

Mahatma Education Society's
Pillai College of Arts, Commerce & Science
(Autonomous)

Affiliated to University of Mumbai
New Panvel



Program: Bachelor of Commerce

(Semester based Credit and Grading system effective
from the academic year 2021-22)

DEPARTMENT OF BCOM		
ACADEMIC YEAR 21-22		
Programme outcome for B. Com Programme		
PO1	Business knowledge	Demonstrate knowledge of the basic concepts used in different business-related areas like Accounting, Taxation, Auditing, Banking, Marketing, Finance and Entrepreneurship.
PO2	Communication	Communicate effectively in the complex business situation by being able to comprehend, write effective reports, design documents, make effective presentations, and to give and receive clear instructions.
PO3	Ethics	Apply ethical principles and norms of business practices.
PO4	Individual and team work	Function effectively and as an individual and as a member or leader in multi-disciplinary settings.
PO5	Commerce Graduate and Society	Apply contextual knowledge to assess societal, health, safety, legal, and cultural issues relevant to professional business practice and devise solutions to complex business problems.
PO6	life- long learning	Ability to arrange in independent and life - long learning in the broadest context of business change.
PO7	Usage of Modern Tools	Develop skills through accounts and information technology software and value-based courses to fulfil industry requirement
PO8	Environment & Sustainability	Relate to environmental management and sustainable development
3. Programme Specific Outcome for B.Com Programme		
PSO 1		Prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.

PSO 2	Develop relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.	
PSO 3	Demonstrate knowledge in setting up a computerized set of accounting books.	
PSO 4	Demonstrate progressive learning of various tax issues and tax forms related to individuals.	
PSO 5	Acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.	
PSO 6	Acquire the skills like effective communication, decision making, problem solving in day-to-day business affairs.	
COURSE OUTCOME		
PUCCM101 - Financial Accounting I: Introduction to Accounting & Accounting for Special Transactions	CO 1	Explain various Accounting Standards issued by Institute of Chartered Accountants of India.
	CO 2	Examine the methods of inventory valuation and valuation of inventory .
	CO 3	Perform accounting entries with regards to royalty accounting in the books of lessee and lessor.
	CO4	Describe accounting for hire purchase transactions in the books of hire purchaser and hire seller.
	CO5	Identify the steps in calculation of insurance claim in case of loss by fire.
	CO6	Describe the accounting treatment of final accounts of sole proprietors.
PUCCM 102- Introduction to Business Commerce- I	CO 1	Identify fundamentals of business and society.
	CO 2	Describe Social audit, Corporate Social responsibility and social responsibility towards various stakeholders in the organisation.
	CO 3	Apply skills for managing business environment with the help of various tools in an organisation along with international trading environment.

	CO4	Analyse elements of business plan, stages of business promotion and various statutory requirements for setting a business.
	CO5	Explain Entrepreneurship and Entrepreneurship Development Cycle.
	CO6	Specify competencies required by an Entrepreneur, Entrepreneurship Training centres in India and development of women entrepreneurs
PUCCM 103 - Business Economics- I	CO 1	Describe the scope of business economics.
	CO 2	Explain demand analysis in the context of business decision making.
	CO 3	Examine the various aspects of supply relevant for business decision making.
	CO4	Analyse the theory of consumer choice and its relevance in business decision making.
	CO5	Evaluate production behaviour in different time periods.
	CO6	Create a thought process to analyse different types of cost used in business decision making.
PUCCM 104- Environmental Studies	CO 1	Define environment, components & importance of environment.
	CO 2	Explain structure & types of ecosystem, Demographic Transition theory.
	CO 3	Classify biodiversity, natural resources, HDI concepts.
	CO4	Analyse causes & effects of urbanisation, migration, sustainable cities.
	CO5	Evaluate the problems & conservation of water & forest resources, population growth & associated problems, government measures.
	CO6	Create a tourism promotion campaign plan, new renewable energy methods.

PUCCM 105 - BUSINESS MATHEMATICS	CO 1	Understand the difference between Fractions, Divisions, Ratio and Proportions.
	CO 2	2) Define and Calculate Profit / Loss using different types of discounts.
	CO 3	3) Understand the different types of commission and the ways to calculate them
	CO4	4) Evaluate interest and annuity and calculate the Equated Monthly Instalments using Flat Interest and Reducing Balance.
	CO5	5) Define mathematically the concepts and uses of various economic functions.
	CO6	6) Create and Interpret the diagrammatic representation of various economic functions.
PUCCM 106 - Communication skills	CO 1	Identify the differences between extensive and intensive listening and reading.
	CO 2	Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
	CO 3	Demonstrate verbal and non-verbal communication ability through presentations.
	CO4	Analyze and apply strategies for maintaining positive relationships within a group.
	CO5	Draft effective business correspondence with brevity and clarity.
	CO6	Stimulate critical thinking by designing and developing clean and lucid writing skills.
PUCCM 107 -Foundation Course	CO 1	Describe the role of Human values in leading a happy personal & professional Life.
	CO 2	Develop Skills for improving personality traits.
	CO 3	Apply strategies for an addiction free life.

	CO4	Identify the consequences of ethics in human actions.
	CO5	Justify actions and reactions in the given situations.
	CO6	Design appropriate management patterns to create harmony in professional and personal life.
PUCCM 201- Financial Accounting II: Special Types of Accounting & Accounting for Not-for profit Organizations	CO 1	Describe accounting for joint venture with separate set of books and no separate set of books
	CO 2	Application of various basis for allocation of departmental expenses and incomes
	CO 3	Evaluate stock valuation methods with regards to goods send at cost price and at invoice price in consignment account
	CO4	Perform accounting entries with regards to accounting of Not for profit organisation.
	CO5	Describe accounting for dependent branch and independent branch
	CO6	Apply determine debtor and stock and debtor method and prepare accounts of in the books of head office and branch
PUCCM 202- Service Sector Commerce II	CO 1	Identify fundamentals of Services.
	CO 2	Describe marketing mix for various services, ethics in service sector and service strategies.
	CO 3	Application of IT in Retail, Organised and unorganised retailing and retail store operations.
	CO4	Analyse Mall Management, Retail Franchising, and various Careers in Retailing.
	CO5	Evaluate ITES, Banking, Insurance and E – Commerce sector.
	CO6	Specify relationship marketing, service encounter and Front-line service employees.

PUCCM 203-Business Economics- II	CO 1	Describe pricing and output decisions under perfect competition.
	CO 2	Discuss pricing and output decisions under monopoly.
	CO 3	Examine pricing and output decisions under monopolistic competition.
	CO4	Analyse pricing and output decisions under oligopoly.
	CO5	Assess different pricing methods used in business decision making.
	CO6	Create a thought process to analyse business projects using various capital budgeting methods.
PUCCM 204- Environmental Management & Sustainability	CO 1	Define economic activities, environmental degradation.
	CO 2	Explain environment management, sustainable development & Environment Protection Acts in India.
	CO 3	Classify environmental pollution and application of geospatial technology.
	CO4	Analyse solid waste management, environmental movements in India.
	CO5	Evaluate the effects of global warming, acid rain, desertification, carbon bank & carbon credit, EIA.
	CO6	Design a disaster management plan and specify innovative business models.
PUCCM 205-BUSINESS STATISTICS	CO 1	Define the concepts and uses of statistics, data and its type and the methods of collection of data.
	CO 2	Explain and calculate the averages and the variation using various measures.
	CO 3	Evaluate numerically the existence of the relationship of two variables and to express the relation as equations.
	CO4	Illustrating and estimating the value of a variable when the value of its related value is known.

	CO5	Demonstrate the capability for decision making during uncertain and risk situations in a business cycle.
	CO6	Create, Examine, and Analyze a situation to achieve the objective function with optimum utilization.
PUCCM 206- Basic Computer Skills	CO 1	To describe Workflow management and components of a computer system.
	CO 2	To illustrate the use of MS-Word and different operations on a document.
	CO 3	To demonstrate the need and use of Powerpoint Presentations designing with various effects and controls.
	CO4	To analyse data in Spreadsheets using different tools provided for data handling.
	CO5	To create named range and pivot table for data analysis and apply different formulae on data stored in spreadsheets
	CO6	To create various graphs ,charts and macros.
PUCCM 207- Leadership and Managerial skills	CO 1	Describe the different leadership skills.
	CO 2	Explain various managerial skills.
	CO 3	Examine the relevance of managerial skills in decision making and conflict management.
	CO4	Analyse basics of entrepreneurship and steps in creation of business plan.
	CO5	Evaluate innovative leadership in the light of emotional and social intelligence.
	CO6	Create a design thinking approach for leadership and appreciate the importance of ethics and moral values for making of a balanced personality.

PCCM301 Financial Accounting & Auditing Paper –III Financial Accounting	CO 1	Describe the basic concepts of partnership final accounts with regards to admission, retirement and death of partners during the year.
	CO 2	Apply knowledge gained to prepare accounting transaction of limited liability partnership firm.
	CO 3	Compare the accounting entries in the books of vendor firm and new firm with respect to Amalgamation.
	CO4	Perform the high-level accounting entries and Balance sheet preparation with respect to amalgamation of firm.
	CO5	Describe the special problems underlying accounting for a firm converting into a company.
	CO6	Demonstrate the collaborative learning and problem solving.
PCCM302 Financial Accounting & Auditing Paper –V Introduction to Management Accounting	CO 1	Identify the subject and find its various components.
	CO 2	Explain the preparation of financial statements and describe the various constituent elements.
	CO 3	Application of various tools for analysis of financial statements
	CO4	Outline the various ratios and demonstrate its impact on financial analysis
	CO5	Evaluate the working capital requirement of organisations
	CO6	Create cash flow statement as per statutory requirement
PCCM303- Management: Functions and Challenges Commerce- III	CO 1	Identify fundamentals of management discipline.
	CO 2	Describe the skills, Functions and roles of managers in the organisation.
	CO 3	Apply Planning, decision making techniques and organising skills for managing an organisation

	CO4	Analyse delegation of authority, leadership and Techniques of Controlling for effective management.
	CO5	Evaluate Individual perception attitude, Conflict and time management in the organisation.
	CO6	Formulate change management process and how to cope with the resistance to change.
PUCCM304-Business Economics	CO 1	Define the concepts of national income and investment.
	CO 2	Explain circular flow of income, principle of effective demand, consumption function and money supply.
	CO 3	Illustrate the working of multiplier.
	CO4	Examine IS-LM model and Phillips curve.
	CO5	Evaluate Say's Law, Keynes theory of demand for money and interest.
	CO6	Create an example related to inflation and stagflation.
PUCCM305- Business Law I	CO 1	Examine the role of Business Law in Business World.
	CO 2	Develop in students an understanding of the role of Business Law in the modern world.
	CO 3	Apply the Business Legislations in practical life.
	CO4	Identify the shortcomings in Business Law.
	CO5	Justify the necessary Amendments in Law.
	CO6	Plan and formulate requirement of other Legislations pertaining to Business and Commercial World.
PUCCM306 Foundation Course III: Gender Sensitization	CO 1	Define gender, gender socialisation, gender concepts.
	CO 2	Explain theory of patriarchy and matriarchy, gender-based division of labour.
	CO 3	Examine gender disparities, gender ratios.

	CO4	Analyse atrocities against women, women right's movements, constitutional rights of women, legal rights of women.
	CO5	Evaluate the portrayal of gender roles in media, gender budgeting.
	CO6	Design ways to achieve substantive equality
PUCCM307A- Advertising-I	CO 1	Identify various Ethics & laws applicable to the Advertising Industry
	CO 2	Illustrate the Structure of an Ad Agency
	CO 3	Examine Economical & Social aspects to advertising
	CO4	Analyze the Importance of Branding
	CO5	Evaluate various Career Options in Advertising
	CO6	Design an advertisement for a specific product
PUCCM307C-Computer Applications in Business - I	CO 1	Identify the concepts of E-commerce and its growth
	CO 2	Describe the different approaches of Digital Marketing.
	CO 3	Demonstrate the functionalities of Computerized Accounting Technology.
	CO4	Analyze various ledgers and vouchers in tally software
	CO5	Evaluate the different functionality of Stocks using Tally
	CO6	Create the reports using tally.
PUCCM401-Financial Accounting & Auditing Paper –IV Financial Accounting	CO 1	Explain company, types of company, process of formation of company with regards to issue of shares, forfeiture, reissue of shares.
	CO 2	Perform accounting entries to give effect to redemption of preference shares, creation of capital redemption reserves and preparation of balance sheet after redemption.

	CO 3	Explain various provisions for redemption of debentures, methods of redemption.
	CO4	Apply the steps in preparing of Trading and profit and loss accounts to ascertain the pre and post incorporation profits.
	CO5	Apply Preparation of balance sheet after incorporation of company.
	CO6	Create reports of companies, ledger accounts, balance sheet using excel software.
PUCCM402-Financial Accounting & Auditing paper VI - Auditing	CO 1	Explain the basic concept of Auditing, its objective and use of audit in the field of business.
	CO 2	Describe the Concept of error and fraud in detail with its implications.
	CO 3	Demonstrate the planning for audit and analyze the in-depth contents of program and audit working papers.
	CO4	Outline the techniques of audit, test checking, audit Sampling, and internal control.
	CO5	Apply the techniques for audit of income and expenditure and checking of assets and liabilities.
	CO6	Specify the contents of Audit Report and its Significance for Company as well as outsiders.
PUCCM403-Management: Production and Finance Commerce IV	CO 1	Identify fundamentals of Production management.
	CO 2	Describe Productivity, Inventory management and Functions of Materials management.
	CO 3	Apply dimensions of quality, quality management tools and Service quality management skills for managing quality standards in an organisation
	CO4	Analyse Indian financial markets, IPO procedure and SEBI's investors protection measures for safety of the investors.

	CO5	Appraise Credit rating agencies, types and growth of Mutual funds in India.
	CO6	Specify types of derivative instruments, start-ups, functions of merchant banking and portfolio management for investment.
PUCCM404-Business Economics- IV	CO 1	Describe the scope of public finance.
	CO 2	Discuss market failures and the role of the government in the economy.
	CO 3	Examine the various sources and ideas in the study of public revenue.
	CO4	Explain the various aspects of public expenditure and public debt.
	CO5	Assess fiscal management and budgetary measures.
	CO6	Create thought process towards fiscal federalism and fiscal decentralisation.
PUCCM405- Business Law II	CO 1	Identify the fundamentals of Business Law II
	CO 2	Develop the skill of interpreting law
	CO 3	Apply the Laws in the Commercial work
	CO4	Analyze the lacunas in the Business laws
	CO5	Evaluate the importance of understanding the law in the way it is codified by the legislature
	CO6	Formulate the Amendments required in existing Business Laws
PUCCM406-Foundation Course IV: Research Methodology	CO 1	Define the concepts of research and research design.
	CO 2	Explain the review of literature, types of data collection and sampling design.
	CO 3	Illustrate the method of hypothesis testing both parametric test and non-parametric test.
	CO4	Examine methods of sampling and data presentation.

	CO5	Evaluate the statistical techniques used in data collection and data processing.
	CO6	Create a research report taking a research topic.
PUCCM 407A-Advertising-I	CO 1	Find out various Media available in advertising
	CO 2	Interpret role & Importance of Digital Marketing in an advertising field
	CO 3	Plan for an Ad Budget
	CO4	Examine various Elements of Layout & its importance
	CO5	Evaluate an Ad with help of various methods of Evaluation
	CO6	Learn to develop an Advertisement considering all aspects of an ad
PUCCM407C-Professional Development Skills (Elective)	CO 1	Identify the resume style that best highlights their skills and experiences.
	CO 2	Illustrate important skills on preparing for professional interviews.
	CO 3	Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment.
	CO4	Analyse documents according to standard principles of structure, style, and English-language mechanics.
	CO5	Develop awareness of appropriate communication strategies.
	CO6	Structure powerful presentations that deliver effective messages.
PUCCM 501- Financial Accounting and Auditing –VII Financial Accounting	CO 1	Find fundamentals behind various concepts and the underlying situations
	CO 2	Explain the various methods, types and distinctions applicable to the concepts
	CO 3	Application of various legal provisions or statutory requirements.
	CO4	Outlining the accounting treatment in the form of statements, journals and ledgers

	CO5	Evaluating the impact of accounting treatment on final accounts of companies
	CO6	Create accounting document for various independent situations.
PUCCM 502- Financial Accounting & Auditing Paper VIII: Cost Accounting-I	CO 1	Define the Concepts related to cost Accounting
	CO 2	Outline various Inventory Control Techniques for cost reduction
	CO 3	Identify different types Labour Costs attached to Manufacturing Process
	CO4	Categorize & allocate Overheads according to Functional & Behavioural analysis
	CO5	Determine total cost of manufacturing a product
	CO6	Evaluate difference between Cost & Financial Books for the purpose of Reconciliation
PUCCM503- Marketing Commerce V	CO 1	Describe the scope of business economics.
	CO 2	Explain demand analysis in the context of business decision making.
	CO 3	Examine the various aspects of supply relevant for business decision making.
	CO4	Analyse the theory of consumer choice and its relevance in business decision making.
	CO5	Evaluate production behaviour in different time periods.
	CO6	Create a thought process to analyse different types of cost used in business decision making.
PUCCM504- Business Economics- V	CO 1	Describe the major policies to aid macro-economic understanding of the Indian Economy.
	CO 2	Explain various aspects of agriculture pricing, finance and marketing with regards to Indian Economy.

	CO 3	Examine agriculture policies in India during the post reform period.
	CO4	Explain industrial development measures in India in the post reform period.
	CO5	Assess the impact of industrial pollution and the role of service sector in the Indian Economy.
	CO6	Create an understanding of the banking and financial markets in India.
PUCCM505- Direct Tax – Income Tax	CO 1	Describe basic concepts relevant to direct tax.
	CO 2	2. Identify the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status.
	CO 3	3. Compute income from salaries, house property, business/profession, capital gains and income from other sources.
	CO4	4. Explain the various benefits/ deductions under Chap VI-A of the Income tax act, 1961 which are to be reduced from the gross total income of the assessee.
	CO5	5. Compute the net total income and the total tax liability of an individual assessee considering the income from all heads of income and the deduction under Chap VI-A of the Income tax Act, 1961.
	CO6	6. Compute tax for a partnership firm.
PUCCM506E- Export Marketing -I	CO 1	Identify fundamentals of Export marketing.
	CO 2	Describe factors influencing Export Marketing, Major commodities exports of India, Region-wise and Services exports of India.
	CO 3	Apply various Types of Tariff Barriers and Non -Tariff barriers, Major Economic Groupings of the World and Determinants of Foreign Market Selection and overseas market research by an Export manager.

	-	Analyse Highlights and Implications of FTP, Export Trade facilitations as per the new FTP for effective export marketing
	CO5	Evaluate Role of Directorate General of Foreign Trade, Deemed Exports, Benefits to Status Holders, Towns of Excellence, EHTP, STP, BTP, SEZ, EOU, AEZ for an export marketing organisation.
	CO6	Specify financial Incentives, Institutional Assistance and various schemes available to the Indian Exporters.
PUUCM506C- Computer Systems and Applications - I	CO 1	Identify the vital terms used in Data Communication Process.
	CO 2	Describe the different types Networks and its Components.
	CO 3	Demonstrate the different functions in Excel Software.
	CO4	Analyze various mysql built-in functions and statements.
	CO5	Evaluate the different analysis of advanced Excel.
	CO6	Create various Vouchers and Ledgers using Tally.
PUCCM 601- Financial Accounting & Auditing Paper IX – Financial Accounting	CO 1	Find fundamentals behind various concepts and the underlying situations
	CO 2	Explain the various methods, types and distinctions applicable to the concepts
	CO 3	Application of various legal provisions or statutory requirements.
	CO4	Outlining the accounting treatment in the form of statements, journals and ledgers
	CO5	Evaluating the impact of accounting treatment on final accounts of companies
	CO6	Create accounting document for various independent situations.
	CO 1	Explain the Concept of Cost Control Account & Identify difference between

PUCCM 602- Financial Accounting & Auditing Paper X: Cost Accounting II		Integrated & Non-Integrated method of Cost Control.
	CO 2	Illustrate the process of recording transactions of Contracts costing.
	CO 3	Describe the accounting treatment of Process Costing.
	CO4	Evaluate Marginal Costing concepts with regard to profitability.
	CO5	Interpret the importance of Standard costing for manufacturing industry.
	CO6	Justify need of emerging concepts in cost Accounting.
PUCCM603- Human Resource Management Commerce VI	CO 1	1. identify fundamentals of Human resource management.
	CO 2	2. Describe Human Resource Planning, Job Analysis, Job design, Recruitment and selection process.
	CO 3	3. Apply methods of Training & Development, Methods of Performance Appraisal and Potential Appraisal skills among HR manager.
	CO4	4. Analyse Importance of Succession Planning, Mentoring and Counselling in an organisation.
	CO5	5. Evaluate Theories of leadership and motivation, Employees Morale and Employee Grievances.
	CO6	6. Facilitate HR in changing environment, Trends in Human Resource Management and Challenges in Human Resource Management.
PUCCM604- Business Economics- VI	CO 1	Define the concepts of terms of trade, balance of payments.
	CO 2	Explain commercial trade policy, disequilibrium in balance of payments, foreign exchange market.

	CO 3	Diagrammatically illustrate offer curve, gains from trade, tariff & non- tariff barriers.
	CO4	Examine spot & forward rate, fixed & flexible exchange rate, role of central bank in foreign exchange management.
	CO5	Evaluate Ricardo's theory, Heckscher Ohlin theory and agreements under WTO.
	CO6	Create an alternate strategy for EU, Brexit, ASEAN, trade wars.
PUCCM605- Indirect Tax – GST	CO 1	Describe ‘interpretation of statute’
	CO 2	2. Develop skills of interpretation of basic concepts, definitions and terms related to indirect taxation
	CO 3	3. Relate the concept of Tax Regime with GST Levy and charge.
	CO4	4. Develop the ability to determine chargeability on the basis of provisions of Place, Time and Value of supply.
	CO5	5. Compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.
	CO6	6. Determine whether a person is required to obtain registration under GST law.
PUCCM606E- Export Marketing -II	CO 1	1. Identify fundamentals of Product Planning, Branding and Warehousing for Export Marketing.
	CO 2	2. Describe need for Labelling and Marking in Exports, Export pricing, INCO Terms and various Export Pricing Quotations for exporting.
	CO 3	3. Apply factors influencing distribution Channels, components of logistics in Export marketing, Selection criteria of Modes of Transport and Sales Promotion Techniques for an Export Manager.
	-	4. Analyse methods of payment in export marketing; Procedure to open L/C and Benefits of Countertrade for an export firm.

	CO5	5. Evaluate difference between Pre-shipment and Post shipment Finance and Role of ECGC, Commercial Banks, EXIM Bank, SIDBI in financing exporters.
	CO6	6. Specify registration with different authorities, Shipping and Custom Stage Formalities and importance of various export documents for an exporter.
PUUCM606C- Corporate Communication Skills	CO 1	Describe the value of emotional intelligence for professional success.
	CO 2	2. Demonstrate elements that foster an innovative and creative work environment
	CO 3	3. Identify networking abilities, and etiquette awareness.
	CO4	4. Develop self-confidence by learning interpersonal, team management, and leadership skills.
	CO5	5. Justify actions to create connections and build relationships for greater professional effectiveness.
	CO6	6. Construct methodology for managing emotions.

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B.Com. Accounting & Finance (B.A.F.)

(Semester based Credit and Grading system effective
from the academic year 2021-22)

Program Outcomes (PO)		
PO1	Business knowledge	Demonstrate knowledge of the basic concepts used in different business-related areas like Accounting, Taxation, Auditing, Banking, Marketing, Finance Entrepreneurship and Financial Markets.
PO2	Communication	Communicate effectively in the complex business situation by being able to comprehend, write effective reports, design documents, make effective presentations, and to give and receive clear instructions.
PO3	Ethics	Apply ethical principles and norms of business practices.
PO4	Individual and team work	Function effectively as an individual and as a member or leader in multi-disciplinary settings.
PO5	Commerce Graduate and Society	Apply contextual knowledge to assess societal, health, safety, legal, and cultural issues relevant to professional business practice and devise solutions to complex business problems.
PO6	life- long learning	Ability to arrange in independent and life -long learning in the broadest context of business change.
PO7	Usage of Modern Tools	Develop skills through accounts and information technology software and value-based courses to fulfil industry requirement
PO8	Environment & Sustainability	Relate to environmental management and sustainable development
Program Specific Outcomes (PSO)		
PSO 1		Prove proficiency with the ability to engage in professional programmes like CA, ICWA and CS
PSO 2		Develop over all knowledge about Commerce and in depth knowledge about core subjects of accountancy and finance
PSO 3		Acquire practical skills required to function as tax consultant, audit consultant and for other financial supporting services.
PSO 4		Exhibit higher order professional communication skills, social skills, accounting skills and computer skills to manage business.
Course Outcomes (CO)		

Financial Accounting I - PUCAF101	CO1	1. Recall Accounting Standards and its relevance in preparation of financial statements.
	CO2	2. Classify profit or loss between various departments by allocating incomes and expenses on suitable basis.
	CO3	3. Calculate interest on installment in Hire Purchase System.
	CO4	4. Examine value of stock which is saved from fire and amount of claim.
	CO5	5. Compare two or more departments' income and expenses and evaluate their performances.
	CO6	6. Develop case studies on Hire Purchase Accounts.
Cost Accounting - PUCAF102	CO1	1. Understand the role of Cost Accounting in the business management.
	CO2	2. Identify and Classify cost on different basis.
	CO3	3. Understand various aspects of material cost and determine various stock level.
	CO4	4. Develop the knowledge about labour remuneration and incentives.
	CO5	5. Familiarize the concept of overhead cost.
	CO6	6. Gather knowledge on preparation of cost sheet in its practical point of view.
Business & Society (Commerce I) - PUCAF103	CO1	1. Classify the business objectives and describe the steps to formulate the business objectives.
	CO2	2. Analyse and apply the business ethics principles in business.
	CO3	3. Examine the business environment and its constituents impacting the business decisions.
	CO4	4. Identify the growth strategies of MNC and TNC.
	CO5	5. Describe the concept of entrepreneurship and its importance and to evaluate its theories.
	CO6	6. Identify the major activities of E-Commerce and its Pros and Cons.
Business Economics I - PUCAF104	CO1	1. Describe the scope of business economics.
	CO2	2. Explain demand analysis in the context of business decision making.
	CO3	3. Examine aspects of supply and production behaviour in different time periods.

	CO4	4. Analyse the various types of cost and its relevance in business decision making.
	CO5	5. Evaluate pricing and output decisions under various market structures.
	CO6	6. Create a thought process to analyse different pricing methods used in business decision making.
Financial Institutions & Services - PUCAF105	CO1	1. Describe the need of the financial system and determine the functioning of the financial system.
	CO2	2. Outline the role of financial institutions in the economic development of a nation focusing on the types of financial Institutions.
	CO3	3. Illustrate the role of RBI in an economy.
	CO4	4. Identify the role SEBI in regulating capital markets.
	CO5	5. Evaluating the need for financial services & relevance of different types of financial services in raising capital.
	CO6	6. Develop skills necessary to participate in managing a financial services company.
Communication Skills - PUCAF106	CO1	1. Identify the differences between extensive and intensive listening and reading.
	CO2	2. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
	CO3	3. Demonstrate verbal and non-verbal communication ability through presentations.
	CO4	4. Analyze and apply strategies for maintaining positive relationships within a group.
	CO5	5. Draft effective business correspondence with brevity and clarity.
	CO6	6. Stimulate critical thinking by designing and developing clean and lucid writing skills
Foundation Course I (Human Values) - PUCAF107	CO1	1. Describe the role of Human values in leading a happy personal & professional Life.
	CO2	2. Develop Skills for improving personality traits.
	CO3	3. Apply strategies for an addiction free life.

	CO4	4. Identify the consequences of ethics in human actions.
	CO5	5. Justify actions and reactions in the given situations.
	CO6	6. Design appropriate management patterns to create harmony in professional and personal life.
Financial Accounting II - PUCAF201	CO1	1. Identify differences between Single Entry System and Double Entry System of Accounting
	CO2	2. Explain Consignment transactions and show them in Consignment Account, Consignor Account and Consignee Account
	CO3	3. Apply Debtors method and Stock & Debtors method on dependent branch for accounting.
	CO4	4. Classify foreign branch as dependent and independent foreign branch and breakdown items of incomes, expenses, assets and liabilities for application of foreign exchange rates.
	CO5	5. Determine foreign exchange difference in Converted Trial Balance of foreign branch.
	CO6	6. Develop case studies on conversion of Single Entry System into Double Entry System of Accounting.
Audit - PUCAF202	CO1	1. Describe the concept, nature & scope of Auditing.
	CO2	2. Illustrate the techniques of vouching & verification with suitable examples.
	CO3	3. Apply the techniques of test check & audit sampling in auditing.
	CO4	4. Examine the need and importance of IT in Auditing.
	CO5	5. Justify Audit Planning, procedures and Documentation.
	CO6	6. Create an overall audit strategy, identify and formulate the audit tests and evidence required to meet the objectives of audit assignments.
Business Law I - PUCAF203	CO1	1. Recall Various Rules that govern the working of any contract.
	CO2	2. Explain special Contracts, their Nature and governing Rules

	CO3	3. Determine various Rules that Govern Contract of Sale including Price, Possession, Conditions, Warranties and Unpaid seller
	CO4	4. Examine Nature and various Types of Negotiable Instruments and what are the Legal rules governing Contracts of Negotiable Instruments
	CO5	5. Agree Various Offences and penalties Related to NIs and Miscellaneous provisions of Negotiable Instruments
	CO6	6. Adapt Various Terminologies which are used in relation to Electronic Devices and Information Technology and Offences and Penalties
Mathematics & Quantitative Methods for Business - PUCAF204	CO1	1. Evaluate interest and annuity and calculate the Equated Monthly Instalments using Flat Interest and Reducing Balance.
	CO2	2. Define mathematically the concepts and uses of various economic functions.
	CO3	3. Explain and interpret the diagrammatic representation of various economic functions.
	CO4	4. Define the concepts and uses of statistics, data and its type and the methods of collection of data.
	CO5	5. Evaluate numerically the existence of relationship of two variables and to express the relation as equations.
	CO6	6. Illustrating and estimating the value of a variable when the value of its related value is known.
Marketing and Retail Management (Commerce II) - PUCAF205	CO1	1. Identify the concepts of marketing and the importance of marketing research for marketers.
	CO2	2. Describe the product life cycle and identify the reasons for failure of product in the market.
	CO3	3. Examine the Retail format and the factors responsible for growth of retail in India.
	CO4	4. Identify the emerging trends in Retailing.
	CO5	5. Examine customer retention approaches used in retail and the factors influencing the store location.
	CO6	6. Develop the marketing mix of various products essential for business.

Computer Applications I - PUCAF206	CO1	1. Identify fundamentals of Computer System.
	CO2	2. Describe the use of MS-Word and different operations on a document.
	CO3	3. Demonstrate the need and use of Power point Presentations designing with various effects and controls.
	CO4	4. Analyse the data in Spreadsheets using different tools provided for data handling.
	CO5	5. Summarization of Pivot table reports and data sorting using advance excel.
	CO6	6. Creation of vouchers and ledgers using tally.
Foundation Course II (Environmental Management & Sustainability) - PUCAF207	CO1	1. Define environment, components of environment.
	CO2	2. Explain structure & types of ecosystem, environment management, sustainable development & Environment Protection Acts in India.
	CO3	3. Classify biodiversity, natural resources, environmental pollution and geospatial technology.
	CO4	4. Analyse environmental degradation of forest & energy resources, solid waste management.
	CO5	5. Evaluate the effects of global warming, acid rain, desertification, carbon bank & carbon credit, EIA.
	CO6	6. Design a disaster management plan and specify innovative business models.
Financial Accounting III - PUCAF301	CO1	Describe the accounting treatment for preparation of Partnership Final Accounts based on Adjustment of Admission or Retirement / Death of a Partner during the Year.
	CO2	2. Explain the preparation of a statement of piecemeal distribution of cash and describe the ,order of payment of various liabilities.
	CO3	3. Apply realization method in amalgamation of firms and prepare accounts in the books of new firm.
	CO4	4. Examine the method of calculation of purchase consideration & procedure for converting Partnership Firm into a Ltd. Company.

	CO5	5. Evaluate the requirement and regulations for formation Limited Liability Partnership form of organisation.
	CO6	6. Creating final accounts of Limited Liability Partnership.
Cost Accounting II - PUCAF302	CO1	1. Find reasons for differences between cost records and financial profit & loss account.
	CO2	2. Demonstrate contract costing and its relevance in the Construction industry.
	CO3	3. Apply steps in process costing and calculate abnormal loss/abnormal gain in the process.
	CO4	4. Classify different types of budgets and its practical applications.
	CO5	5. Compare traditional costing and target costing method.
	CO6	6. Solve practical problems on different types of budgets.
Taxation I (Direct Tax Paper I) - PUCAF303	CO1	1. Develop skills of interpretation of statute for basic concepts, definitions and terms related to direct taxation
	CO2	2. Relate the concept of residential status with the scope of total income for an assessee with different kinds of residential status.
	CO3	3. Justify format for calculating incomes under various heads of Income and justify their format
	CO4	4. Examine the capability of students to interpret the provisions and implement in format of calculation of income under different heads.
	CO5	5. Compile all the provisions and develop method and format for calculations
	CO6	6. Construct method for calculation of net total taxable income of an assessee after reducing the deductions from the gross total income of individual and HUF
Business Law II - PUCAF304	CO1	1) Recognize Fundamental Nature of Patents, Copyright and Trademark, Their History and Various characteristics and Uses.
	CO2	2) Develop Skills of Interpreting Legal Rules.
	CO3	3) Apply Legal Provisions in Practical Life.
	CO4	4) Inspect Lacunas/Gaping holes in Legislations
	CO5	5) Derive and Justify Vast Scope of Law.

	CO6	6) Propose Improvements in Existing Laws
Basics of Financial and Investment Market - PUCAF305	CO1	1. Define the Financial Market and classification of the same.
	CO2	2. Describe Various Components of Financial Markets in detail along with Various Financial Instruments.
	CO3	3. Demonstrate Recent Trends, Importance and Regulations of Financial Market.
	CO4	4. Survey Various Traditional Investment Market in India which Work as an Alternative to Stock Market
	CO5	5. Determine Aspects related to Traditional Investment Markets such as Risk, Returns, Regulations, Limitations Etc.
	CO6	6. Discuss Emerging and Upcoming Financial Markets with Good Potential.
Computer Application II - PUCAF306	CO1	1. Identify the vital components / terms used in information systems for business.
	CO2	2. Describe the different types of information systems.
	CO3	3. Demonstrate the different functionality of Advance Excel.
	CO4	4. Analyze various R commands, operators.
	CO5	5. Evaluate the different functionality of E-Commerce.
	CO6	6. Formulate conversion to Digital Marketing and how to cope with the resistance to change.
Business Economics II - PUCAF 307	CO1	1. Define the concepts of national income and foreign exchange market.
	CO2	2. Explain circular flow of income, principle of effective demand and money supply.
	CO3	3. Illustrate the working of multiplier, Keynes theory of demand for money & interest.
	CO4	4. Examine instruments of monetary & fiscal policy, foreign investment.
	CO5	5. Evaluate causes of growth on public expenditure, balance of payments disequilibrium, Dalton's principle.
	CO6	6. Create an example related to inflation, budget process.

Financial Accounting IV - PUCAF401	CO1	1. Recall preparation of final account, posting of incomes, expenses, assets and liabilities.
	CO2	2. Outline provisions of redemption of preference shares as per companies act and identify its effect on the balance sheet of the company.
	CO3	3. Apply methods of redemption of debentures and evaluate the effect on balance sheet of the company.
	CO4	4. Classify Variable and Fixed Income bearing Investments and its accounting.
	CO5	5. Create Trial Balance, Profit & Loss Account and Balance sheet in accounting software tally
	CO6	6. Solve practical problems on final account of companies as per relevant provisions of
Management Accounting - PUCAF402	CO1	1. Identify the subject and find its various components and role of MIS.
	CO2	2. Explain the preparation of financial statements and describe the various constituent elements.
	CO3	3. Application of various tools for analysis of financial statements.
	CO4	4. Outline the various ratios and demonstrate its impact on financial analysis.
	CO5	5. Evaluate the working capital requirement of organizations.
	CO6	6. Create cash flow statement as per statutory requirement.
Taxation II (Direct Tax II) - PUCAF403	CO1	1. Describe the importance of “interpretation of statute” to understand applicability of provisions.
	CO2	2. Apply the provisions of Deductions under chapter VI A to calculate Gross taxable income.
	CO3	3. Apply the provisions for the calculation of net taxable income by applying provisions learned in Sem III and Deductions.
	CO4	4. Relate the provisions of TDS and advance tax to the calculation of tax liability of individuals.
	CO5	5. Justify the provisions of Interest payable u/s 234 in case of default.
	CO6	6. Describe the taxability of income concept on the source basis and residential status basis and

		provisions related to double taxation and tax planning.
Security Analysis and Portfolio Management - PUCAF404	CO1	1. Describe the concept of Portfolio Management, portfolio management process,
	CO2	2. Outline the concept of Time value of money & Valuing equity and debt instruments.
	CO3	3. Applying different techniques of analysis on financial statements.
	CO4	4. Analyze & evaluate technical analysis.
	CO5	5. Evaluate Bond Return through Yield to Maturity (YTM).
	CO6	6. Evaluate portfolio performance with the help of Ratios.
Management and Organizational Behaviour - PUCAF405	CO1	1. Identify the levels, Functions and Principles of management and their applicability in the organisations.
	CO2	2. Examine the technique of decision making to enhance decision making skills.
	CO3	3. Evaluate the bases of departmentation and its importance in the organization.
	CO4	4. Identify the determinants of personality and individual behavior to study the behavior of employees in the organization.
	CO5	5. Evaluate the organization behavior models and its implication in an organization.
	CO6	6. Formulate change management process and analyse the reasons and ways to cope up with Resistance to Change in the organization.
Business Law III (Company Law) - PUCAF406	CO1	1. Define Basic Terminologies, Nature and Characteristics of Company form of Business.
	CO2	2. Explain Nature of form of Business in Greater Detail.
	CO3	3. Illustrate Incorporation and Composition of Company Form of Business.
	CO4	4. Analyze Functioning of Company form of Business.
	CO5	5. Assess Lacunas/Gaping holes in Existing Provisions in Law.
	CO6	6. Plan and Formulate Improvements in Existing provisions.
	CO1	1. Identify the resume style that best highlights their skills and experiences.

Professional Communication Skills - PUCAF407	CO2	2. Illustrate important skills on preparing for professional interviews.
	CO3	3. Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment.
	CO4	4. Analyse documents according to standard principles of structure, style, and English-language mechanics.
	CO5	5. Develop awareness of appropriate communication strategies.
	CO6	6. Structure powerful presentations that deliver effective messages.
Financial Accounting V - PUCAF501	CO1	1. Develop the procedure involved in Amalgamation, Absorption and External Reconstruction of companies as per AS 14.
	CO2	2. Prepare the accounts of companies undergoing amalgamation, Absorption and external reconstruction.
	CO3	3. Evaluate the fundamentals of accounting for Internal Reconstruction of Company.
	CO4	4. Learn the provisions of Companies Act regarding underwriting of shares and prepare a statement of underwriter's liability.
	CO5	5. Apply all legal provisions of Companies Act 2013 regarding calculation of buyback of shares.
	CO6	6. Understand between a voluntary winding up and a winding up by the court and prepare Liquidator's Final Statement of Accounts.
Financial accounting VI - PUCAF502	CO1	1. Describe the accounting procedures followed by Banking Companies & preparation of banking company final accounts.
	CO2	2. Explain the accounting procedures followed by Insurance Companies & preparation of Insurance company final accounts.
	CO3	3. Applicability of Prudential Norms, Assets classification, Non- performing Assets & Capital Adequacy of NBFCs
	CO4	4. Examine the method of Valuation of Goodwill and Shares.

	CO5	5. Explain Statutory provisions regarding conversion of partnership business into Limited Liability Partnership.
	CO6	6. Create Final Accounts of Banking Companies, Insurance Companies, NBFCs & LLPs
Cost Accounting III - PUCAF503	CO1	1. Explain the concept of inter firm comparison and ABC costing.
	CO2	2. Illustrate the Concept of Cost Control Account & Identify difference between Integrated & Non-Integrated method of Cost Control
	CO3	3. Evaluate operating costing with regard to service industry like transport business, hotel industry and hospital industry.
	CO4	4. Interpret the accounting treatment of Process Costing with equivalent units of production.
	CO5	5. Apply the FIFO and Weighted Average methods for stock valuation for process costing.
	CO6	6. Outline the profit in accounting for inter process transfer.
Financial Management II - PUCAF504	CO1	1. Define financial management need, importance, financial planning, relationship of finance to economics and accounting.
	CO2	2. Describe various capital budgeting techniques and risk analysis and its practical application.
	CO3	3. Calculate value of the firm under various capital structure theories.
	CO4	4. Classify mutual fund into various types and examine their NAV
	CO5	5. Recommend bonds for investment on the basis of its valuation and yield to maturity.
	CO6	6. Choose the best credit policy on the basis of incremental benefit analysis.
Taxation III (Indirect Tax Paper I) - PUCAF505	CO1	1. Describe 'interpretation of statute' and Develop skills of interpretation of basic concepts, definitions and terms related to indirect taxation
	CO2	2. Relate the concept of Tax Regime with GST Levy and charge.

	CO3	3. Develop the ability to determine chargeability on the basis of provisions of Place, Time and Value of supply.
	CO4	4. Discuss procedure for registration under GST for different types of dealers
	CO5	5. Examine the capability to understand and calculate Input tax credit.
	CO6	6. Relate the provisions of Foreign trade policy with import and export provisions.
Management Applications (Management II) - PUCAF506	CO1	1. Identify the various measures to increase productivity in the Organization.
	CO2	2. Analyse the various methods of developing human resources.
	CO3	3. Examine the fundamental analysis and technical analysis to improve investment decisions.
	CO4	4. Identify the various inventory methods to ensure optimum level of inventory in the organization.
	CO5	5. Analyse the various performance appraisal techniques used in the organization to evaluate the performance of the employees.
	CO6	6. Develop the marketing mix of various products essential for business.
Financial Accounting VII - PUCAF601	CO1	Recall relevant provisions under Companies Act 2013 applicable in preparation of Final Account of Companies as per Schedule III Companies Act 2013.
	CO2	Show applications of provisions to Electricity Companies under Electricity Act, 2003.
	CO3	Apply Provisions of Maharashtra State Co-operative Society's in preparation of Final Account of Co-operative Housing Society, Consumer Co-operative Society and Identify various type of Co-operative Society.
	CO4	Classify Variable and Fixed Income bearing Investments and its accounting.
	CO5	Explain various types of Mutual Fund, accounting entries and also explain scope, purpose, objectives of International Financial Reporting Standards.

	CO6	Elaborate Provisions applicable to Co-operative Housing Society and discuss how they are applied to Co-operative Housing Society in reality.
Cost Accounting IV - PUCAF602	CO1	1. Identify the cost accounting techniques used in decision making.
	CO2	2. Explain the various operating decisions like level of sales to generate no profit no loss, desired profit etc.
	CO3	3. Apply standard costing system in planning and control.
	CO4	4. Outline the cost and sales variances for product cost elements.
	CO5	5. Evaluate the targets set by the management through preparation of different types of budget.
	CO6	6. Create practical application of marginal costing, standard costing and budgets in decision making.
Financial Management III - PUCAF603	CO1	1. Describe the concept of Business Valuation & approaches of valuation.
	CO2	2. Outline the concept of mergers & acquisitions & evaluating the same.
	CO3	3. Examine the concept & process of Corporate Restructuring and Takeovers.
	CO4	4. Identify leasing & hire purchase as the financing option.
	CO5	5. Evaluating Leasing & financing as the financing option.
	CO6	6. Estimate working capital requirements & identify the sources of working capital financing
Taxation IV (Indirect Tax II) - PUCAF604	CO1	1. Define payment/refund procedure after implementation of input tax credit in case of indirect taxation
	CO2	2. Describe the procedure for assessment and various types of returns.
	CO3	3. Develop the ability to determine levy and chargeability under the provisions of Customs Law.
	CO4	4. Examine the capability to understand Types of duties and import-export procedure

	CO5	5. Relate the provisions baggage, costal goods, warehousing and drawback with taxability of goods.
	CO6	6. Develop understanding about acceptance of currency in the foreign trade market
Business Economics III - PUCAF604	CO1	1. Explain the meaning and features of population growth, poverty, income inequality.
	CO2	2. Discuss the pricing, finance and marketing issues in the agricultural sector.
	CO3	3. Examine the growth and pattern of industrialization, Industrial Policy of 1991.
	CO4	4. Analyse the structure and causes of balance of payments, impact of SAARC, ASEAN, WTO, European Union & Brexit.
	CO5	5. Evaluate disinvestment policy, problems and prospects of small scale industries, recent trends in banking, insurance, health care and tourism industry.
	CO6	6. Create an understanding of Indian capital market highlighting the role of SEBI.
Project Work - PUCAF606	CO1	1. Outline the areas related to study for research and define its objectives
	CO2	2. Examine the scope of the selected area and its relevance to the current scenario
	CO3	3. Identify the skills and knowledge needed to apply for conducting the study
	CO4	4. Determine the methodology to be adopted for undertaking the study
	CO5	5. Explore the potential of the research study undertaken in a future context.
	CO6	6. Design /Propose a comprehensive plan of research plan based on formulation, preparation, and evaluation of the related area study.

Mahatma Education Society's
Pillai College of Arts, Commerce & Science
(Autonomous)
Affiliated to University of Mumbai
New Panvel



B.Com. Financial Markets
(B.F.M.)

(Semester based Credit and Grading system effective
from the academic year 2021-22)

1. Introduction to B.Com. Financial Markets

Financial markets enable the money flow from the net savers to organizations or corporations. Savers save the money from the income they earn and invest in the corporations that require money in their projects. Hence financial markets are essential in making the economy healthy and sound

To keep in lieu with the above objective, the B.Com Financial Markets programme aims at building in students an understanding about the functioning and premise of the financial market. In order to achieve this, the programme offers opportunities to students to know different needs and the future requirements of the financial industry to equip them with the most contemporary skills and knowledge required to capitalize on forthcoming opportunities in the financial market.

The programme is comprehensive in nature, covering all major areas of financial markets viz., equity, debt, mutual funds, equity derivatives, currency derivatives, commodities etc. The programme seeks to achieve is an ideal blend of relevant academic knowledge and its application to financial markets.

2. Programme Outcomes for B. Com. Financial Markets

PO 1	Theoretical Knowledge	After completing three years for B.Com Financial Markets programme the students will gain knowledge of various nuances of financial markets, enabling them to better understand finance, economics, investments, risks etc.
PO 2	Practical skills	To provide an adequate basic understanding of Financial Markets, Insurance & other financial services to the students and to give adequate exposure to the operational environment in the field of Financial Markets & other related financial services
PO 3	Employability Skill Enhancement	The programme aims at developing professionals capable of occupying positions of responsibility in stock exchanges, commodity exchanges, regulatory bodies, market intermediaries, banks, mutual funds, asset management companies, and other similar entities.
PO 4	Entrepreneurship Skill Enhancement	To expose student's entrepreneurship skills in an elaborate manner in the financial market and related services.

PO 5	Communication	To impart knowledge of financial market terminologies, jargon, concepts, etc... needed to interact & operate professionally in financial markets.
PO 6	Ethics	Ethical Compliance of regulatory framework related to financial markets in order to develop healthy & competitive market environment.
PO 7	Innovation and Life-long learning	The students would be able to understand, analyze and innovate with the help of various knowledge, skills imparted through the programme this will help them in acquiring lifelong employability skills.

3. Programme Specific Outcomes for B. Com. Financial Markets Programme.

PSO-1	Students will acquire skills needed to develop and simulate live market conditions, trading, and investment software so that they are market-ready.
PSO-2	Comprehensive training to students in the field of Financial Market by way of interaction, projects, presentations, industrial visits, practical training, job orientation, and placements.
PSO-3	Students are inculcated with aspirations to make a career in the ever-evolving and growing field of the Financial Market.
PSO-4	Students would be able to perceive higher professional education and research work related to Financial Market

BFM – COs FYFM-SEM-I

1. Financial Accounting-I

COURSE OUTCOME: By the end of the course the student will be able to\

1. Recall the Golden rules of accounting
2. Illustrate the process of maintaining books of accounts as per double entry system

3. Identify various techniques of valuation of Inventory
4. Classify various methods of charging depreciation to fixed Assets
5. Categorize various items of expenses & income to be posted in profit & loss Account & Balance sheet
6. Evaluate the difference between Final Accounts of Sole Proprietor & Partnership firm

2. Introduction to Financial Markets

Course Outcome:

- 1: Outline the functions, components and classification of financial markets.
- CO CO 2: Examine the different features, significance and instruments of various markets.
- CO3: Identify the role of regulatory framework in different markets and its overall impact.
- CO4: Analyze the scope of financial markets as an important investment avenue.
- CO5: Evaluate different categories of financial markets in the context of its instruments
- CO6: Discuss the objectives of regulators and markets with respect to investment decisions.

3. FINANCIAL MATHEMATICS

Course Outcomes: By the end of the course the student will be able to:

1. Understand the difference between Fractions, Divisions, Ratio and Proportions.
2. Define and Calculate Profit / Loss using different types of discounts.
3. Understand the different types of commission and the ways to calculate them
4. Evaluate interest and annuity and calculate the Equated Monthly Instalments using Flat Interest and Reducing Balance.
5. Define mathematically the concepts and uses of various economic functions.
6. Create and Interpret the diagrammatic representation of various economic functions.

4. Communication Skills

Course outcome: By the end of the course the student will be able to:

1. Identify the differences between extensive and intensive listening and reading.
2. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
3. Demonstrate verbal and non-verbal communication ability through presentations.
4. Analyze and apply strategies for maintaining positive relationships within a group.

5. Draft effective business correspondence with brevity and clarity.
6. Stimulate critical thinking by designing and developing clean and lucid writing skills.

5. FOUNDATION OF HUMAN VALUES

Course Outcome:

1. CO 1-Describe the role of Human values in leading a happy personal & professional Life.
2. CO 2-Develop Skills for improving personality traits.
3. CO 3-Apply strategies for an addiction free life.
4. CO 4-Identify the consequences of ethics in human actions.
5. CO 5-Justify actions and reactions in the given situations.
6. CO 6-Design appropriate management patterns to create harmony in professional and personal life.

7. Computer Applications in Investment Environment – I

COURSE OUTCOMES: By the end of the course the student will be able to

1. To describe Workflow management and components of a computer system.
2. To illustrate the use of MS-Word and different operations on a document.
3. To demonstrate the need and use of Powerpoint Presentations designing with various effects and controls.
4. To analyse data in Spreadsheets using different tools provided for data handling.
5. To create named range and apply different formulae on data stored in spreadsheets
6. To summarize the Pivot table reports and data sorting using advance excel.

7. Business Economics- I

Course Outcome: By the end of the course student will be able to:

1. Describe the scope of business economics.
2. Explain demand analysis in the context of business decision making.
3. Examine aspects of supply and production behaviour in different time periods.
4. Analyse the various types of cost and its relevance in business decision making.
5. Evaluate pricing and output decisions under various market structures.
6. Create a thought process to analyse different pricing methods used in business decision making.

1. Financial Accounting-II

COURSE OUTCOME: By the end of the course the student will be able to

1. Define concepts related to issue of shares
2. Outline the provisions of Issue & Redemption of shares
3. Identify the items to be posted in various heads of Corporate Financial Statements of Schedule III of Companies act,2013
4. Categorize Indian AS & IFRS
5. Determine the reasons of Issue of Bonus shares
6. Discuss various new IFRS issued & its relevance in today's world

2. Fundamentals of Investment

CO1 - Identify different types of Investment evaluations in Financial Markets

CO2 - Examine the different investment objectives, process, asset class and sources of investment

CO3- Identify the risk associated with investment and allocating the investment strategies depending on risk profile of investor

CO4- Analyse investment portfolio on return analysis basis using different statistical methods

CO5- Evaluate the performance of the investment on the basis of financial statement analysis and indicators

CO6- Stimulate critical thinking in designing investment portfolio for investor

3. FINANCIAL STATISTICS

Course Outcomes: By the end of the course the student will be able to:

1. Define the concepts and uses of statistics, data and its type and the methods of collection of data.
2. Explain and calculate the averages and the variation using various measures.
3. Evaluate numerically the existence of relationship of two variables and to express the relation as equations.
4. Illustrating and estimating the value of a variable when the value of its related value is known.
- 5) Demonstrate the capability for decision making during uncertain and risk situations in a business cycle.
- 6) Create, Examine, and Analyze a situation to achieve the objective function with optimum utilization.

4. Professional Development Skills

Course outcome: By the end of the course the student will be able to:

1. Identify the resume style that best highlights their skills and experiences.
2. Illustrate important skills on preparing for professional interviews.
3. Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment.
4. Analyse documents according to standard principles of structure, style, and English-language mechanics.
5. Develop awareness of appropriate communication strategies.
6. Structure powerful presentations that deliver effective messages.

5. Indian Banking & Insurance System

COURSE OUTCOMES:

CO1: Define the principles, structure and types of banking and insurance in India

CO2: Understand thoroughly the key terminology and benefits of Indian banking & insurance sector to various groups

CO3 Develop and equip the students for utilizing the opportunities in the Indian banking & insurance sector.

CO4 : Analyse the current scenario of Indian Banking and Insurance system and update themselves with the trend

CO5 : Evaluate the effects of global banking and insurance system on India

CO6 : Design Marketing Plan of Insurance Companies – Products and Pricing – Positioning and Promotion etc

6. Environmental Management & Sustainability

Course Outcome:

1. Define environment, components of environment.
2. Explain structure & types of ecosystem, environment management, sustainable development & Environment Protection Acts in India.
3. Classify biodiversity, natural resources, environmental pollution and geospatial technology.
4. Analyse environmental degradation of forest & energy resources, solid waste management.

5. Evaluate the effects of global warming, acid rain, desertification, carbon bank & carbon credit, EIA.
6. Design a disaster management plan and specify innovative business models.

7. Computer Applications in Investment Environment - II

COURSE OUTCOMES: By the end of the course the student will be able to

1. Identify the vital components / terms used in the Database Management System.
2. Describe the different data types of Access database.
3. Demonstrate the forms in Ms-Access .
4. Analyze various E-Business software.
5. Evaluate the different functionality of Online Trading.
6. Summarizing the use of Online Trading.

**SYBFM-COs
SEMESTER -III**

1. Debt Markets

Course Outcomes:

- CO1. Describe the role and importance of the structure of Indian Debt Markets.
CO2. Explaining the basic features of debt security in primary and secondary markets. CO3. Identify the risk and return involved in holding and trading debt instruments.
CO4. Analyze the mathematical and valuation tools & techniques for bond valuation.
CO5. Determine the pricing rates and interest structure of various bonds along with their varying risk factors. CO6. Improve the analytical skills of bond market trading.

2. Equity Markets

Course Outcome:-

- CO1: Why the Equity markets are important in the overall development of financial markets. CO2: Summarise the working structure of equity markets.
CO3: Make use of fundamental & technical tools in valuation of equity markets.
CO4: Classify different theories & models for understanding equity markets.
CO5: Assessing types of online trading & settlement mechanisms used in stock exchanges. CO6: Construct a model of company evaluation based on tools & techniques adopted.

3. Financial Services

Course Outcome:

CO1: Define the importance of financial services in the tertiary sector in India.

CO2: Relate and contrast features of various financial services available in the markets.

CO3: Identify the role and importance of major financial services like venture capital, leasing, factoring, etc... CO4: Categorize the use of financial services in accelerating the development of financial markets.

CO5: Determine the scope of financial services in estimating the growth of the economy.

CO6: Construct /compare proposed financial strategies based on the various financial services.

4. Business Law- I

Course Outcomes:

CO1: Examine the role of Business Law in Business World.

CO2: Develop in students an understanding of the role of Business Law in the modern world. CO3: Apply the Business Legislations in practical life.

CO4: Identify the shortcomings in Business Law.

CO5: Justify the necessary Amendments in Law.

CO6: Plan and formulate requirements of other Legislations pertaining to Business and Commercial World.

5. Portfolio Management

Course Outcomes:

CO1: Describe The Concept Of Investment Portfolio & Different Approaches.

CO2: Illustrate The Portfolio Management Strategies For Construction Of Portfolio.

CO3: Identify Traditional & Modern Portfolio Theories & Models To Evaluate Risk & Return In Portfolio Selection.

CO4: Examine The Risk & Performance Evaluation Measurement Tools While Designing A Portfolio. CO5: Measure Portfolio Performance Applying Various Risk & Return Tools & Techniques. CO6: Construct A Portfolio With Appropriate Selection Of Investment Avenues.

6. Management Accounting

Course Outcome:

By the end of the course the student will be able to:

1. Define Role of Management Accounting in decision making process
 2. Explain the Concept of MIS
 3. Organise various items of Income, Expenses in Vertical Balance sheet & Income Statement
 4. Interpret meaning of various ratios & its uses
 5. Evaluate Various Sources of Cash Inflow & cash outflow
 6. Plan for Working capital requirement of an organisation
7. Research Methods in Financial Markets

Course Outcomes:

1. Outline The Features And Importance Of Research And Its Objectives.
2. Classify The Various Types Of Research Design, Formulation Of Hypothesis & Sources Of Data Collection.
3. Develop A Research Plan By Making Use Of Classification Of Research Methods.
4. Examine The Various Data Collection And Sampling Methods In Order To Process Data.
5. Critically Evaluate The Processed Data With Appropriate Interpretation.
6. Design A Research Paper/Article Making Use Of Comprehensive Research Tools & Methods.

SYFM-SEMESTER –IV-COs

1 Foreign Exchange Markets

Course Outcome:

CO1: Recall evolution of foreign exchange markets & different types of exchange systems adopted globally.

CO2: Compare historical perception of foreign exchange regulations with present regulatory framework.

CO3: Make use of operational terminologies, contracts & various quotes & methods of foreign exchange markets.

CO4: Categorize foreign exchange risk & exposure & examine appropriate risk management techniques.

CO5: Determine various hedging techniques to mitigate foreign exchange risk & exposure.

CO6: Forecast foreign exchange pricing with the help of various quotes & methods.

2 Security Analysis

Course Outcomes:

1. Describe the concept of investment & classification of financial markets.
2. Illustrate the various fundamentals and technical aspects of securities.
3. Make use of fundamentals and technical tools to assess the securities.
4. Examine the impact of macro economic analysis and indicators on security analysis.
5. Assess the various pricing models for analyzing securities
6. Propose security analysis plan using different pricing models.

3 Commodity Derivatives

Course Outcomes:

1. Describe the concept of derivatives in commodity markets in the domestic & global economies.
2. Explain the terminologies, participants, functions & operations of commodity derivatives.
3. Identify various pricing models applicable in commodities derivatives.
4. Distinguish types of commodities on the basis of trading & settlement mechanisms.
5. Determine the significance of commodity derivative trading in financial markets.
6. Propose a plan on how to invest in commodity derivative markets.

4 Business Law- II

Course Outcome:

CO1: Identify the fundamentals of Business Law II

CO2: Develop the skill of interpreting law

CO3: Apply the Laws in the Commercial work

CO4: Analyze the lacunas in the Business laws

CO5: Evaluate the importance of understanding the law in the way it is codified by the legislature

CO6: Formulate the Amendments required in existing Business Laws.

5 Professional Grooming and Etiquettes

Course outcome: By the end of the course the student will be able to:

CO1: Define professional behavior and suggest standards for appearance, actions and attitude in business behavior

CO2: Develop Skills for improving personality traits.

CO3: Identify the reasons for procrastination and use strategies to manage and overcome it.

CO4: Develop networking abilities, and etiquette awareness.

CO5: Explain different communication styles and how to adjust to each.

CO6: Categorise challenges that arise from these differences in intercultural interactions and learn ways to creatively address them.

6 Corporate Finance

Course Outcome:

By the end of the course the student will be able to:

1. Define the ways in which corporate finances are raised and cost associated with it. 2. Explain Break Even point in business & Theories of Capitalisation
3. Make use of Various technique to find out Optimal Capital Structure for the company
4. Analyse Risk related to business
5. Deciding best Credit policy by using Receivable Management Techniques
6. Evaluation various proportions of Capital Structure

7 Business Economics II

Course Outcomes: By the end of the course the student will be able to:

1. Define the concepts of national income and foreign exchange market.
2. Explain circular flow of income, principle of effective demand and money supply.
3. Illustrate the working of multiplier, Keynes theory of demand for money & interest.
4. Examine instruments of monetary & fiscal policy, foreign investment.

5. Evaluate causes of growth on public expenditure, balance of payments disequilibrium, Dalton's principle.
6. Create an example related to inflation, budget process.

TYFM-SEMESTER –V -COs

1 Financial Derivatives

COURSE OUTCOMES:

CO1 – Outline all aspects of derivative market theory and the roles they play in the financial markets

CO2 – Explain the nature of derivatives and describe the trading mechanisms and the key variables that determine their market values.

CO3 – Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments

CO4 – Compare the different pricing tools used for determining the price of derivative instruments

CO5 – Critically evaluate the nature and extent of a company's exposure to stock price risk, commodity price risk, currency risk, interest rate risk and credit risk and various hedging strategies to the identified risk.

CO6– Compile the understanding of various financial derivative instruments and trading mechanisms.

2 Business Ethics & Corporate Governance

COURSE OUTCOME:

1. CO1 – Define the concept and role of ethics in business
2. CO2 – Explain the significance of business ethics in ensuring good governance.
3. CO3 – Identify the part of different stakeholders in corporate governance.
4. CO4 – Examine the conceptual framework and rights of stakeholders in corporate governance.
5. CO5 – Evaluate different forums and legislative frameworks of corporate governance in the context of India and the world.
6. CO6– Assess how corporate governance is adhered to in different business sectors and industry

3 Marketing of Financial Services

COURSE OUTCOME:

1. CO1 – Describe the foundation of service marketing and nature of financial services
2. CO2 – Explain the distinguished nature of service marketing and its significance in financial services.
3. CO3 – Identify how market segmentation is imperative to services.
4. CO4 – Examine the role and importance of 7Ps in service marketing
5. CO5 – Evaluate the challenges faced in marketing of financial services.
6. CO6– Assess the role of technology in marketing of services.

4 Technical Analysis

COURSE OUTCOMES:

- CO1 – Define the significance of technical analysis in stock market
- CO2 – Explain the different types of charts & pattern study used in the field of technical analysis
- CO3 – Make use of major theories in understanding operations of technical analysis
- CO4 –Analyse the different techniques of technical analysis and its impact on investment decisions.
- CO5 –Evaluate the need of risk management and trading strategies in technical analysis .
- CO6– Discuss with illustration practical trading techniques and use of technical analysis tools

5. Equity Research

COURSE OUTCOMES:

- CO1 – Describe the nature & significance of research & its objectives
- CO2 – Classify Stock market, equity participants & role of research in equity markets
- CO3 – Identify the key areas of equity research with respect to fundamental & technical aspects
- CO4 –Examine the relationship between different economy, industry & company analysis
- CO5 –Evaluate quantitative & qualitative dimensions of equity research
- CO6– Discuss with illustration the importance of equity research & its impact on micro & macro economic factors.

6. Direct Tax – Income Tax

COURSE OUTCOME: By the end of the course the student will be able to

1. Define basic concepts and its scope & terms related to Direct taxation
2. Classify residential status to determine the scope of total income for an assessee with different kinds of residential status.
3. Identify various heads under which income & the procedure for computation of income under various heads
4. Categorize various deductions under Chap VI-A of the Income tax act, 1961
5. Assess net total taxable income of an assessee after reducing the deductions from the gross total income
6. Develop a plan to reduce tax liability by applying deductions from Chapter VI A

TYFM-SEMESTER VI-COs

1. Risk Management

COURSE OUTCOMES:

- CO1 - define the dynamic nature of risk in business and categorise the risks.
- CO2 - Explain the sources & impact of common business risk
- CO3 - Identify various risk management measures & its evaluation techniques
- CO4 - Distinguish risk hedging instruments & mechanism
- CO5 - Determine the significance of risk mitigation
- CO6- Construct/ propose risk hedging mechanism based on common business risk

2. Project Work

COURSE OUTCOME:

- CO1: Outline the areas related to study for research and define its objectives
- CO2: Examine the scope of the selected area and its relevance to the current scenario
- CO3: Identify the skills and knowledge needed to apply for conducting the study
- CO4: Determine the methodology to be adopted for undertaking the study

CO5: Explore the potential of the research study undertaken in a future context.

CO6: Design /Propose a comprehensive plan of research plan based on formulation, preparation, and evaluation of the related area study.

3. Mutual Fund Management

COURSE OUTCOMES:

CO1 – Why mutual funds are important part of investment decision

CO2 – Illustrate the evolution of mutual funds & its structure in India.

CO3 – Discover distinguish features of mutual fund products & services

CO4 – Categorize different mutual fund products performance on the basis of risk & return

CO5 – Evaluate the different valuation method adopted in mutual funds

CO6– Construct a portfolio of mutual fund products based on different investment objectives.

4. Organisational Behaviour

COURSE OUTCOMES:

CO1 – Outline different model of organizational & individual behaviour

CO2 – Illustrate the understanding of intra & inter personal relationships among individuals & groups

CO3 – Apply different approaches & models of organizational behavior in team building

CO4 –Examine the dynamics of change in organization & individuals' resistance to change

CO5 –Critically evaluate the extreme product of stress on job performance

CO6– Discuss the study of organizational behaviour in the context of society.

5. Strategic Corporate Finance

COURSE OUTCOMES:

CO1 – To define significance of strategies in corporate financial decisions and difference between strategy & planning

CO2 – Explaining the different approaches of fund raising & designing a business plan

CO3 – Identifying valuation principles & practices of fund raising & company valuation

CO4 – Analysing the role of the financial managers in realising the strategic objectives and evaluating the different sources of corporate finance

CO5 – Determining risk management choices based on credit analysis & risk

CO6– Able to assess the external and internal influences on a corporation's capital structure, payout and policy in respect of risk management

6. Emotional Intelligence

COURSE OUTCOME:

CO-1 **Describe** the value of emotional intelligence for professional success.

CO-2 **Relate** the impact of self-awareness & self-control on others.

CO-3 **Develop** strategies for strengthening empathy.

CO-4 **Examine** capabilities to demonstrate social awareness through empathy.

CO -5 **Justify** actions to create connections and build relationships for greater professional effectiveness.

CO-6 **Construct** methodology for managing emotions.

Mahatma Education Society's
Pillai College of Arts, Commerce & Science
(Autonomous)
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New Panvel



Bachelor of Management Studies (B.M.S.)

(Semester based Credit and Grading system effective
from the academic year 2021-22)

Program Objectives:

Bachelor of Management Studies (BMS) program is a blend of 64 courses in three different areas; they are Finance, Marketing and Human Resource Management. The goals and objective of these courses are as below:

- a. To demonstrate a general understanding of the fundamental areas of business.
- b. To develop Effective critical thinking skills.

c. To develop characteristics of effective ethical decision making skills. d. To develop characteristics of effective analytical and problem solving skills. e. To develop characteristics of effective communication skills.

Program Outcome:

After successful completion of Bachelor of Management Studies (BMS):

PO 1: Students will demonstrate an ability to apply general Management know-how in practical business situations.

PO 2: Students will demonstrate understanding on Finance & Accounting, Economics, Information systems, Management, Marketing, Legal/Social requirements for developing sustainable business, Scientific management and International business environment.

PO 3: Students will be able to scientifically use relevant primary and secondary information for critical thinking and decision making.

PO 4: Students will demonstrate effective analytical problem solving skills.

PO 5: Students will demonstrate characteristics of team building and they will understand the nature and dynamics of social behavior relating to organizational performance in order to develop strategies to become effective in business.

PO 6: Students will demonstrate effective ethical decision making skills and will also demonstrate an understanding of business that reflects the moral responsibility of management to people, planet and profit.

4. Program Specific Outcomes:

Bachelor of Management Studies (BMS) program offers courses to develop three specific areas of business functions ie, Finance, Marketing and Human Resource Management.

PSO 1: Finance courses focuses on developing strategic and tactical financial management skills these skills include:

1. Financial literacy and effective understanding of Balance Sheet.
2. Personal finance management skills.
3. Economical and optimum production management skills.
4. Cost management skill.
5. Understanding of taxation.

PSO 2: The marketing courses focus on understanding the impact of marketing skills on the local and global environment. These skills include:

1. Understanding of marketing skill requirements in both digital marketing and global market.
2. Develop an understanding of various marketing initiative requirements in the modern business environment.
3. Demonstrate knowledge of decision-making in various functional areas of marketing.
4. Demonstrate understanding of traditional and digital channels of distribution.
5. Demonstrate understanding of traditional and digital promotional methods.
6. Understand the strategic importance of virtual and global marketing methods.

PSO 3: Human Resource Management focuses on understanding the role that cultural differences, work- life balance, globalization and worldwide trends play in the global labor marketplace. Students will be able to:

1. Demonstrate detailed familiarity with the impact of individual and social behavior in an organisational environment.
2. Demonstrate comprehension of cultural differences in the conduct of business and/or daily life.
3. Demonstrate awareness through an understanding of human resource management concepts and trends and an ability to manage people and develop business methods and practices.
4. Articulate methods for human resources to participate in business planning and implementation.
5. Assess, develop, and align organization human assets with corporate strategies.
6. Evaluate human resources performance in the context of business policy.
7. Incorporate ethical and legal perspectives into all human resource activities.

SEMESTER I		
COURSE CODE	NAME OF COURSE	COURSE OUTCOME
PUCMS101	FUNDAMENTALS OF BUSINESS MANAGEMENT	<ol style="list-style-type: none"> 1. Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way. 2. Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.
PUCMS102	BUSINESS MATHEMATICS	<ol style="list-style-type: none"> 1. Demonstrate an understanding of basic financial mathematics.

		<p>2. Critically examine the underlying assumptions of mathematical calculations in business.</p> <p>3. Solve a range of quantitative techniques applied in banking and competitive exams.</p>
PUCMS103	COMMERCIAL LAW	<p>1. Integration of deep knowledge of Commercial Law.</p> <p>2. Development of skills, knowledge, ability, understanding and attitude of students towards Commercial Law.</p> <p>3. Commercial Law shall make students aware about the important legislations governing Business and Commerce in India.</p>
PUCMS104	MANAGERIAL ECONOMICS - I	<p>1. It would help the students to appreciate resource decisions at individual and business levels.</p> <p>2. Once students have a foundational knowledge of core concepts, they can apply their understanding to contemporary economics issues.</p>
PUCMS105	COMMUNICATION SKILLS	<p>1. After successful completion of the course, the learner should have enhanced Listening, Speaking, Reading and Writing skills</p>
PUCMS106	BASIC COMPUTER SKILLS	<p>1. Students will gain practical knowledge.</p> <p>2. The students will get a good insight of the subject.</p>
PUCMS107	FOUNDATION OF HUMAN VALUES	<p>1. Students are able to inculcate values and lead a happy life.</p>
SEMESTER II		
COURSE CODE	NAME OF COURSE	COURSE OUTCOME

PUCMS201	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. To develop a skill set for application of HR functional knowledge to solve basic HR issues. 2. To integrate the knowledge of HR concepts and take correct business decisions.
PUCMS202	PRINCIPLES OF MARKETING	<ol style="list-style-type: none"> 1. It helps in developing marketing skills among students in order to cater the needs of marketing Industries. 2. Students will understand how to undertake crucial tasks in marketing Business such as Competitive analysis etc.
PUCMS203	FUNDAMENTALS OF ACCOUNTING AND FINANCE	<ol style="list-style-type: none"> 1. This curriculum is designed to equip the students with accounting principles and standards used in the applied in the accounting field. 2. The students will be able to finalize the accounts of a sole proprietorship business.
PUCMS204	BUSINESS STATISTICS	<ol style="list-style-type: none"> 1. Critically evaluate the concepts, tools and techniques used in business statistical analysis. 2. Critically examine the underlying assumptions of analysis tools. 3. Solve a range of quantitative techniques applied in the process of research.
PUCMS205	PROFESSIONAL DEVELOPMENT SKILL	<ol style="list-style-type: none"> 1. The ability to structure and organize clearly written, effective reports. 2. Deliver effective presentations with accompanying visuals.
PUCMS206	E-COMMERCE	<ol style="list-style-type: none"> 1. On completion of the Subject students will be skilful in fundamental concepts of E Commerce 2. Students gain more knowledge in the field of security in E-Commerce

PUCMS207	ENVIRONMENT SUSTAINABILITY AND CSR	<p>1. The course introduces the student to the most common theoretical perspectives for understanding Corporate Social Responsibility (CSR) and the role of business in sustainable development, mainly from the disciplines of business management.</p> <p>2. To develop the necessary skill set for application of sustainability strategies for growth of business and society hand in hand</p>
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SEMESTER III		
COURSE CODE	NAME OF COURSE	COURSE OUTCOME
PUCMS301	Information Technology I	<p>1. On completion of the Subject students will be skilful in fundamental concepts of E Commerce</p> <p>2. Students gain more knowledge in the field of security in E-Commerce</p>
PUCMS302	Business Planning and Entrepreneurial Management	<p>1. Understand what Business Planning and Entrepreneurship Management means to students and develop plans to project goals</p> <p>2. How to start up a venture</p>
PUCMS303	Accounting for Managerial Decision	<p>1. The course will help to explain the core concepts of business finance and its importance in managing a business.</p> <p>2. It will help the students in developing the ability to take managerial decisions in practical situations.</p>
PUCMS304	Strategic Management.	<p>1. Experience basic concepts strategic management.</p> <p>2. How to formulate strategy.</p> <p>3. Emerging trends and concepts in change management.</p>
PUCMS305	Foundation Course-III	<p>1. The students would have increased awareness and accountability as a citizen.</p> <p>2. It would bring increased competitiveness, emotional intelligence and empathy among the students</p>

PUCMS306F	Introduction to Cost Accounting	<ol style="list-style-type: none"> 1. This will equip the students with the basic Cost accounting principles. 2. This will enable students to apply them to different practical situations in computation of cost of products and fixation of selling price.
PUCMS307F	Corporate Finance	<ol style="list-style-type: none"> 1. The course aims at explaining the core concepts of corporate finance and its importance in managing a business. 2. The course aims at enabling students to understand various elements of costs and tolls for costing, cost allocation and cost management.
PUCMS306H	HR Electives: Motivation and Leadership.	<ol style="list-style-type: none"> 1. Experience basic concepts motivation and leadership. 2. How to motivate and lead employees. 3. Emerging trends and concepts in leadership.
PUCMS307H	Organisation Behaviour & HRM	<ol style="list-style-type: none"> 1. Understand individual behaviour and group behaviour in organizations. 2. Understand the organizational system, including organizational structures and human resources management
PUCMS306M	Consumer Behaviour	<ol style="list-style-type: none"> 1. Be able to identify the dynamics of human behaviour and understand the factors that influence the consumers behavior 2. Be able to demonstrate how concepts may be applied to marketing strategy
PUCMS307M	Advertising	<ol style="list-style-type: none"> 1. Understanding the significance of advertising. 2. Understanding new trends in advertising
SEMESTER IV		
COURSE CODE	NAME OF COURSE	COURSE OUTCOME

PUCMS401	Information Technology Business Management II in	<p>1. On completion of the Subject students will be skilful in fundamental concepts of ERP, SCM, and CRM.</p> <p>2. Students gain more knowledge in the field of MIS</p>
PUCMS402	Business Economics- II	<p>1. This course would give students an insight into the dynamics of macroeconomics and international economics.</p> <p>2. This course would also lay a foundation to prepare students to be successful in upper division finance, marketing, business administration, economics, government and social work courses.</p>
PUCMS403	Business Research Methods	<p>1. This subject will inculcate analytical abilities and research skills among students. 2. They will get clear concepts as to how an appropriate research can be done. 3. It will enable them to enhance their skills in the research field.</p>
PUCMS404	Production and Total Quality Management	<p>1. This subject will inculcate basic management decisions making skill with respect to production and quality management.</p> <p>2. Learners will understand the designing aspect of production systems</p> <p>3. To enable the learners to apply what they have learnt theoretically in TQM.</p>
PUCMS405	Foundation Course- IV	<p>1. The students would have increased knowledge about consumerism and latest enhancements in science and technology.</p> <p>2. The students will develop sensitivity towards the ecology and environment</p> <p>3. It would bring increased life skills and competitive skills among the students to compete in the competent world.</p>

PUCMS406F	Strategic Management Cost	<ol style="list-style-type: none"> 1. Students will gain knowledge relating to legal, accounting and practical implementation of corporate restructuring. 2. Students are made aware of complex facets of corporate restructuring process
PUCMS407F	Corporate Restructuring	<ol style="list-style-type: none"> 1. Students will gain knowledge relating to legal, accounting and practical implementation of corporate restructuring. 2. Students will be aware of the impact of reorganization on the company.
PUCMS406H	Human Resource Planning & Information Systems	<ol style="list-style-type: none"> 1. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. 2. Research and analyze information needs and apply current and emerging information technologies to support the human resources function. 3. Conduct research, produce reports, and recommend changes in human resources practices.
PUCMS407H	Training and Development	<ol style="list-style-type: none"> 1. To Understand recent approaches to training and development. Understand current issues facing the training profession. 2. To Apply theories of learning to the training function and to Develop a training module.
PUCMS406M	Integrated Marketing Communication	<ol style="list-style-type: none"> 1. It will enable the students to understand the various ways of marketing a service or product. 2. It will enable the students to understand trends in IMC. 3. It will enable the students to understand the careers in advertising

PUCMS407M	Rural Marketing	<ol style="list-style-type: none"> 1. Students will develop the understanding of the Indian rural economy 2. Understand the concepts and techniques of marketing management and their application in rural marketing 3. Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers. 4. Understand the concept and methodology for conducting the research in rural market
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SEMESTER V

COURSE CODE	NAME OF COURSE	COURSE OUTCOME
PUCMS501	Logistics Management and Supply chain Management.	<p>After successful completion of the course, students will understand:</p> <ol style="list-style-type: none"> 1. Experience basic concepts Logistics and supply chain. 2. How to manage logistics mix. 3. Emerging trends and concepts in the global logistics environment.
PUCMS502	Corporate Communication and Public Relations	<ol style="list-style-type: none"> 1. Explain the history, theory, and models of corporate public relations. 2. Explain the role of the public relation professional in the corporate environment.
PUCMS503F	Investment and Portfolio Analysis.	<ol style="list-style-type: none"> 1. This curriculum is designed to guide the students to select the right portfolio through security analysis and do the proper asset allocation. 2. This curriculum is designed to make students understand various models and techniques of security and portfolio analysis.
PUCMS504F	Wealth Management	<ol style="list-style-type: none"> 1. This curriculum is designed to make students understand various methods to create and manage wealth through investment planning, tax planning and retirement planning. 2. This curriculum will acquaint the learners with issues related to taxation in wealth management

PUCMS505F	Risk Management	<ol style="list-style-type: none"> 1. Identify and categorise the various risks face by an organization 2. Design a risk management program for a business organization & Suggest ways to finance risk.
PUCMS506F	Direct Tax – IncomeTax	<p>After successful completion of the course, students should be in a position to understand</p> <ol style="list-style-type: none"> 1. Basic provisions of direct tax laws and its interpretations. 2. Chargeability of incomes under different heads and computation procedure of taxable income.
PUCMS503H	Finance For HR Professionals and Compensation Management	<p>After successful completion of the course, students will understand:</p> <ol style="list-style-type: none"> 1. Basic concepts of compensation plan. 2. Know how to compensate for a special group of employees. 3. Emerging trends and concepts in compensation and legal compliances in compensation
PUCMS504H	Strategic Human Resource Planning & HR Policies	<ol style="list-style-type: none"> 1. The students will understand the relationship between strategic human resource management and organizational performance 2. The students will link the HRM functions to corporate strategies in order to understand HR as a strategic resource
PUCMS505H	Performance Management & Career Planning	<ol style="list-style-type: none"> 1. The students will learn the importance of performance management for their growth in future. 2. will enable them to implement in their work. They will understand the career life cycle and importance in one's career plan.
PUCMS506H	Industrial Relations	<ol style="list-style-type: none"> 1. Students will gain knowledge about Industrial related Concepts and their applicability in Industries. 2. It helps the students to understand industrial relations related laws in india.
PUCMS503M	Service Marketing	<ol style="list-style-type: none"> 1. To Learn the importance of marketing of services 2. To understand the various means of marketing of services.

PUCMS504M	E- Commerce and Digital Marketing	On completion of the Subject students will be skilful in fundamental concepts of E Commerce 1. Students gain more knowledge in the field of security in E-Commerce
PUCMS505M	Sales and Distribution Management	1.The students will be able to know scope in sales and understand the skills in selling and strategies that are to be used in selling. 2. It will enable them to adapt to qualities that are required to be a good sales manager. They will be able to know the proper distribution system.
PUCMS506M	Customer Relationship Management	1. Understand what Customer Relationship Management means to students 2. Understand the ways that the organizations use different tools and techniques to interact with their customers

SEMESTER VI

COURSE CODE	NAME OF COURSE	COURSE OUTCOME
PUCMS601	Operation Research	1. Identify best techniques to solve specific problems. 2. Develop a general understanding of the Operational Research approach to decision
PUCMS602F	International Finance	After successful completion of the course, students should be in a position to understand 1. Working of foreign exchange market and money market operations. 2. Products available in financial market at national & international level 3. Concept of international tax environment and project appraisal.
PUCMS603F	Project Management	1. .Learners familiarize with the fundamental aspects of various issues associated with Project Management. 2. It gives a comprehensive overview of Project Management as a separate area of Management

		3. Learners understand the awareness of the role , functions and functioning of Project Management.
PUCMS604F	Strategic Financial Management	1. Students will be able to match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability 2. Learner will be aware of contemporary issues related to financial management
PUCMS605F	Indirect Taxes – Goods & Service Tax (GST)	1. To give the students a general understanding of the GST law in the country 2. To provide an insight into practical aspects of GST and equip them to become tax practitioners
PUCMS602H	Human Resource Management in Global Perspective	1. Equipped with understanding of the concepts of Expatriates and Repatriates 2. Apply the knowledge of cross culture impact on Human Resource Management 3. Equipped with understanding of Global Workforce Management
PUCMS603H	Organizational Development	1. To identify the key roles and responsibilities of an OD consultant needed to develop and sustain long term OD interventions; 2. To evaluate the implementation of OD interventions and judge their usefulness against other change tools and techniques; 3. To interpret a range of organisation data to gain insights into organisational effectiveness;
PUCMS604H	Human Resource Management in Service Sector management	1. Students will understand the significance of the human element in creating customer satisfaction through service quality. 2. It helps the students to understand the Issues and Challenges of HR in various service sectors
PUCMS605H	Indian Ethos in Management	1. Subject will enable the students to understand the level of stress in corporate and ways to handle them. 2. Subject will enable the students to understand culture practiced in different countries. 3. Subject will enable the students to practice management from Indian ethos point of view.

PUCMS602M	Brand management	<ol style="list-style-type: none"> 1. Demonstrate knowledge of the nature and processes of branding and brand management. 2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas. 3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
PUCMS603M	Retail Management	<ol style="list-style-type: none"> 1. Students will understand about retail management operations 2. Students will understand the ways that retailers use to interact with their customers 3. Students will understand about the emerging trends in retail management
PUCMS604M	International Marketing	<ol style="list-style-type: none"> 1. Students will gain knowledge about International business environment and marketing techniques. 2. It inculcates knowledge about the relevance of international marketing in today's globalized market
PUCMS605M	Media Planning and Management	<ol style="list-style-type: none"> 1) Students will have an overview of the media planning and buying industry. 2) Provides knowledge of business strategies used while promoting a brand. 3) Students will develop an insight of various media measurement techniques.
PUCMS606MHF	Project Work	In case of Internship - Students will be exposed to a minimum 1 month of industrial training which enhances practical up-to-date industry skills in a student.

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Bachelor of Science
Information Technology
(B.Sc.I.T.)

(Semester based Credit and Grading system effective
from the academic year 2021-22)

Program outcomes

Sr No	PSO Title	POs in brief
PO1	Industry knowledge	Graduates would be fully equipped with the industry relevant domain knowledge.
PO2	Modelling to complex activities.	Apply appropriate techniques, resources, and modern tools including prediction and modelling to complex activities.
PO3	Career opportunities	Graduates would be proficient to take up a career of their choice whether it is corporate leadership, entrepreneurship or higher studies.
PO4	Develop Innovative Ideas	Graduates would be capable of using technology for developing innovative ideas to solve problems.
PO5	Design of conceptual system	Apply mathematical foundations, algorithmic principles, and analysis techniques in the modeling and designing of computational systems
PO6	life- long learning	Engage themselves in lifelong learning to keep up with the pace of changing technology.
PO7	Soft skill Excellence	Graduates would be able to exhibit excellent soft skills and would be competent enough to work in teams to accomplish the desired goal.

PO8	Ethical responsibilities	Take ethical responsibilities, human and professional values and make their contribution to the society.
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Program Specific Outcomes

Sr No	PSOs in brief
PSO1	Possess skill sets in information management, networking, web designing, mobile app development, Database management, programming and testing.
PSO2	Effectively integrate I.T. based solution in the users domain after properly analyzing the requirements and the constraints.
PSO3	Develop an ability to use appropriate techniques, skills and tools required for computing problems
PSO4	Ability to comprehend and write effective project reports in a multidisciplinary environment in the context of changing technologies.

FYBSc.IT-Sem-I

Course Code & Course Name	Course Outcomes
PUSIT101 Programming using 'C'	1. Define various Programming languages and the basics of C programming.

	<ol style="list-style-type: none"> 2. Demonstrate the use of decision making and looping controls. 3. Make use of concepts like functions, arrays and storage classes for programming. 4. Illustrate the need and use of pointers, strings, memory allocation. 5. Create data files using various file handling functions. 6. Design and implement the concept of Structures and Unions.
PUSIT102 Database Management System	<ol style="list-style-type: none"> 1. Describe the basic concept of DBMS and the DBMS Architecture. 2. Develop the skills of using ER diagrams to organize the entities and attributes 3. Apply the Normalization concept while designing the database 4. Identify how to make use of Relational Algebraic operations 5. Choose various Database languages according to situations 6. Design and create database using Data base functions
PUSIT103 I.T. Fundamentals & Emerging Technologies	<ol style="list-style-type: none"> 1. Describe the Information technology basics and Number system with number conversions 2. Discuss the boolean algebra with basic identities and logic gates 3. Classify different types of digital circuits including concept of sequential circuits 4. Explain the types of memory as well as functions of CPU 5. Assess the functions of CPU and instruction processing 6. Design microprocessor architecture and its operations
PUSIT104 Mathematical Techniques	<ol style="list-style-type: none"> 1. Identify and recall different types in logical statements, graphs, trees and matrices operations & properties. 2. Solve the system of linear equations and interpret their results. 3. Describe the concepts of eigenvalue and eigenvector 4. Investigate the solution of a system using Cramer's rule 5. Demonstrate an understanding of linear transformations 6. Designing different types of graphs by recalling the definitions.
PUSIT105 Professional Communication Skills-1	<ol style="list-style-type: none"> 1. Identify the differences between extensive and intensive listening and reading. 2. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. 3. Demonstrate an open-minded and flexible attitude towards perspectives and approaches that derive from diverse backgrounds.

	<p>4. Determine the role of communication in personal & professional success.</p> <p>5. Draft effective business correspondence with brevity and clarity.</p> <p>6. Apply key elements of structure and style in drafting longer documents.</p>
PUSIT106 Problem Solving and Programming	<p>1. Knowledge acquired: mapping the concept of problem solving with programming. 2. Examine a problem and find a logical solution for the same.</p> <p>3. Apply the logic building techniques to write actual programs.</p> <p>4. Analyze that programs are no different than solving a problem.</p> <p>5. Evaluate the concept of writing a good program.</p> <p>6. Create the best logical solution to solve the problem.</p>
PUSIT107 Human Values	<p>1. Describe the role of Human values in leading a happy personal & professional Life. 2. Develop Skills for improving personality traits.</p> <p>3. Apply strategies for an addiction free life.</p> <p>4. Identify the consequences of ethics in human actions.</p> <p>5. Justify actions and reactions in the given situations.</p> <p>6. Design appropriate management patterns to create harmony in professional and personal life.</p>

FYBSc.IT-Sem-II

Course Code & Course Name	Course Outcomes
PUSIT201 Object Oriented Programming(C++)	<p>1. Describe Object Oriented methodology and principles.</p> <p>2. Illustrate the need and use of concepts of class, object, constructors and destructors. 3. Apply the basic principles of Polymorphism and Inheritance.</p> <p>4. Outline the use of virtual functions.</p> <p>5. Develop programs implementing the exception handling mechanism and templates. 6. Create small sized applications using C++.</p>
PUSIT202 Operating System	<p>1. Describe the role and importance of the Operating system and its processes. 2. Explain the concepts of Process synchronization and scheduling.</p> <p>3. Apply the concepts of deadlock,segmentation and paging.</p> <p>4. Evaluate performance of Memory allocation and replacement policies 5. Explain file system and Linux Operating System.</p>

	aborate on the concepts of Operating systems like graphical desktop operations,command line,shells and various text editors.
PUSIT203 Descriptive Statistics	<ol style="list-style-type: none"> 1. Define and use the basic terminology of statistics. 2. Analyse and compare different sets of data. 3. Classify the data by means of diagrams and graph <p>plain the statistical concepts of central tendency, dispersion skewness, Kurtosis correlations and distribution of probability.</p> <p>alculate and interpret the various measures of central tendency, dispersion skewness, Kurtosis, correlations and distribution of probability.</p> <ol style="list-style-type: none"> 6. 6.Making proper decisions based on statistical measures.
PUSIT204 Web Programming	<p>entify basic HTML tags to write HTML programs and use concepts such as Table, Forms, Navigation etc..</p> <ol style="list-style-type: none"> 2. To understand the basic concept of Cascading Style Sheets(CSS). <p>amine the factors of Javascript code And determine the concept of Event Handling, popup boxes..</p> <p>alyze the change in XML and AJAX and Apply XML structure and synchronous requests using AJAX.</p> <p>aluate the role of PHP in Web Programming and apply PHP code on web pages to handle backend of any Web page.</p> <ol style="list-style-type: none"> 6. To learn and create advanced standalone GUI concepts using bootstrap and jQuery.
PUSIT205 Soft Skills Development	<ol style="list-style-type: none"> 1. Describe the value of emotional intelligence for professional success. 2. Demonstrate elements that foster an innovative and creative work environment 3. Identify networking abilities, and etiquette awareness. 4. Develop the qualities of interpersonal skills for personal and team effectiveness. 5. Justify actions to create connections and build relationships for greater professional effectiveness. <p>pply the principles of time management to increase productivity at workplace, and enhance the quality of work with less stress.</p>

SYBSc.IT-Sem-III

Course Code & Course Name	Course Outcomes
PUSIT 301 Python Programming	<ol style="list-style-type: none"> 1. Memorize the variable usability, conditional checking, looping structure. 2. Differentiate the data storage and accessibility from various types of data storage.

	<ol style="list-style-type: none"> 3. Illustrating the functionality of breaking down the task and reusing the code using functions. 4. Building the data hierarchy using Inheritance by classes and objects. 5. Apply the functionality to store/retrieve the input and output data on the permanent basis. 6. Create the GUI applications to solve the real-life problems and Develop the various graphs to visualize the data.
PUSIT302 Data structure	<ol style="list-style-type: none"> 1. Describe the good knowledge of data management techniques such as, creation of data structure, traversing data, insertion, deletion, searching, sorting of data on any type of data structure. 2. Examine the algorithms to understand their performance in terms of memory and time resources. 3. Discover a better understanding of the linked list data structure which is more flexible in terms of memory management. 4. Discover the importance of stack and queue data structures which can be created using array or linked lists. 5. Analyse the set of ways to implement sorting and searching of data and its relevance with resource management. 6. Determine the ways to implement advanced level searching techniques and data structures such as trees and Maps.
PUSIT303 Advanced Database Management System	<ol style="list-style-type: none"> 1. Describe the basic SQL statements and multi table queries. 2. Illustrate the PL/SQL and SQL Transaction Statements. 3. Practice Composite Data types and stored procedures and Functions 4. Examine how to handle Exceptions and make use of Advanced SQL 5. Explain the Package specification using SQL Developer 6. Design and create database using advanced DBMS
PUSIT304(U) Graphics Design Using Unity	<ol style="list-style-type: none"> 1. Identify basics of Computer graphics 2. Describe different scan conversion algorithms 3. Apply 2D transformation techniques 4. Discuss features of Unity & Its components 5. Apply rigid bodies physics in Unity 6. create user interface in Unity
PUSIT305(U) NumericalMethods	<ol style="list-style-type: none"> 1. Perform the matrix operations of addition ,multiplication, Transpose and Inverse of given matrix which is very important in many engineering application. Learn to fit data for different types of curves .Perform basic algebraic manipulation of complex numbers. Write complex numbers in polar form. 2. Able to solve the problems of higher order and transcendental equations analytically with the help of

	<p>iterations techniques their error analysis. also able to solve problems Computationally.</p> <p>3. Apply numerical methods to find our solution of algebraic equations using different methods under different conditions, and numerical solution of system of algebraic equations.</p> <p>4. Apply various interpolation methods and finite difference concepts.</p> <p>5. Work out numerical differentiation and integration whenever and wherever routine methods are not applicable.</p> <p>6. Work numerically on the ordinary differential equations using different methods through the theory of finite differences.</p>
PUSIT304(D) Data Visualization using python	<p>1. Explain the need of Data Visualization and the use of Python</p> <p>2. Describe plotting of data using graphs and charts</p> <p>3. Create 3D Visualizations , animations and generate Captchas</p> <p>4. Analyze data and use appropriate graphs and charts</p> <p>5. Apply different customization techniques to the graphs to make data more meaningful</p> <p>6. Compare different plotting techniques</p>
PUSIT 305(D) Numerical and Statistical Methods	<p>1. perform the matrix operations .Learn to fit data for different types of curves.Perform basic algebraic manipulation of complex numbers.</p> <p>2. Able to solve the problems of higher order algebraic equations and transcendental equations analytically with the help of iterations techniques.</p> <p>3. Understand the basic concepts of sampling Distribution.</p> <p>4. Formulate null and alternative hypothesis correctly form decision rule for testing a hypothesis</p> <p>5. Know how to use test statistics and how to perform z-test and t-test.</p> <p>6. Know how to perform the Chi Square test.</p> <p>7. Independence hypothesis tests Conduct and interpret chi-square homogeneity hypothesis tests.square distribution.</p>

SYBSc.IT-Sem-IV

Course Code and Course Name	Course Outcomes
PUSIT401 Core Java	Describe basic Java language syntax and semantics to write Java programs and use concepts such as Data type, variables and constants.

	<ol style="list-style-type: none"> 2. Explain the basic concept of String handling and Control flow statements. 3. Identify classes, objects and members of a class and determine the concept of Inheritance, package and interfaces. 4. Apply concept of Exception and collection framework in java program. 5. Evaluate the role of Socket Programming and Event Handling. 6. Design a GUI based application using various swing components.
PUSIT402 Software Engineering	<ol style="list-style-type: none"> 1. Describe design and development principles in the process of software development. 2. Discuss different programming models and software requirements. 3. Use techniques like agile software development and extreme processes. 4. Examine the requirements and various requirement modelling methods. 5. Build/design UML diagrams for the process of software development. <p>Design and develop software in a systematic way with the help of reusable components.</p>
PUSIT403 Computer Networks	<ol style="list-style-type: none"> 1. Identify basic computer network technology. 2. Explain Data Communications System and its components. 3. Compare the different types of network topologies and protocols. <p>Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.</p> <ol style="list-style-type: none"> 5. Apply different types of network devices and their functions within a network . 6. Build the skills of subnetting and routing mechanisms.
PUSIT404(U) UX-UI Design	<ol style="list-style-type: none"> 1. Understand basics of UI/ UX Design 2. Illustrate different types of User behaviour, persona & Design Behaviour. 3. Identify different aspects of Visual design, Principles, Processes , Wireframes & Prototyping. 4. UI Design and Implementation. 5. Understanding the UI Design Handover Process using tools. 6. Learning the Post- Launch UX Activities
PUSIT404(D) Introduction to Data Science	<ol style="list-style-type: none"> 1 . Enumerate the Various types of Data and Data Analysis Techniques. 2. Illustrate the Various Data transformation techniques.

	<p>3 . Apply the various functions on data for data cleaning and exporting. 4 . Simplify the various prediction boundaries using Inferential Statistics. 5. Interpret the Data Distribution using various Visualization Charts.</p> <p>6. Predict the data using Machine Learning Techniques.</p>
PUSIT 405(U)Basic Statistical Theory methods and Operations research	<p>1. Understand the basic concepts of sampling Distribution.</p> <p>2. Formulate null and alternative hypotheses correctly form decision rules for testing a hypothesis.</p> <p>3. Know how to use test statistics and how to perform z-test and t-test</p> <p>4. Know how to perform the Chi Square test.</p> <p>5. Be able to understand the application of OR and frame a LPP problem with solution – graphical and simplex method</p> <p>6. Able to take the best course of action out of several alternative courses for the purpose of achieving objectives by applying game theory .</p>
PUSIT 405(D)Advanced Statistical Theory methods and Operations research	<p>1. Identify when not to use a nonparametric method.Different nonparametric methods in estimation, testing, model fitting, and in analyses.</p> <p>2. Apply non parametric statistical hypothesis testing to make a decision. 3. Perform Analysis of variance : one-way, using f- test statistics</p> <p>4. Perform ANOVA two way ,using f- test statistics.</p> <p>5. Be able to understand the application of OR and frame a LPP problem with solution – graphical and Simplex Method</p> <p>6. Able to take best course of action out of several alternative courses for the purpose of achieving objectives by applying game theory .</p>

TYBSc.IT-Sem-V

Course Code and Course Name	Course Outcomes
PUSIT501 Software Project Management	<p>1. Describe the concept of Project planning, monitoring , control and responsibilities of a Project Manager.</p> <p>2. Discuss the emerging trends in SPM.</p> <p>3. Illustrate cost benefit analysis technique, cost estimation, project scheduling and risk management.</p> <p>4. Analyzing the project progress.</p>

	<p>5. Evaluate various parameters to select the best Software Development Model/methodology for a given project.</p> <p>6. Create an Activity Plan for a given project..</p>
PUSIT502 Internet Of Things Theory	<p>1. Describe the technology of internet of things with the design principles of connected devices and communication protocols</p> <p>2. Explain the prototyping on different platform in digital and non digital method and the development of Microcontrollers and System - on - chip</p> <p>3. Illustrate different types of sensors and actuators used in electronics</p> <p>4. Identify the prototyping of online components with polling and Comet technologies. 5. Analyze the concept of business model and options for funding</p> <p>6. Design Printed Circuit Board and analyze the ethics of privacy and security</p>
PUSIT503 Advanced Web Programming	<p>1. Identify the features of .net framework along with the feature of c#.</p> <p>2. Implement various controls and navigation techniques for integrating web pages within the site.</p> <p>3. Apply master pages and state management techniques for web pages. 4. Develop crud applications using sql server database.</p> <p>5. Use appropriate data sources and data bindings in ASP.NET web applications 6. Create and modify Web Form applications using advanced techniques such as Xml, jQuery, AJAX.</p>
PUSIT504 Linux System Administration	<p>1. Use programs and utilities to administer a Linux machine.</p> <p>2. To understand and manage different tasks on Redhat Linux Server.</p> <p>3. Make appropriate decisions during the configuration process to create a properly functioning Linux environment.</p> <p>4. Explain how a Linux server can be integrated within a multi-platform environment. 5. Analyze the need for security measures for a Linux environment.</p> <p>6. Identify the different uses and advantages of Linux in a business environment in order to participate in discussions regarding network servers and services.</p>
PUSIT505 Enterprise Java Theory	<p>1. Good Knowledge of understanding the Java Enterprise Edition & JDBC. 2. Illustrate the concept of Servlet Technology.</p> <p>3. Identity directives, actions & implicit objects of a JSP & determine the concept of Expression Language & Java Standard Library.</p> <p>4. Distinguish between different types of Enterprise Java Bean and also develop applications by using Interceptors & JNDI.</p> <p>5. Evaluate the role of JPA with ORM.</p>

	6. Develop an application to demonstrate the concept of JPA or Hibernate.

TYBSc.IT-Sem-VI

Course Code and Course Name	Course Outcomes
PUSIT601 Software Quality Assurance	<ol style="list-style-type: none"> 1. Illustrate the concept of Quality Assurance, Quality Control 2. Relate Quality and Software Testing. 3. Apply software testing techniques. 4. Familiar with the open source testing tools. 5. Identify the reasons for bugs and analyze the principles in software testing to prevent and remove bugs. 6. Prepare test plans and schedules for testing and quality assurance projects.technologies and controls
PUSIT602 Security in Computing	<ol style="list-style-type: none"> 1. Identify some of the factors driving the need for network security 2. Identify and classify particular examples of attacks 3. Define the terms vulnerability, threat and attack 4. Identify physical points of vulnerability in simple networks 5. Compare and contrast symmetric and asymmetric encryption systems and their vulnerability to attack, and explain the characteristics of hybrid systems. 6. Gain knowledge and understanding of the principles underpinning relevant security technologies and controls
PUSIT603 Business Intelligence	<ol style="list-style-type: none"> 1. Recite various Definitions/Capabilities of DSS/Data/applications/components/terms with their meaning that are used in BI. 2. Know about different problems faced by the organization in its growth with the help of graphs. 3. Apply the computerized mechanism used to overcome problems faced by the company. 4. Identify advanced techniques used to increase the growth of the company. 5. Apply different strategies in order to evaluate the growth of the company.

	6. Design the business intelligence software for the companies
PUSIT604 Principles of Geographic Information Systems	<ol style="list-style-type: none"> 1. Describe the basic concept of GIS and its components. 2. Illustrate the spatial database models and the real world representations. 3. Identify how to organize and manage spatial data and temporal dimension 4. Examine the stages of Spatial data handling. 5. Choose various Data entry and preparation methods. 6. Elaborate the spatial analysis and data visualization
PUSIT605IT Service Management	<ol style="list-style-type: none"> 1. Describe principles of service management and service strategic principles in IT Service Management. 2. Discuss Service design principles, fundamentals and design activities 3. Illustrate the service design process to fix the framework required for entire service management 4. Explain service transition principles and processes needed for the effective use of services 5. Assess service operation processes so that services available without any interruption 6. Design the service management with continuous service improvement principles and techniques

Mahatma Education Society's
Pillai College of Arts, Commerce & Science
(Autonomous)
 Affiliated to University of Mumbai
 New Panvel



Bachelor of Science Computer Science (B.Sc.C.S.)

(Semester based Credit and Grading system effective
from the academic year 2021-22)

Program Outcomes

Sr No	PSO Title	POs in brief
PO1	Critical Thinking	Apply knowledge of Computer Science to identify, analyze problems and to provide effective solutions in the area of Computing.

PO2	Analytical skill	Ability to design, develop algorithms and provide software solutions to cater the industrial needs.
PO3	Employability Skills	Inculcate skills to excel in the fields of Information Technology and its Enabled services, Government and Private sectors, Teaching and Research.
PO4	Ethics	Instill ethical responsibilities, human and professional values and make their contribution to the society.
PO5	Self Directed and Life-long Learning	Engaged in lifelong learning to equip them to the changing environment and be prepared to take-up mastering programs.
PO6	Algorithm Learning	An ability to apply mathematical foundations, algorithmic principles, and computer science theory in the modeling and design of computational systems in a way that demonstrates comprehension of the tradeoffs involved in design choices.

Program Specific Outcomes (PSOs)

PSO1	Professionally trained in the areas of programming, multimedia, animation, web designing, networking and to acquire knowledge in various domain based electives.
PSO2	Abet students to communicate effectively and to improve their competency skills to solve real time problems.
PSO3	The ability to employ modern computer languages and applications for their successful career, to create platforms to become an entrepreneur and a relish for higher studies.
PSO4	Ability to apply the knowledge gained during the course of the program from Mathematics, Basic Computing and all computer science courses in particular.
PSO5	Ability to provide socially acceptable technical solutions to complex computer science engineering problems with the application of modern and appropriate techniques for sustainable development relevant to professional engineering practice.

COURSE OUTCOMES
F.Y.B.Sc. C.S.
PROGRAMMING USING 'C' - PUSCS101

- 1..Define various programming languages and the basics of C programming.
2. Demonstrate the use of decision making and looping controls.
3. Make use of concepts like functions, arrays and storage classes for programming.
4. Illustrate the need and use of pointers, strings, memory allocation.
5. Create data files using various file handling functions.
6. Design and implement the concept of Structures and Unions.

Computer organization & Architecture -PUSCS102

1. Understand the theory and architecture of the central processing unit.
2. Analyze some of the design issues in terms of speed, technology, cost,performance.
3. Design a simple CPU with applying the theory concepts
4. Use appropriate tools to design, verify and test the CPU architecture.
5. Learn the concepts of parallel processing, pipelining and interprocessor communication.
6. Understand the architecture and functionality of the central processing unit.

Descriptive Statistics- PUSCS103

1. Identifies the data type of the problem.
2. Develops the use of the descriptive statistical tools to analyze a problem.
3. Develops the basic concepts and terminology of Statistics in general.
4. Apply univariate and bivariate statistical tools to solve problems.
5. Explain the results obtained using statistical tools based on a problem scenario.
6. Develops the more advanced features of Statistical applications.

Discrete Mathematics -PUSCS104

1. Identify functions and relations and determine their properties
2. Apply counting principles to solve combinatorial problems
3. Demonstrate an understanding of permutation and combination
4. Solve the problems using mathematical induction

- 5 Explain the basic properties of graphs
6. Develop the skill of using discrete mathematics in other fields

Professional Communication Skills - PUSCS105

1. Identify the differences between extensive and intensive listening and reading.
2. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
3. Demonstrate an open-minded and flexible attitude towards perspectives and approaches that derive from diverse backgrounds.
4. Determine the role of communication in personal & professional success.
5. Draft effective business correspondence with brevity and clarity.
6. Apply key elements of structure and style in drafting longer documents.

Problem solving and Programming - PUSCS 106

1. Knowledge acquired: mapping the concept of problem solving with programming.
2. Examine a problem and find a logical solution for the same.
3. Apply the logic building techniques to write actual programs.
4. Analyze that programs are no different than solving a problem.
5. Evaluate the concept of writing a good program.
6. Create the best logical solution to solve the problem.

Human Values - PUSCS107

1. Describe the role of Human values in leading a happy personal & professional Life.
2. Develop Skills for improving personality traits.
3. Apply strategies for an addiction free life.
4. Identify the consequences of ethics in human actions.
5. Justify actions and reactions in the given situations.
6. Design appropriate management patterns to create harmony in professional and personal life.

Python Programming -PUSCS 201

1. Understand the fundamental Python syntax and semantics and be fluent in the use of Python control flow statements .
2. Determine the methods to create and manipulate Python programs by utilizing the data structures like lists, dictionaries, tuples and sets

3. Illustrating the functionality of breaking down the task and reusing the code using functions.
4. Apply the functionality to store/retrieve the input and output data on the permanent basis.
5. Identify the commonly used operations on regular expressions.
6. Create the GUI applications to solve real-life problems and Develop the various graphs to visualize the data

Statistical Methods and Testing of Hypothesis -PUSCS 202

1. Identify when not to use a nonparametric method.Different nonparametric methods in estimation, testing, model fitting, and in analyses.
2. Identify when not to use a nonparametric method.Different nonparametric methods in estimation, testing, model fitting, and in analyses.
3. Develops the ability to analyze a problem and understand the appropriate statistical technique to analyse it.
4. Develops the use of the Inferential statistical tools to analyze a problem.
5. Apply Parametric and non parametric statistical hypothesis testing to make a decision.
6. Explain the results obtained using statistical tools based on a problem scenario. and introduces the more advanced features like Post hoc test for ANOVA for analysing a problem in higher level

Computer Networks - PUSCS 203

1. Identify basic computer network technology.
2. Explain Data Communications System and its components.
3. Compare the different types of network topologies and protocols.
4. Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.
5. Apply different types of network devices and their functions within a network .
6. Build the skills of subnetting and routing mechanisms.

Calculus -PUSCS 204

1. Describe the concepts and applications of derivatives

2. Apply different rules for finding the derivatives and integrals of functions
3. Solve different types of differential equations
4. Discuss the various methods of numerical differentiation
5. Explain the concept of integration and its application
6. Develop skills in finding the partial derivatives

Soft Skills Development -PUSCS 205

1. Describe the value of emotional intelligence for professional success.
2. Demonstrate elements that foster an innovative and creative work environment
3. Identify networking abilities, and etiquette awareness.
4. Develop the qualities of interpersonal skills for personal and team effectiveness.
5. Justify actions to create connections and build relationships for greater professional effectiveness.
6. Apply the principles of time management to increase productivity at workplace, and enhance the quality of work with less stress.

Hardware & Network technology -PUSCS206

1. Explain the concept of microprocessor, BIOS and CMOS
2. Identify and select appropriate peripherals of a computer
3. Assemble / setup , format and upgrade personal computer systems
4. Install OS , other devices and connect peripherals.
5. Plan, analyze, design and configure networking systems
6. Detect and Remove Computer Viruses, and protect Devices from Virus attack

COURSE OUTCOMES S.Y.B.Sc. C.S.

CORE JAVA -PUSCS 301

1. Identify basic Java language syntax and semantics to write Java programs and use concepts such as Data type and variables
2. To understand the basic concept of Logical Statements and Control Flow Statements
3. Examine the factors of Class and Object And determine the concept of Inheritance, package and interfaces
4. Analyze the change in Threading Concept, and Exceptions and Apply Multithreading and Exception Handling
5. Evaluate the role of Socket Programming and Event Handling
6. To learn and create advanced standalone GUI concepts

DATABASE MANAGEMENT SYSTEM - PUSCS 302

1. Describe the basic concept of DBMS and the DBMS Architecture
2. Develop the skills of using ER diagrams to organize the entities and attributes
3. Apply the Normalization concept while designing the database
4. Identify how to make use of Relational Algebraic operations
5. Choose various Database languages according to situations
6. Design and create database using Data base functions

DATA STRUCTURE USING PYTHON -PUSCS 303

1. Use the primitive data types and abstract data types using Python programming language
2. Apply the basic concepts of Data structure using Python
3. Analyze complexity of data using algorithms
4. Understanding the concept of stack, link list,queue
5. Evaluate different techniques to search data
6. Create Tree and Graph and Heap techniques to store data properly in memory

LINEAR ALGEBRA - PUSCS 304

1. Identify different types and recall the the operations on matrices and determinants
2. Solve the system of linear equations and interpret their results
3. Explain the significance of eigenvalues and eigenvectors

4. Describe properties of linear system using vectors
5. Demonstrate an understanding of linear transformations
6. Recall the basic properties of complex numbers

NETWORK SECURITY - PUSCS 305(N)

1. Identify the security issues in the network and resolve it
2. Understand the Basic concepts of system level security
3. Illustrate various public key and Private key cryptographic techniques
4. Evaluate the authentication and hash algorithms
5. Analyze a variety of generic security threats and vulnerabilities, and identify analyze particular security problems for a given application
6. Summarize the intrusion detection and its solutions to overcome the attacks.

DATA VISUALIZATION USING PYTHON - PUSCS 305(D)

1. Explain the need of Data Visualization and the use of Python
2. Describe plotting of data using graphs and charts
3. Create 3D Visualizations , animations and generate Captchas
4. Analyze data and use appropriate graphs and charts
5. Apply different customization techniques to the graphs to make data more meaningful
6. Compare different plotting techniques

WEB PROGRAMMING -PUSCS 306

1. Describe fundamentals of web
2. Introduce the creation of static webpage using HTML
3. Apply the features of CSS in web development
4. Analyze the functions of JavaScript that can be used for dynamic web page creation tool
5. Evaluate use of Ajax, XML and PHP as a server side programming language

6. Outline the principles behind using MySQL as a backend DBMS with PHP

ADVANCED JAVA - PUSCS 401

1. Enumerate the concept of request-response architecture.
2. Demonstrate the Database connectivity with GUI applications.
3. Develop the JSP applications to solve real life problems.
4. Analyze the concept of JavaBean with examples.
5. Build various Servlet applications to solve real life problems.
6. Elaborate the concept of Struts and construct its applications.

OPERATING SYSTEM - PUSCS 402

1. Understand the objectives, functions and structure of OS
2. Analyze the concept of process management and evaluate performance of process scheduling algorithms.
3. Understand and apply the concepts of synchronization and deadlocks
4. Evaluate performance of Memory allocation and replacement policies
5. Understand the concepts of file management.
6. Apply concepts of I/O management and analyze techniques of disk scheduling

SOFTWARE ENGINEERING - PUSCS 403

1. Basic knowledge and understanding of the analysis and design of complex systems.
2. Ability to apply software engineering principles and techniques.
3. Ability to develop, maintain documentation using UML Diagrams.
4. To produce efficient, reliable, robust and cost-effective Object-Oriented software solutions.
5. Ability to estimate project planning process as cost,effort and time by using different techniques and to estimate project schedule by using different techniques.

6. To manage time, processes and resources effectively by prioritising competing demands to achieve personal and team goals Identify and analyzes the common threats in each domain.

INTERNET OF THING - PUSCS 404

1. Describe IoT, its components and control boards
2. Demonstrate how to prepare Raspberry Pi with hardware and installation.
3. Design and program IoT devices
4. Apply security tools and protect the system from damage
5. Understand raspberry Pi interfaces, connectivity technologies and protocols used in IoT
6. Apply different Linux Commands and different programming interfaces to work with RaspberryPi

NUMERICAL METHODS - PUSCS 405

1. Demonstrate an understanding of different methods of interpolation
2. Solve system of equations using different methods
3. Explain the optimization techniques by using linear programming
4. Estimate the functional relationship between two variables by the method of least squares
5. Discuss the various methods of numerical integration
6. Develop skill in numerical methods

WIRELESS SENSOR NETWORK AND MOBILE COMMUNICATION - PUSCS 406(N)

1. Describe and explain the hardware, software and communication for wireless sensor network nodes
2. Understand architectures, features, and performance for wireless sensor network systems and platforms
3. Adapt the wireless sensor network with sensor nodes which have limitations in power consumption, processing power and bandwidth
4. Analyze the MAC protocol issues of ad hoc networks
5. Evaluate performance of routing protocols for ad hoc wireless networks with respect to TCP design issues
6. Discuss other Wireless Technologies like Telecommunication, Satellite and Broadcast Systems

INTRODUCTION TO DATA SCIENCE- PUSCS 406(D)

1. Understand the different types of data and different types of data sources.
2. Understanding of the Data Science Lifecycle and get the idea of data collection.
3. Demonstrate different NumPy libraries that are used for data operations, Indexing and slicing
4. Apply data structures used in Pandas library for data cleansing and data operations.
5. Illustrate the Statistics point of view needed and Apply it to make insights from the data.
6. Evaluate different ML Models using the data that is processed and given as input in understanding the different aspect and approaches to develop and work on various use cases.

COURSE OUTCOMES
T.Y.B.Sc. C.S.

SOFTWARE TESTING AND QUALITY ASSURANCE - PUSCS 501

1. Describe fundamental concepts of software quality assurance.
2. Explore test planning and its management.
3. Demonstrate the quality management, assurance, and quality standard to the software system.
4. Apply fundamental concepts of software automation.
5. Assess Software Quality Tools and analyze their effectiveness.
6. Evaluate different quality Improvement techniques .

INFORMATION AND NETWORK SECURITY - PUSCS 502

1. Analyze the vulnerabilities in any computing system and hence be able to design a security solution.
2. Identify the security issues in the network and resolve it.
3. Illustrate various Public key and Private key cryptographic techniques.
4. Evaluate the authentication and hash algorithms
5. Identify & analyze particular security problems for a given application.
6. Summarize the intrusion detection and its solutions to overcome the attacks.

LINUX SERVER ADMINISTRATION -PUSCS 503

1. Use programs and utilities to administer a Linux machine.
2. To understand and manage different tasks on Redhat Linux Server.
3. Make appropriate decisions during the configuration process to create a properly functioning Linux environment.
4. Explain how a Linux server can be integrated within a multi-platform environment.
5. Analyze the need for security measures for a Linux environment.
6. Identify the different uses and advantages of Linux in a business environment in order to participate in discussions regarding network servers and services.

WEB SERVICES - PUSCS 504

1. Overview of web service,XML and Distributed computing Infrastructure
2. Illustrate the SOAP protocol
3. Create, read and understand the Web Services Description Language files
4. Analyze where Web services fit in the Java EE framework
5. Evaluate alternative architectures such as REST for Web services
6. Understand Windows Communication Foundation

GAME PROGRAMMING - PUSCS 505

1. Memorize the Cartesian Coordinate systems and Fundamentals of Vectors.
2. Discuss the DirectX and Direct 3D 11 pipeline.
3. Demonstrate the 2D and 3D Transformation on the given shapes.
4. Classify the various Curves and Interpolation types.
5. Build the various games and models using Unity tool.

6. Test the various XR in terms of AR, MR and VR.

EMOTIONAL INTELLIGENCE - PUSCS 506

1. Describe the value of emotional intelligence for professional success.
2. Relate the impact of self-awareness & self-control on others.
3. Develop strategies for strengthening empathy.
4. Examine capabilities to demonstrate social awareness through empathy.
5. Justify actions to create connections and build relationships for greater professional effectiveness.
6. Construct methodology for managing emotions

WIRELESS SENSOR NETWORK & MOBILE COMMUNICATION -PUSCS 601

1. Describe and explain the hardware, software and communication for wireless sensor network nodes
2. Understand architectures, features, and performance for wireless sensor network systems and platforms
3. Adapt the wireless sensor network with sensor nodes which have limitations in power consumption, processing power and bandwidth
4. Analyze the MAC protocol issues of ad hoc networks
5. Evaluate performance of routing protocols for ad hoc wireless networks with respect to TCP design issues
6. Discuss other Wireless Technologies like Telecommunication, Satellite and Broadcast Systems

INFORMATION RETRIEVAL - PUSCS 602

1. Describe IR, its components and related issues
2. Design the method to build inverted index and apply different retrieval models
3. Analyze the link across web and choose a suitable link analysis algorithm
4. choose a suitable Search Engine Optimization and web search technique;explain basics of XML
5. Apply techniques to perform specialized search
6. Implement k-means clustering algorithm, Classify the image using different features

CLOUD COMPUTING - PUSCS 603

1. Understand the concepts, characteristics, delivery models and benefits of cloud computing
2. Understand the different characteristics of public, private and hybrid cloud deployment models including SaaS, PaaS, IaaS
3. Understanding virtualization and various ways of using virtualization
4. Implementation of private cloud platform using virtualization
5. Explore OpenStack architecture with both CLI and API functionalities
6. Understand the key security and compliance challenges of cloud computing

DATA SCIENCE - PUSCS 604

1. Understand basics of Data and Data Management
2. Identify suitable statistical methods to be adopted.
3. Discuss different data Curation and transformation methods
4. Apply Machine Learning Concepts for data classification
5. Understand and analyze application of NLP in data Science
6. Implement recommendation Systems

ETHICAL HACKING - PUSCS 605

1. Discuss different Ethical hacking and penetration testing techniques.
2. Understand various types of attacks, attackers and security threats and vulnerabilities present in the computer system.
3. Analyze social engineering attacks to gain access to useful & sensitive information.
4. Evaluate different cryptographic, and web application attacks.
5. Illustrate different tools used in webinspect.
6. Create and Understand different protection tools.

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New Panvel



Program

Bachelor of Science

Biotechnology

(B.Sc.C.BT.)

(Semester based Credit and Grading system effective from the academic year 2021-22)

Programme Outcomes for B. Sc Biotechnology Programme.

PO 1	Theoretical Knowledge	Demonstrate strong theoretical background which they would be able to use in Biotech industry, hospitals, community and institutes or any other profession they would like to pursue.
PO 2	Practical skills	Demonstrate the knowledge to manipulate living cells to create and manufacture various products that will help in diagnosis and treatment of diseases as well as in areas like food, agriculture and environment.
PO 3	Planning Experiments	Ability to design and conduct experiments, as well as to analyse and interpret scientific data.
PO 4	Biosafety	Demonstrate competency in laboratory safety and in routine and specialized biotechnological laboratory skills applicable to biotechnology research or clinical methods, including accurately reporting observations and analysis.
PO 5	Communication	Communicate scientific concepts, experimental results and analytical arguments clearly and concisely, both verbally and in writing and also ability to present their work through written, oral, and visual presentations, including an original research proposal
PO 6	Ethics	Awareness of the impact of biosolutions in a global, economic, environmental, and societal context and understanding of professional and ethical responsibilities.
PO 7	Innovation	Inculcate an attitude of enquiry towards developing innovative ability and enhancing entrepreneurship skills.
PO 8	Life-long learning	Interdisciplinary approach helps in providing better solutions and new ideas for the sustainable developments, recognition of the need for, and an ability to engage in life-long learning.

Programme Specific Outcomes for B. Sc. Biotechnology Programme.

PSO-1	Apply biotechnology skills (including molecular & micro biology, immunology & genetic engineering, bioprocess & fermentation, enzyme & food technology and bioinformatics) and its applications in core and allied fields.
PSO-2	Exhibit in-depth practical oriented knowledge to students in various thrust areas of biotechnology, so as to meet the demands of industry and academia.
PSO-3	Identify and formulate healthcare, textile, cosmetics, agriculture, marine products for commercialization.
PSO-4	Develop concepts and research approaches for higher career in the field of biotechnology and develop scientific interest required for research.

Course Outcomes for BSc Biotechnology

F.Y.B.Sc Biotechnology - Sem I

Course code & Course Name	Course Outcomes
PUSBT101 Basic Biotechnology	<ol style="list-style-type: none"> 1. Define the term “Biotechnology” and appreciate its historical perspective, scope and importance. 2. Discuss the multidisciplinary nature of Biotechnology and the role of government agencies for enabling technologies in the development of Biotechnology. 3. Explain the concepts of intellectual property rights and ethical issues associated with GMOs 4. Investigate different protocols and strategies for development of genetically engineered crops for novel traits 5. Evaluate the various aspects of Biotechnological applications in Food and Fermentation Technology. 6. Develop strategies for utilizing Biotechnology in the agricultural, food, industrial and pharmaceutical sector for the benefit of society.
PUSBT102 Basic Microbiology	<ol style="list-style-type: none"> 1. Describe basic principles and different kinds of microscope. 2. Classify various types of stains and dyes and explain the process of different staining techniques. 3. Illustrate the five phases of a microbial growth curve observed when microbes are grown in a batch culture and relate growth rate constant to generation (doubling) time. 4. Compare different physical and chemical methods to control microbial growth. 5. Evaluate bacterial load of different samples using direct and indirect methods of enumeration. 6. Perform basic experiments to grow, preserve and study microorganisms in the laboratory
PUSBT103 Basic Chemistry	<ol style="list-style-type: none"> 1. List various properties of water and its role in Biomolecular structure. 2. Discuss the Laws of thermodynamics and understand the concept of entropy, internal energy and enthalpy. 3. Illustrate the thermodynamic properties of a system. 4. Discuss and identify the type of bonding/ interaction involved in any particular molecule.

	<p>5. Evaluate the Concentration of solutions on the Basis of their normality, molarity, molality, etc.</p> <p>6. Design solutions of different concentrations and pH.</p>
<p>PUSBT104 Molecular Biology and Cell Biology</p>	<ol style="list-style-type: none"> 1. Identify the structure and purpose of basic components of prokaryotic and eukaryotic cells, especially macromolecules, membranes and organelles. 2. Explain how DNA allows the passage of genetic information between generations 3. Identify a major structural feature that distinguishes a purine nucleotide from a pyrimidine and to justify the specific pairings of these types of nucleotides in the double-stranded structure of DNA. 4. Distinguish a ribonucleotide from a deoxyribonucleotide and to justify/hypothesize why the chemical structure of DNA is better suited to long-term information storage than that of RNA. 5. Review the historical discoveries that led to establishing DNA as the genetic material and recognize the contributions of Miescher, Garrod, Griffiths, Avery, MacLeod, and McCarty, and Hershey and Chase. 6. Describe replication in Prokaryotes and Eukaryotes.
<p>PUSBT105</p>	<ol style="list-style-type: none"> 1. Identify the differences between extensive and intensive listening and reading. 2. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. 3. Demonstrate verbal and non-verbal communication ability through presentations. 4. Analyze and apply strategies for maintaining positive relationships within a group. 5. Generate critical thinking by designing and developing clean and lucid writing skills. 6. Structure powerful presentations that deliver effective messages.
<p>PUSBT106 HUMAN VALUES</p>	<ol style="list-style-type: none"> 1. Describe the role of Human values in leading a happy personal & professional Life. 2. Develop Skills for improving personality traits. 3. Apply strategies for an addiction free life. 4. Identify the consequences of ethics in human actions. 5. Justify actions and reactions in the given situations. 6. Design appropriate management patterns to create harmony in professional and personal life.

Course code & Course Name	Course Outcomes
PUSBT201 Biomolecules and Enzymology	<ol style="list-style-type: none"> 1. Describe the properties of carbohydrates, proteins and lipids and their importance in biological system 2. Identify the concept of stereochemistry i.e determining the conformation of biomolecules 3. Interpret basic reaction of biomolecules and determine the presence of carbohydrates, amino acids, proteins and lipids in samples 4. Generate knowledge on determining amino acid sequences of proteins 5. Determine the enzymes and acquire fundamental knowledge & their importance in biological reactions 6. Develop understanding on optimum pH, temperature for the enzyme activity & K_m, V_{max} to analyze enzyme kinetics
PUSBT202 Genetics	<ol style="list-style-type: none"> 1. Describe the basic principles of Extensions to Mendelian Genetics and Hardy-Weinberg Equilibrium. 2. Discuss the various mechanisms of gene exchange in bacteria and the concept of transposable elements in prokaryotes 3. Apply the concept of bacterial conjugation to map genes in bacteria. 4. Solve genetic crosses related to Extensions to Mendel's Laws using Punnett squares. 5. Analyze the inheritance pattern of sex linked and autosomal traits in humans 6. Identify the factors affecting Hardy-Weinberg equilibrium and calculating genotypic and allelic frequencies in a population.
PUSBT 203 Analytical and Green Chemistry	<ol style="list-style-type: none"> 1. Remember the principles of green chemistry and apply while synthesising any new organic compound. 2. Interpret various techniques of synthesizing organic compounds using microwave assisted organic synthesis, ultrasound and polymer support organic synthesis. 3. Classify and understand chromatographic techniques and its applications. 4. Identify the type of mixture and then apply the separation techniques accordingly. 5. Justify the type of titration technique and also recommend which indicators can be particularly used for the following titration process. 6. Use of gravimetric analysis techniques for synthesizing and separating water insoluble organic solids.

PUSBT204 Immunology	<ol style="list-style-type: none"> 1. Remember the major components of the mammalian host immune system. and their functions to explain in general terms how the immune system protects the host. 2. Predict the types of molecules that can serve as antigens and factors affecting immunogenicity. 3. Discover how the multiple immunoglobulin classes and subclasses can have common, but also distinct, mechanisms for antigen inactivation, elimination, tissue distribution, and other biological activities. 4. Distinguish between primary and secondary lymphoid organs and tissues in terms of structure and function. 5. Appraise connections between innate host resistance and specific immune responses 6. Write principle strategies available for developing antibodies and vaccines.
PUSBT205 Environment Science	<ol style="list-style-type: none"> 1. Identify renewable, non renewable and natural resources along with its proper usage, conservation and issues. 2. Outline the types and the science of environmental pollution, environmental monitoring and methods to minimize the pollution 3. Illustrate sustainable development and sustainability in ecotourism and minimizing impact on natural ecosystem due to tourism 4. Explain different types of pollutants and their monitoring techniques through sampling and analysis. 5. Evaluate the consequences of environmental pollution as well as environmental disasters and its remedy through sustainable strategies to mitigate the impact. 6. Develop critical thinking in solving environmental issues such as environmental health, food and agriculture, energy, waste and pollution, climate change, population, resource management, and loss of biodiversity.
PUSBT206 Biodiversity and Ecology	<ol style="list-style-type: none"> 1. Explain the concept and introduction to biodiversity and its complexity 2. Appreciate that people are dependent on intact habitats that sustain the various organisms that we need to produce food, medicines, clothing and other materials and also roles of certain species in an ecosystem. 3. Outline the concept of biodiversity at the genetic, species and functional (niche) level within an area, a biome or on earth.

	<ol style="list-style-type: none"> 4. Describe how species interact with their habitat, how matter and energy move in an ecosystem and how are living systems interconnected and interacting 5. Explain how ecologists may estimate the density of a species. 6. Distinguish between density and dispersion of a population, Describe conditions that may result in clumped dispersion, uniform dispersion, and random dispersions of individuals in a population.
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S.Y.B.Sc Biotechnology - Sem III

Course code & Course Name	Course Outcomes
PUSBT301 Biochemistry	<ol style="list-style-type: none"> 1. Outline the concept of anabolism, catabolism and role of high energy compounds like carbohydrates, lipids and amino acids in the cell and acquire knowledge related to regulation of various pathways. 2. Explain the correlation upon how the living organisms exchange energy and matter with the surroundings for their survival, and store free energy in the form of energy-rich compounds 3. Identify the role of TCA cycle in central carbon metabolism, importance of anaplerotic reactions, redox balance will be explained. 4. Interpret various biochemical changes that obey the basic thermodynamic principles and learn basic concepts of Bioenergetics, mechanisms of oxidative phosphorylation and photophosphorylation 5. Determine how the catabolic breakdown of the substances is associated with release of free energy; whereas, free energy is utilized during synthesis of biomolecules i.e., anabolic pathway 6. Estimate the importance of high energy compounds, electron transport chain, synthesis of ATP under aerobic and anaerobic conditions will be understood.
PUSBT302 Molecular Biology	<ol style="list-style-type: none"> 1. Outline the mechanisms associated with Gene Expression at the level of Transcription. Describe the mechanisms associated with Gene Expression at the level of Translation. Explain mechanisms associated with Regulation of Gene Expression in Prokaryotes and Eukaryotes. Review scientific literature in the subject Molecular Biology critically.

	<p>Evaluate the role of different proteins in the regulation of transcription and translation.</p> <p>Apply the Knowledge in designing various experiments to study the regulation of expression.</p>
<p>PUSBT303 Bioprocess Technology</p>	<ol style="list-style-type: none"> 1. Describes the type of microorganism used in the industrial process . 2. Summarize on how to Screen Industrially important organisms. 3. Illustrate the design and type of fermenters and components used in designing the fermentation media 4. Apply the process parameters 5. Analyze the outline of product formation 6. Discuss on pharmacokinetics, therapeutic drugs, bioavailability and equivalence
<p>PUSBT304 Advanced Immunology and Immunotechnology</p>	<ol style="list-style-type: none"> 1. Outline the soluble mediators of the immune response 2. Discuss the different Antigen-antibody interactions 3. Explain the concept of complement activation, regulation and deficiencies of the Complement System 4. Analyze the antigen-antibody interactions through advanced immunological techniques. 5. Examine the role of MHC in immune response 6. Explain the different receptor interactions for maturation, activation and differentiation of immune cells
<p>PUSBT305 Biophysic and Bioinstrumentation</p>	<ol style="list-style-type: none"> 1. Describe basic physical theories. 2. Discuss bioinstrumentation principles. 3. Use physical principles to understand basic biophysical phenomena in nature. 4. Explain working of bioinstruments through the physical principles learnt. 5. Evaluate the knowledge garnered from learning about the physical phenomena. 6. Assess working of complex instruments.
<p>PUSBT306(a) Virology, Epidemiology and Chemotherapeutics</p>	<ol style="list-style-type: none"> 1. Describe the architecture of viruses and their classification and outline the cultivation strategies of ds DNA & ssRNA viruses 2. Outline the virus purification and virus screening assays which will help in understanding the cell damage and cancer. 3. Identify the mechanism by which the organisms develop resistance and its transmission 4. Classifying antibacterial agents their discovery and understand the pathways leading to inhibition of growth of bacteria

	<ol style="list-style-type: none"> 5. Assess public health measures for controlling the spread of diseases by understanding their route of transmission and epidemiology 6. Develop fundamental knowledge about principals and concepts of epidemiology of infectious diseases and their control
PUSBT306 (b) Cytogenetics and Genetic Counselling	<ol style="list-style-type: none"> 1. Define the structure of human chromosomes and its classification into different groups 2. Summarize the structural and numerical aberrations and related syndromes. 3. Illustrate the indications of PND and methods used in PND and PID 4. Karyotyping analysis for abnormalities detected in screening tests 5. Justify common indications and steps involved in genetic counselling. 6. Outline Ethical and legal issues in genetic counseling

S.Y.B.Sc Biotechnology - Sem IV

Course code & Course Name	Course Outcomes
PUSBT401 Molecular Diagnostics	<ol style="list-style-type: none"> 1. Elaborate on the basic Principles used in Molecular Diagnosis, gaining critical thinking and analytical skills to understand new Diagnostic Methods. 2. Comprehensive overview of the fundamental principles of clinical molecular diagnostics and explores the use of molecular techniques in the diagnosis of disease. 3. Be able to set up a Polymerase Chain Reaction (PCR) using DNA samples, primers, buffer, dNTPs, and polymerase enzyme. You should be able to explain the significance and role of each component in the reaction.

	<ol style="list-style-type: none"> 4. Be able to load PCR samples into a thermocycler machine and describe the mechanisms behind the different steps taking place inside of the thermocycler throughout the PCR reaction. 5. Understand molecular diagnosis and molecular testing of genetic disorders. 6. Apply the knowledge and skills gained in the carousel in developing new diagnostics kits.
PUSBT402 Molecular Genetics	<ol style="list-style-type: none"> 1. Describe the prokaryotic, eukaryotic cell cycle, embryonic cell cycle and role of Maturation Promoting Factors in it. 2. Determine the role of cell cycle and its control mechanisms, apoptosis. 3. Evaluate the outcome of uncontrolled cell division in the form of cancer and its properties, 4. Classify the most common types of cancer along with its diagnosis and treatment. 5. Analyse the mechanisms of chromosomal inheritance, dosage compensation and Barr body. 6. Predict the genetic linkage between genes using methods like tetrad analysis, two point and three point cross.
PUSBT403 Applied Chemistry	<ol style="list-style-type: none"> 1. Define solvent extraction, partition coefficient, distribution ratio, chelation. 2. Outline the techniques for sampling of solids, liquids and gases. 3. Classifying natural products based on their structure and biosynthesis process also remember their structural characteristics and commercial importance. 4. Explain the use of GC, HPLC and HPTLC techniques for separation and analysis of natural products. 5. Evaluate the stereochemistry of polymers and listing biomedical uses of polymers. 6. Synthesis nanomaterials using different techniques and characterisation of them.
PUSBT404 Animal Biotechnology	<ol style="list-style-type: none"> 1. Describe the equipments and media used for animal cell culture. 2. Summarize the concept of adherent cell culture and suspension cell culture; outline the steps involved in primary culture and subculture. 3. Demonstrate knowledge on genetic engineering principles used for development of transgenic animals. 4. Outline the applications of transgenic animals; 5. Justify use of germplasm preservation, prenatal diagnosis and gene therapy in animal biotechnology

	<ol style="list-style-type: none"> 6. Develop knowledge on production of biopharmaceuticals from animal systems
PUSBT405 Biostatistics	<ol style="list-style-type: none"> 1. Define the principal concepts of biostatistics. 2. Collect data relating to variable/variables which will be examined and calculate descriptive statistics from these data. 3. Demonstrate statistical reasoning skills correctly and contextually. 4. Distinguish between a population parameter and a sample statistic, recognizing that a parameter is fixed while a statistic varies from sample to sample. 5. Apply basic statistical concepts commonly used in Health and Medical Sciences. 6. Apply hypothesis testing via some of the statistical distributions and arrange the results of the hypothesis testing and make a statistical decision.
PUSBT406 (a) Development Biology	<ol style="list-style-type: none"> 1. Describe and order the main stages of development. 2. Identify the cellular behaviors and molecular changes that lead to morphological change during development. 3. Articulate the significance of the model organisms in Developmental biology research. 4. Analyze different genetic errors that could lead to development errors. 5. Apply their knowledge in the In-vitro fertilization procedures. 6. Review scientific literature in the subject developmental biology critically.
PUSBT406 (b) Plant Biotechnology	<ol style="list-style-type: none"> 1. Outline the concepts and principles of plant tissue culture and the organization of commercial PTC Lab. 2. Identify the role of aseptic conditions, different growth regulators and media constituents in plant growth processes in the tissue culture environment 3. Apply the technique of micropropagation such as somatic embryogenesis, organogenesis, and protoplast culture for ex situ conservation and mass multiplication of endangered and economically important plants. 4. Analyse the types of strategies used for genetic transformation of plants such as physical, chemical and biological methods as well as vectors used for transgenesis. 5. Summarize the techniques of establishing callus culture, cell suspension culture, Synthetic seeds and applications.

	6. Develop strategies for utilizing plant biotechnology for the benefit of society.
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T.Y.B.Sc Biotechnology - Sem V

Course code & Course Name	Course Outcomes
PUSBT501 Cell biology	<ol style="list-style-type: none"> 1. Appreciate the phases of cell cycle and mechanisms involved in apoptosis; describe the mechanisms and major components of signal transduction pathways. 2. Describe the molecular and cellular mechanisms that lead to cancer and the fundamental mechanistic principles behind cancer diagnosis and prevention 3. Explain underlying developmental biology processes during tissue development and organogenesis and explain the molecular mechanisms that underlie animal development 4. Evaluate the applications of cell and development biology to understand the basis of life 5. Apply the knowledge in development for treatment for cancer and infertility. 6. Evaluate primary literature and approach it as the most valuable source of current knowledge to apply in further research.
PUSBT502 Medical Microbiology & Instrumentation	<ol style="list-style-type: none"> 1. Describe the properties of viruses, viroids, prions; architecture of viruses and their classification and outline the cultivation strategies of viruses. 2. Discuss the virus purification and virus screening assays which will help in understanding the cell damage and cancer. 3. Classify antibacterial agents, their discovery and understand the pathways leading to inhibition of growth of bacteria and identify the mechanism by which the organisms develop resistance and its transmission. 4. Compare and contrast different bio-instrumentation techniques. 5. Determine the sensitivity of bacteria to antibiotics. 6. Assess various spectroscopic and analytical techniques.

PUSBT503 Genomes and Molecular biology	<ol style="list-style-type: none"> 1. Explain the concept of genetic engineering of plants and animals including the techniques, applications and limitations. 2. Demonstrate the basic steps of gene cloning and the role of enzymes and vectors responsible for gene manipulation, transformation and genetic engineering. 3. Describe the workflows in the different NGS technologies in the market and imply human genome mapping in diseases.. 4. Applying the knowledge of plant and animal genetic manipulations for commercial applications. 5. Discuss how genome editing works and describe and compare different techniques used to manipulate microbes, optimizing drops, combat cancer and other genetic disorders, etc. 6. Use and apply the knowledge of genetic engineering in problem solving and in practice.
PUSBT504 Marine Biotechnology	<ol style="list-style-type: none"> 1. Define the features of marine ecosystem - its functioning & describe the bioprospecting methods that will help to enumerate potential organism which are important sources of bioactive compounds 2. Explain the functional food and nutraceutical significance of compounds of marine origin. 3. Identify active compounds of pharmaceutical and industrial application from marine flora and fauna along with their significance and associated challenges. 4. Investigate the types and potential of marine Bioresources for various applications. 5. Evaluate the cosmetic and therapeutic application of marine sources on target organs. 6. Create employability in food, pharma and cosmetic industries.
PUSBT505 Biosafety	<ol style="list-style-type: none"> 1. Describe the types of biosafety hazards, biosafety levels and cabinets to be used accordingly. 2. Analyses all the parameters for GMO development and the impact it can cause by its subsequent release into the environment. 3. Align the SOPs and modules to be followed in case of pathogen handling or in bioproduction setups. 4. Analyze the influence of environmental parameters on microbial spoilage of pharmaceutical products 5. Perform Microbial assay for pharmaceutical products. 6. Evaluate controversies in producing GMOs.
PUSBT506 Emotional Intelligence	<ol style="list-style-type: none"> 1. Describe the value of emotional intelligence for professional success.

	<ol style="list-style-type: none"> 2. Relate the impact of impact of self-awareness & self-control on others. 3. Develop strategies for strengthening empathy. 4. Examine capabilities to demonstrate social awareness through empathy. 5. Justify actions to create connections and build relationships for greater professional effectiveness. 6. Construct methodology for managing emotions.
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T.Y.B.Sc Biotechnology - Sem VI

Course code & Course Name	Course Outcomes
PUSBT601 Biochemistry	<ol style="list-style-type: none"> 1. Describe the protein structure and function 2. Outline the process of protein purification 3. Explain the importance of minerals and vitamins in diet 4. Develop the understanding of malnutrition and associated disorders 5. Explain the pathways related to synthesis of important carbohydrates and lipids 6. Classify hormones and understanding the role of the endocrine system in maintaining homeostasis
PUSBT602 Industrial Microbiology	<ol style="list-style-type: none"> 1. Identify normal flora, sources of contamination and spoilage causing microbes of milk and describe the process of preservation of milk to prevent spoilage of dairy products. 2. Explain the role of microorganisms in the production of dairy products and its spoilage. 3. Demonstrate the process of inoculum development with suitable examples. 4. Examine the inter-relation between quality assurance, good manufacturing practices, quality control and subsequent packing and distribution of pharmaceutical products or active drugs 5. Assess quality of milk and milk products. 6. Design media, growth conditions and techniques for producing and recovering different types of dairy products and products of commercial value.

<p>PUSBT603 Basic Pharmacology and Neurochemistry</p>	<ol style="list-style-type: none"> 1. Demonstrate the process of new drug discovery and development of drugs. 2. Describe the major behavioral and cognitive functions of the brain with their cellular and molecular basis and predict the consequences of damage to these systems. 3. Classify receptors and study the principles, site, mechanisms and factors modifying drug action. 4. Analyze adverse drug reactions and drug toxicity so that it can be minimized. 5. Determine the effect of Pharmacokinetic parameters on the biological effects of the drug 6. Apply critical thinking skills to formulate novel scientific questions in neuroscience and its role in addiction.
<p>PUSBT604 Environmental Biotechnology</p>	<ol style="list-style-type: none"> 1. Describe the types of energy resources and alternate fuel sources from biomass energy 2. Explain the technologies, tools and techniques in the field of environmental quality evaluation, monitoring and remediation of contaminated environments. 3. Demonstrate the use of biosensors and biomarker for monitoring of environment and environmental analysis. 4. Analyse the potential for biodegradation of xenobiotic organic pollutants, taking microbial and physical/chemical environments, as well as the chemical structure of the compound itself, into consideration. 5. Evaluate the functioning of technology involved in solid waste and waste water treatment using aerobic and anaerobic methods. 6. Develop strategies of environment management through bioremediation and phytoremediation for the decontamination of soil and water.
<p>PUSBT605 Agribiotechnology</p>	<ol style="list-style-type: none"> 1. Describe the potential features of plant growth promoting microorganisms as biofertilizers; List the types and importance of biopesticides. 2. Compare and explain the impacts of biotic and abiotic stress on plants. 3. Develop ways to enhance agriculture using biofertilizer formulations, greenhouse systems, precision agriculture and molecular breeding techniques. 4. Interpret the effects of various environmental parameters on agricultural systems

	<ol style="list-style-type: none"> 5. Assess the potential of various approaches used for boosting crop cultivation. Identify the role of DNA barcoding and QTL mapping in identification and crop improvement. 6. Develop capacity to choose suitable strategies in developing stress resistant plants and increasing agricultural productivity
<p>PUSBT606 Entrepreneurial Avenues in Biotechnology</p>	<ol style="list-style-type: none"> 1. Develop a range of generic skills that are relevant to self-employment and entrepreneurship. 2. Develop understanding of current national and global scenario of Biotech startups 3. Develop skills with practical exposure to set up Biotechnology startups like Mushroom cultivation, Hydroponics, Probiotic formulations. 4. Approach different agencies to obtain extramural Grants for ventures and priming entrepreneurial projects. 5. Identify potentially significant scientific advances which open up valuable opportunities. 6. Create value for the enterprise's stakeholders.

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Bachelor of Arts
Multimedia & Mass Communication
(B.A.M.M.C.)
(Semester based Credit and Grading system effective
from the academic year 2021-22)

B.A.M.M.C.

Introduction to Bachelor of Arts Multimedia and Mass Communication (B.A.M.M.C.)

The Bachelor of Arts Multimedia and Mass Communication course is a three-year, full-time degree program. Learners can have access to this course after HSC. The main objective of this course is to train young, enthusiastic minds to understand the shades and develop the skills required in the industry. The subject matter of the B.A.M.M.C. Course is established in a variety of media-related subjects, bridging across Journalism and Advertising to Public Relations to Management and Marketing. Learners are provided with theoretical knowledge along with practical training. In

today's scenario media stands as an attractive career option to the Indian youth and this degree provides ample job opportunities to the candidates in various fields. The course teaches the learners all technical skills required to be successful in the field of media. It imparts skills such as aptitude research and verbal as well as presentation skills. The course offers all round development of the learner by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.

PROGRAM OUTCOMES:

PO 1: Learners will acquire knowledge on various methods of public speaking which is the basis of successful mass media career.

PO 2: The program will help them to develop effective translation and communication skills with the practical methods used while teaching.

PO 3: The program will enable the learners to make effective oral presentations and will enable them to apply basic and advanced human communication theories and models to academic and professional situations.

PO 4 : The program will enable the students to get well versed with Journalistic practices.

PO 5 : The program will enable the students to develop entrepreneur skills by taking up live projects in various areas.

PO 6 : The program will enable the students to create advertising campaigns and take independent projects in various areas of their competence.

PROGRAM SPECIFIC OUTCOMES

JOURNALISM :

PSO 1 : Learners will develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

PSO 2 : Learners will learn the elements of lead writing, inverted pyramid, news story construction, attribution, and appropriate newspaper style.

PSO 3 : Learners will develop knowledge, skills and judgement around human communication that will facilitate their ability to work collectively with others. The skills will include communication competencies such as managing conflict, understanding small group processes, active listening, appropriate self – disclosure, etc.

PSO 4 : Learners will understand mass media as a system of inter related forces including technological advances, current affairs, commercial aspects, regulatory constraints and ethical concerns.

PSO 5 : Learners will understand the use of latest technologies in the field of journalism

PSO 6: Learners will develop all round development by touching upon areas like effective communication strategies, industry exposure, types of journalism etc. thereby grooming them to become complete media professionals.

ADVERTISING

PSO 1 : Learners will be able to conceptualize design and produce projects in media based on effective principles and practices of media aesthetics for specific audiences.

PSO 2 : Learners will be able to create and design emerging media products, including Blogs, Digital Audio and Video, Social media, Digital Photography and Multimedia.

PSO 3 : Learners will develop all round development by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.

PSO 4 : Learners will understand mass media as a system of inter related forces including technological advances, current affairs, latest trends, commercial aspects, regulatory constraints and ethical concerns.

PSO 5 : Learners will understand mass media as a system of inter related forces including technological advances, current affairs, commercial aspects, regulatory constraints and ethical concerns.

PO 6 : Learners will understand the terminologies relating to sales promotion and merchandise and develop knowledge, skills such as communication skills, listening skills, managing conflicts, etc around human communication that will facilitate their ability to work collectively with others.

BAMMC – CO – 2021-22

PUAMC101	Effective Communication Skills-I	It will make the students aware of use of language in media and organization. It will equip or enhance students with structural and analytical reading, writing and thinking skills.
PUAMC 102	Foundation Course: Human Values	Students are able to inculcate values and lead a happy life.
PUAMC 103	Visual Communication	Students can carry out a project in the field of visual communication. They will have an understanding of visual communication from a critical perspective
PUAMC 104	Fundamentals of Media	Students will understand the functions and importance of media. They will understand the challenges faced by media and the commercial impact on media.
PUAMC 105	Current Affairs	Students will be able to understand the International Affairs. They will develop a understanding of the concept gaming industry.
PUAMC 106	Innovative marketing	Students will be able to create innovative marketing strategies. They will understand marketing ideas used by powerful brands.
PUAMC 201	Effective Communication Skills- II	Students will be aware of use of language in media and organization. They will be introduced to the key concepts of communications.
PUAMC 202	Radio Program Production	Students will understand the art of audio, recording, editing, mixing and aural storytelling techniques. The students will have practical experience in writing production of several program formats.
PUAMC 203	Writing skills in Media	Students will get an understanding crisp writing as part of Mass Communication. They will get ability to draw the essence of situations and develop clarity of thought.
PUAMC 204	Introduction to Advertising	It will enable the students to make creative ads. Students to know the scope in advertising. It will enable the students to understand the opportunities available in ad agencies.
PUAMC 205	Introduction to Journalism	Students will gain an insight about the news value. They will be able to report and cover different types of events
PUAMC 206	Media Management and Economics	It will helps the students to work through proper planning and as per the funds available. It will enable them to build their own startups in Media.
PUAMC301	Electronic Media I	Students will understand the technology behind TV and radio. They will understand the setup required for different types of content that is to be shot, preparing script for various platforms, prepare script for different type of content.

PUAMC302	Corporate Communication and Public Relations	It will enable students to understand various aspects of Communication and Public Relations. It will help them develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
PUAMC303	Media Studies	Students will understand the relationship of media with culture and society. Students will be able to put across the message effectively in the media.
PUAMC304	Introduction to Photography	The base of visualization among learners in using pictures in practical projects. Work on given theme or the subject into making a relevant picture or photo feature.
PUAMC305	Film Communication I	Students will become aware with history of movies and major cinema movements. Students will get insight of film techniques and aesthetics
PUAMC306	Computers and Multimedia I	Students will become aware with Graphical aspects of various advertisements and media. Students will get insight of Graphic Designing.
PUAMC401	Electronic Media II	Students will understand the how to use TV and Radio as effective platforms in the digital era. They will understand the current and emerging trends in electronic media and the audiences and their requirements
PUAMC402	Writing and Editing for Media	students will be able to understand similarities and differences in writing for all forms of media including internet and digital. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences.
PUAMC403	Media Laws and Ethics	Students will have an understanding of the challenges of fake news and misinformation. They will have a clear idea of media laws and its importance
PUAMC404	Mass Media Research	Students will have an understanding of the research . They will have a clear semiotics and its importance.
PUAMC405	Film Communication II	Students will have awareness of cinema of different regions. Student will understand the economic aspect of film making
PUAMC406	Computers and Multimedia II	Students will become aware with graphical aspects of various advertisements and media. Students will be able to put across the message effectively in the media.
PUAMC501A	Copy Writing	Students will be trained to generate, develop and express ideas effectively. Students will learn the rudimentary techniques of advertising - headline and body copywriting.
PUAMC502A	Advertising & Marketing Research	It will enable the students to inculcate research activity . It will enable the students to know plagiarism and its consequences. It will enable the students to advertising research and marketing research.
PUAMC503A	Brand Building	Students will understand various aspects of Branding. They will understand brand marketing programs, their implementation and measures of Brand Performance.

PUAMC504A	Entertainment & Media Marketing	Students will understand marketing practices, frameworks, and trends in the Entertainment Sector. They will be introduced to television industry and film industry and will understand the latest strategies of entertainment marketing.
PUAMC505A	Globalisation & International Advertising	Students will understand the concept of Globalization And the impact on Global Media and International Advertising. They will develop media learners understanding on Global Brand.
PUAMC506A	Documentary & Ad Film making	Students will understand the planning involved in making audio visual communication effectively. They will be equipped with skills to write and shoot effective Documentary and Ad film and to understand the categories of documentary
PUAMC601A	Digital Media	Students will be able to write the content for social media platforms. They will be prepared for the contemporary digital media world with regard to communication and marketing
PUAMC602A	Advertising Design (Project)	Students will learn practical working of ad designs.
PUAMC603A	Media Planning and Buying	Students will understand procedures, requirements, and techniques of media planning and buying. Students will have an insight on budget allocation for a Media plan
PUAMC604A	Advertising & Sales Promotion	Students can demonstrate a thorough understanding of the major sales promotion concepts. They can use a framework to make effective sales promotion decisions and adopt the necessary skills and point of view of an effective sales promotion campaign.
PUAMC605A	Retailing & Merchandising	Students will be introduced to the concept of Retailing. It will make them understand the strategies of Retail Marketing and introduce the concept of merchandising.
PUAMC606A	Professional Ethics	Students will learn how to lead with emotional intelligence and to study different aspects of self-management, building on the foundation of (i) self-awareness (ii) self-regulation (iii) Social skills and empathy and (iv) Relationship Management. It will become familiar with Emotional Intelligence Competencies how to manage our emotions & relationships with others. It will create social awareness through empathy.

PUAMC501J	Reporting	It will inculcate the skills for investigative journalism. It will make them responsible reporters and the face of media.
PUAMC502J	Investigative Journalism	Students will understand the role of investigative reporting in modern journalism. It will create and write excellent investigative stories for media They will learn the research method required as a journalist
PUAMC503J	Feature and Writing for Social Media	Student will develop a deep understanding of the skills for writing features/ opinion/soft stories and of interviewing. The knowledge can be put at work while writing for magazines and newspapers.
PUAMC504J	Beat Journalism	Students will understand the differentiation between working for various beats. It will make learners equipped with skills required for covering various beats and understand niche beats and it's demand.
PUAMC505J	Global media & conflict resolution	Students will understand the difference in the role and structure of the media across the globe. They will develop an understanding of the hold of media conglomerates and the issues of cultural differences and will make the learners aware of MIL.
PUAMC506J	Mobile Journalism & New Media	Students will understand the use of mobile journalism. They will make media learners aware of technical aspects of mobile journalism and of planning and building mobile products.
PUAMC601J	Digital Media	Students will be able to write the content for social media platforms. They will be prepared for the contemporary digital media world with regard to communication and marketing
PUAMC602J	Newspaper and Magazine Making (Project)	Student will develop a deep understanding of the design software Quark Express. Students will have a clear understanding of the process of planning and production of newspaper and magazine
PUAMC603J	Lifestyle Journalism	Students will understand the concept of Lifestyle Journalism and the types of lifestyle writing They will understand the importance of fashion influencer on lifestyle journalism
PUAMC604J	Magazine Journalism	Students will understand about the concept of magazine journalism. It will enhance their skills on magazine designing and understand the magazine journalism terminology.
PUAMC605J	Business & Magazine Journalism	Students will have knowledge of markets, business, corporate affairs. They will be able to explore the niche area of magazine journalism.

PUAMC606J	Fake News & Fact Checking	Students will understand the differentiation between real news and fake news and make media learners aware of information disorder.
PUAMC607J	Professional Ethics	Students will learn how to lead with emotional intelligence and to study different aspects of self-management, building on the foundation of (i) self-awareness (ii) self-regulation (iii) Social skills and empathy and (iv) Relationship Management. It will become familiar with Emotional Intelligence Competencies how to manage our emotions & relationships with others. It will create social awareness through empathy.