evaluating the effectiveness of CSR programs and initiatives within specific organizations and CSR reports and disclosures for transparency and accountability.
CO6	To create or formulate a comprehensive CSR strategy for a organization and Propose innovative CSR projects or partnerships that address current societal and environmental challenges.

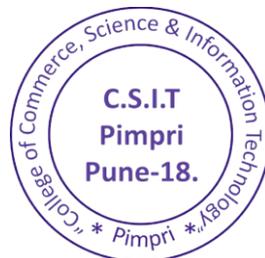
505 A Marketing Environment Analysis and Strategies.

CO	Course Outcomes
CO1	Recall the key components of the marketing environment, including micro and macro environmental factors.
CO2	Explain the interactions between various elements of the marketing environment and their influence on marketing decisions.
CO3	Apply environmental analysis tools to assess the impact of external factors on a company's marketing strategies..



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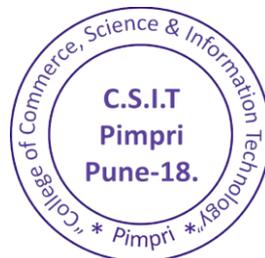
CO4	Analyze case studies to evaluate how changes in the marketing environment affected companies' marketing strategies.
CO5	Evaluate the strengths and weaknesses of environmental analysis methods for marketing decision-making.
CO6	Develop comprehensive marketing plans that integrate environmental analysis findings into strategic decisions and also Generate innovative marketing strategies tailored to changing environmental dynamics.




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506 A Legal Aspects in Marketing Management

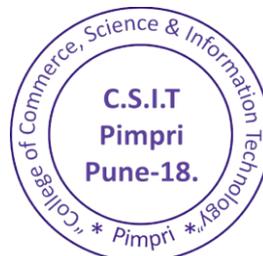
CO	Course Outcomes
CO1	Recall and list key legal principles and regulations relevant to marketing (e.g., consumer protection laws, intellectual property laws, advertising standards).
CO2	Explain the implications of various legal statutes and regulations on marketing strategies and tactics.
CO3	Apply legal principles to assess the compliance of marketing campaigns and strategies with relevant laws and regulations.
CO4	Analyze the potential legal risks and challenges associated with various marketing decisions and actions. Break down marketing strategies to identify potential legal pitfalls or areas of vulnerability
CO5	Evaluate the ethical and legal implications of marketing strategies and campaigns.
CO6	Develop comprehensive marketing plans that integrate legal considerations and strategies to ensure compliance and minimize legal risks..



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505 B Analysis of Financial Statements

CO	Course Outcomes
CO1	Recall and list the components of financial statements (income statement, balance sheet, cash flow statement) and also Memorize key financial ratios used in financial analysis (liquidity ratios, profitability ratios, leverage ratios).
CO2	To Explain the purpose and significance of financial statements in assessing a company's performance and financial health.
CO3	Apply financial analysis techniques to assess a company's financial health using ratios, trend analysis, and common-size analysis.
CO4	Analyze financial statements to identify strengths and weaknesses in a company's financial performance and position.
CO5	Evaluate the limitations and biases in financial statements and the potential impact on the analysis.
CO6	Develop comprehensive financial reports and presentations based on the analysis of financial statements for various stakeholders.



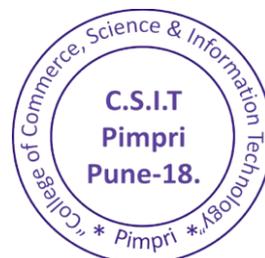
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506 B – Legal Aspects of Finance & Security Laws

CO	Course Outcomes
CO1	Recall and list key financial laws and regulations (e.g., Securities Act of 1933, Sarbanes-Oxley Act, Dodd-Frank Act) and also Memorize the definitions of various financial instruments (stocks, bonds, derivatives) and their legal frameworks.
CO2	To Explain the objectives and purposes of financial laws and regulations in ensuring market integrity and investor protection.
CO3	Apply knowledge of financial laws to assess compliance in financial transactions and investment activities.
CO4	Analyze the impact of financial laws and regulations on corporate governance and financial market operations.
CO5	Evaluate the effectiveness of financial laws in achieving their intended objectives.
CO6	Develop compliance frameworks and policies for financial institutions to ensure adherence to financial laws and regulations.



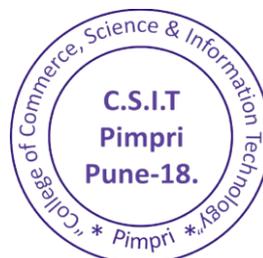
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505 C – Cross Cultural HRM & IR

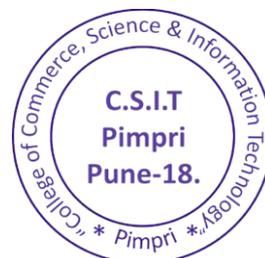
CO	Course Outcomes
CO1	Define the concepts of cross-cultural HRM and industrial relations.
CO2	Explain the key cultural dimensions and their impact on HRM and industrial relations
CO3	Apply the HRM strategies to address specific challenges presented in the organization and recommend
CO4	To analyze the impact of cultural differences on compensation and benefits structures and compare the labor relations systems in different countries.
CO5	Evaluate the effectiveness of diversity and inclusion initiatives in organizations.
CO6	Create a model for managing cross-cultural teams effectively and also Propose innovative approaches to address emerging cross-cultural HRM and industrial relations issues




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506C – Cases in HRM

CO	Course Outcomes
CO1	HRM concepts, such as recruitment, selection, training, and performance management and Recognize various HRM practices commonly used in organizations
CO2	To understand the key elements of HRM case studies and their relevance to HRM theory and Explain the impact of HRM decisions on an organization's performance and culture.
CO3	Apply HRM strategies to address specific challenges presented in case studies and practices in a given organization.
CO4	To analyze the effectiveness of HRM solutions proposed in case studies
CO5	Evaluate the policies and HRM improvements in organizations based on case analysis
CO6	Create an HRM framework tailored to a specific industry or organization and Develop innovative HRM strategies to address emerging workplace trends, such as remote work or diversity and inclusion



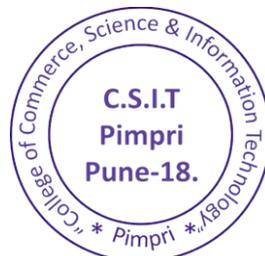
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601 – Essentials of E-Commerce

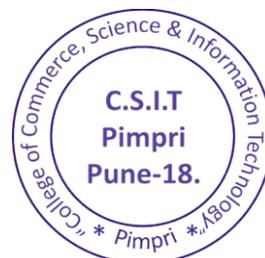
CO	Course Outcomes
CO1	Recall and list the fundamental concepts of e-commerce (online transactions, electronic payments, internet technologies) and also Remember the historical development and evolution of e-commerce.
CO2	Explain the basic elements and components of an e-commerce system (websites, payment gateways, security protocols).
CO3	Apply knowledge of e-commerce platforms and tools to create a basic e-commerce website or online store.
CO4	To Analyze case studies of successful and unsuccessful e-commerce ventures to identify key factors contributing to their outcomes.
CO5	Evaluate the ethical considerations and legal issues associated with e-commerce, such as privacy concerns and data security.
CO6	Create comprehensive e-commerce business plans, including market analysis, target audience, revenue models, and marketing strategies.



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602– Management Information System

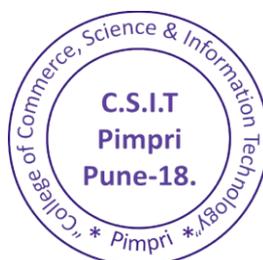
CO	Course Outcomes
CO1	Memorize key terminology related to information systems (database, networks, ERP, CRM) and Remember the historical development and evolution of information systems
CO2	Explain the purpose and functions of Management Information Systems in organizations. Summarize the role of MIS in supporting various business functions and processes.
CO3	Apply knowledge of MIS concepts to analyze and propose solutions for organizational challenges using information systems.
CO4	Analyze case studies of organizations implementing MIS to understand their impact on business performance.
CO5	Evaluate the ethical considerations and security issues related to the use of Management Information Systems.
CO6	Create comprehensive plans for implementing MIS in an organization, including system design, deployment, and training strategies.



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603–Business Project Management

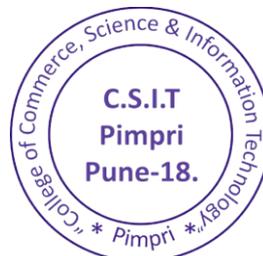
CO	Course Outcomes
CO1	Recall and list the fundamental principles of project management (project lifecycle, scope, schedule, cost).
CO2	Explain the significance of project management in achieving organizational goals and delivering successful projects.
CO3	Apply project management tools and techniques to create project plans, schedules, and work breakdown structures.
CO4	Analyze case studies of successful and failed projects to identify key factors contributing to project outcomes.
CO5	Evaluate the effectiveness of different project management methodologies in various project contexts.
CO6	Develop comprehensive project management plans, including scope statements, resource allocations, and risk mitigation strategies



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604 – Management of Innovations and Sustainability

CO	Course Outcomes
CO1	To Define various terms related to innovation management (e.g., disruptive innovation, incremental innovation, open innovation). Identify key sustainability concepts
CO2	Explain different models/frameworks for managing innovation processes and integrating sustainability practices within organizations.
CO3	Students can apply innovation management techniques to improve a product or process while ensuring sustainability.
CO4	To analyze the impact of innovative practices on long-term sustainability goals for businesses.
CO5	Student can Evaluate the success of an organization's innovation and sustainability initiatives using predefined metrics
CO6	Students are able[to Develop innovative and sustainable solutions and strategies for organizations.



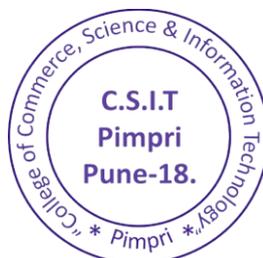
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605 A – International Brand Management

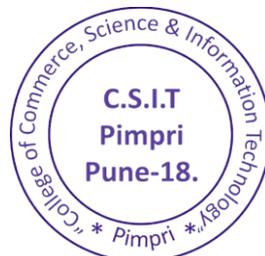
CO	Course Outcomes
CO1	Remember cultural considerations and their impact on global brand strategies.
CO2	Explain the importance of international branding in the global marketplace. Interpret the challenges and opportunities associated with managing brands across different cultures and markets.
CO3	Apply knowledge of international branding principles to analyze and propose strategies for entering new global markets.
CO4	Analyze case studies of successful and unsuccessful international branding efforts to identify key factors influencing outcomes.
CO5	Evaluate the effectiveness of international branding strategies in building and maintaining brand equity.
CO6	Develop comprehensive international brand management plans, including market entry strategies, cultural adaptation, and global positioning.



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606 A – Cases in Marketing Management

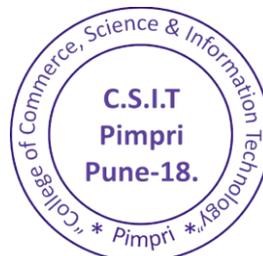
CO	Course Outcomes
CO1	Remember terminology specific to marketing management used in the analyzed cases
CO2	Explain the underlying principles and theories applied in the marketing cases studied.
CO3	Apply marketing concepts and theories to analyze and propose solutions for the challenges presented in case studies.
CO4	Analyze and evaluate the success or failure factors of marketing strategies employed in the cases.
CO5	Evaluate the ethical implications of marketing decisions made in the cases.
CO6	Generate innovative marketing strategies and tactics that go beyond the cases, considering current industry trends.




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605 B – Financial Management

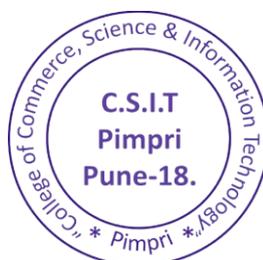
CO	Course Outcomes
CO1	Recall and list the fundamental principles of financial management. Memorize key financial terms and concepts (e.g., time value of money, risk and return, cost of capital).
CO2	Explain the purpose and importance of financial management in organizations.
CO3	Apply financial management tools to analyze investment projects, such as net present value (NPV) and internal rate of return (IRR).
CO4	Analyze financial statements to assess a company's liquidity, profitability, and solvency. Break down the components of a firm's cost of capital and evaluate its implications.
CO5	Evaluate the financial risks associated with various investment and financing decisions.
CO6	Create comprehensive financial plans and strategies for organizations.



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606 B – Cases in Finance

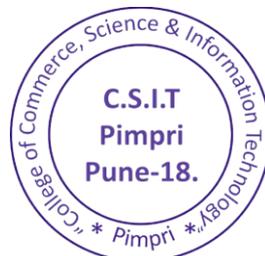
CO	Course Outcomes
CO1	Recall and list key financial concepts and theories relevant to various finance cases.
CO2	Explain the underlying financial theories and principles applied in the cases studied.
CO3	Apply financial concepts and theories to analyze and propose solutions for the challenges presented in case studies.
CO4	Analyze and evaluate the financial performance and outcomes of strategies employed in the cases.
CO5	Evaluate the ethical implications of financial decisions made in the cases. Judge the effectiveness of financial strategies in achieving objectives and maximizing shareholder value.
CO6	Generate innovative financial strategies that go beyond the cases, considering current industry trends.



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605 C – Global Human Resource Management

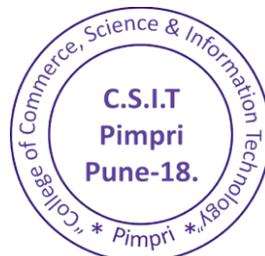
CO	Course Outcomes
CO1	Recall and list key concepts in global human resource management (GHRM) such as expatriate management, global staffing, and cultural diversity.
CO2	Explain the significance of GHRM in the context of international business and global expansion.
CO3	Apply knowledge of GHRM to design and implement global recruitment and selection processes.
CO4	Analyze case studies to understand the complexities and challenges of managing HR on a global scale.
CO5	Evaluate the effectiveness of global talent acquisition and retention strategies value.
CO6	Develop comprehensive global HRM strategies that align with the overall business strategy of a multinational organization.



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606C – Recent Trends & HR Accounting

CO	Course Outcomes
CO1	Recall and list recent trends in human resource management (HRM) such as remote work, employee well-being, and diversity and inclusion.
CO2	Explain how HR professionals integrate technology, such as data analytics and HR software, to streamline processes and make informed decisions.
CO3	Apply agile methodologies in HR practices to enhance flexibility, adaptability, and responsiveness to changing business needs.
CO4	Analyze the role of HR in implementing strategies to promote diversity, equity, and inclusion within an organization.
CO5	Evaluate the impact of HR initiatives related to employee well-being, including mental health support, flexible work arrangements, and wellness programs.
CO6	Develop strategies that align HR practices with overall organizational goals, considering financial implications and contributing to business success.



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