शिक्षण प्रसारक मंडळी, पुणे
R. A. Podar College of Commerce & Economics
AUTONOMOUS
Matunga, Mumbai - 400 019
An 'A+' Institution as Accredited by NAAC
Certified as 'Best College' by University of Mumbai
Tel.: 2414 3178 • Fax: 2414 1964 • E-mail: info@rapodar.ac.in
Website : www.rapodar.ac.in

## Program Specific Outcomes- MCom (Business Analytics)

| Program Specific Outcomes No. | At the end of the program, learners will be able to |
|---|---|
| PSO 1 | Acquire disciplinary knowledge in Analytics and Data Science, preparing them to meet the demands of businesses worldwide and making them business-ready professionals in analytics. |
| PSO 2 | Gain disciplinary knowledge in Marketing, Retail Analytics, Finance and Risk Analytics, supply chain and logistics Analytics, social and web media analytics. |
| PSO 3 | Apply problem-solving techniques using Data mining, predictive modeling and Time series forecasting and Machine learning |
| PSO 4 | Strengthen their analytical reasoning through hands-on experience with software like Python, R, and Tableau. |
| PSO 5 | Acquire research-related skills essential for conducting analytics projects. |
| PSO 6 | Engage in reflective thinking to continuously assess and improve their analytical approaches. |
| PSO 7 | Develop critical thinking to evaluate complex business scenarios and make informed decisions. |

**Course Outcomes for courses under MCom (Business Analytics)**
**Semester I - II**

| Program Name: MCOM (Business Analytics) | Course Name: Introduction to Business Analytics | Course Code: 120101 |
|---|---|---|
| **Course Outcome No.** | **Course Outcome** | **Program Outcome mapping** |
| CO 1 | Analyze and interpret data visualization, recognizing its importance in conveying complex information effectively and efficiently. | PSO 1, PSO 3 |
| CO 2 | Acquire the skill to Compare and contrast structured, semi-structured, and unstructured data, appreciating the challenges and opportunities each type presents in analytics. | PSO 4, PSO 5, PSO 6 |
| CO 3 | Understand the importance of data quality, and learn strategies for dealing with missing or incomplete data to ensure accurate and reliable analysis. | PSO 2, PSO 7 |
| CO 4 | Evaluate the ethical and legal considerations in business analytics, recognizing the importance of responsible data usage and privacy protection. | PSO 6, PSO 7 |

| Program Name: MCOM (Business Analytics) | Course Name: Business Ethics | Course Code: 120102 |
|---|---|---|
| **Course Outcome No.** | **Course Outcome** | **Program Outcome mapping** |
| CO 1 | Understand the concept and importance of business ethics. Recognize the role of Indian ethos, ethics, values, and work ethos in shaping ethical behaviour. | PSO 1, PSO 3 |
| CO 2 | Analyze various approaches to business ethics: Evaluate different ethical theories, including Friedman's Economic theory, Kant's Deontological theory, and Mill & Bentham's Utilitarianism theory, and understand how these theories guide ethical decision-making in business. | PSO 4, PSO 5 |
| CO 3 | Understand the evolution of corporate governance and its principles. Evaluate the corporate governance regulatory framework in India. | PSO 6, PSO 7 |
| CO 4 | Analyse and apply ethical issues, make informed decisions, and contribute to establishing ethical practices and effective corporate governance within organizations. | PSO 3, PSO 2 |

| Program Name: MCOM (Business Analytics) | Course Name: Introduction to Data Science I | Course Code: 120103 |
|---|---|---|

| Course Outcome No. | Course Outcome | Program Outcome mapping |
|---|---|---|
| CO 1 | Learn the importance of data pre-processing in ensuring data quality, consistency, and compatibility for analysis. | PSO 1, PSO 3 |
| CO 2 | Recognize the issues of over fitting and under fitting and their impact on model performance. Select appropriate models using model selection techniques. | PSO 2, PSO 4 |
| CO 3 | Applying polynomial regression and using pipelines for data pre-processing and modelling. Understand the benefits and limitations of these techniques. | PSO 5, PSO 6 |
| CO 4 | Understand the limitations and uncertainties associated with predictions based on regression models. | PSO 7 |

| Program Name: MCOM (Business Analytics) | Course Name: R and Python For Data Science – Lab Course | Course Code: 120104 |
|---|---|---|
| **Course Outcome No.** | **Course Outcome** | **Program Outcome mapping** |
| CO 1 | Evaluate the Manipulate matrices: Create and manipulate matrices in R, and perform operations such as addition, subtraction, and multiplication. | PSO 1, PSO 2 |
| CO 2 | Understand the fundamentals of R: Describe the basic features and functionalities of the R programming language and environment. | PSO 3, PSO 4 |
| CO 3 | Understand the fundamentals of R: Describe the basic features and functionalities of the R programming language and environment. | PSO 5, PSO 6 |
| CO 4 | Understand the concept of arrays in R and perform array operations, including reshaping, indexing, and slicing arrays for data manipulation and analysis. | PSO 4, PSO 5 |
| CO 5 | Develop foundational programming skills in Python, including syntax, data structures, control flow, and functions, to solve basic computational problems and begin building practical applications. | PSO 6, PSO 7 |

| Program Name: MCOM (Business Analytics) | Course Name: Introduction to Financial Analytics | Course Code: 120201 |
|---|---|---|
| **Course Outcome No.** | **Course Outcome** | **Program Outcome mapping** |
| CO 1 | Acquire the skills of applying financial analytics techniques to analyse financial data and make | PSO 1 , PSO 3 |

| | | |
|---|---|---|
| | informed decisions. | |
| CO 2 | Develop the skill of Continuously learning and adapting to new developments in the field of financial analytics to stay relevant in a dynamic business environment. | PSO 2, PSO 4 |
| CO 3 | Understand the ethical considerations and legal regulations related to financial analytics and data privacy. | PSO 6, PSO 7 |
| CO 4 | Develop the knowledge of using appropriate tools and technologies for financial analytics, including software applications and data visualization tools. | PSO 5, PSO 6 |

| **Program Name: MCOM (Business Analytics)** | **Course Name: Data Visualization and Communication** | **Course Code: 120202** |
|---|---|---|
| **Course Outcome No.** | **Course Outcome** | **Program Outcome mapping** |
| CO 1 | Acquire the skills to identify patterns, trends, and relationships in complex data sets through visualization. Communicate data effectively to different audiences, considering their needs and level of understanding. | PSO1, PSO3 |
| CO 2 | Understand the role of context and audience in data communication and adapt visualizations accordingly. | PSO2, PSO4, PSO5 |
| CO 3 | Develop the understanding of being updated with emerging trends and technologies in data visualization for continuous improvement and innovation. | PSO6, PSO7 |
| CO 4 | Learn how to create visually appealing and informative data visualizations using appropriate tools and techniques. | PSO6, PSO5 |

| **Program Name: MCOM (Business Analytics)** | **Course Name: Data Science II** | **Course Code: 120203** |
|---|---|---|
| **Course Outcome No.** | **Course Outcome** | **Program Outcome mapping** |
| CO 1 | Develop the knowledge of understanding the fundamental concepts and processes involved in data processing, machine learning algorithms, and clustering. | PSO 1, PSO 2 |
| CO 2 | Acquire the skills to select and apply appropriate data processing, machine learning, and clustering techniques for specific tasks and datasets. | PSO 4, PSO 5 |
| | Learn how to communicate and present the | |

| | | |
|---|---|---|
| CO 3 | results of data processing, machine learning, and clustering analyses effectively. | PSO 3, PSO 6 |
| CO 4 | Understand the practical applications and potential benefits of data processing, machine learning, and clustering in various domains. | PSO 7 |

| **Program Name: MCOM (Business Analytics)** | **Course Name: Research Methodology for Business** | **Course Code: 120204** |
|---|---|---|
| **Course Outcome No.** | **Course Outcome** | **Program Outcome mapping** |
| CO 1 | Understand the research process: Identify the key components of the research process, including formulating research questions or hypotheses, designing research studies, collecting data, analysing data, and concluding. Recognize the importance of ethical considerations in research. | PSO 1, PSO 2, PSO 5 |
| CO 2 | Apply data processing techniques: Utilize appropriate techniques for data processing, including data cleaning, data coding, data entry, and data transformation, to ensure data quality and integrity for analysis. | PSO 3, PSO 5 |
| CO 3 | Interpret statistical results: Interpret the results of statistical analysis in the context of research questions or hypotheses, and effectively communicate the findings in a clear and meaningful manner. | PSO 6, PSO 7 |
| CO 4 | Develop effective research communication: Develop effective oral and written communication skills to present research findings, including creating research posters, delivering presentations, and writing research reports or academic papers. | PSO 7 |