



शिक्षण प्रसारक मंडळी, पुणे  
**R. A. Podar College of Commerce & Economics**  
**AUTONOMOUS**  
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**Program Specific Outcomes- MCom (Business Management)**

<b>Program Specific Outcomes No.</b>	<b>At the end of the program, learners will be able to</b>
PSO 1	Acquire disciplinary knowledge in the field of Accountancy.
PSO 2	Enhance their communication skills through research-related tasks and presentations.
PSO 3	Apply critical thinking and analytical reasoning to address both concrete and abstract problems within domain-specific and multidisciplinary contexts.
PSO 4	Apply their theoretical insights to practical situations, demonstrating competence in competitive assessments.
PSO 5	Identify research gaps, harness data, and foster entrepreneurial mindsets, promoting a culture of innovation.
PSO 6	Apply moral and ethical awareness principles and practices specific to the domain in academic, professional, and social interactions.
PSO 7	Hone research-related skills to effectively identify current research problems, analyze associated data, and develop innovative solutions.

**Course Outcomes for courses under MCom (Business Management)  
Semester I - IV**

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Strategic Management</b>	<b>Course Code: 110101</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Understand the concept and importance of strategic management.	PSO 1, PSO 2
CO 2	Identify the key components of the strategic management process. Recognise the role of environmental analysis in strategic management.	PSO 3, PSO 4, PSO 5
CO 3	Analyse the internal and external factors that influence strategy formulation.	PSO 1, PSO 5
CO 4	Evaluate the success of implemented strategies and make necessary adjustments.	PSO 6, PSO 7, PSO 8
CO 5	Recognize the importance of innovation and entrepreneurship in strategic decision-making.	PSO 3, PSO 8
CO 6	Analyse the role of sustainability and social responsibility in strategic management.	PSO 9, PSO 10

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Economics for Business Decisions</b>	<b>Course Code: 110102</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Understanding the meaning and scope of business economics and its principles.	PSO 1, PSO 2
CO 2	Understand the concept of demand and supply and their determinants.	PSO 3, PSO 5
CO 3	Evaluate the factors that affect supply elasticity and its implications for production and pricing decisions.	PSO 6, PSO 7
CO 4	Interpret and analyze the market equilibrium using demand and supply curves.	PSO 6, PSO 8
CO 5	These skills will enable learners to make informed business decisions based on economic principles, understand market dynamics, and analyze the implications of different market structures on pricing and production strategies.	PSO 9, PSO 10

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Cost and Management Accounting</b>	<b>Course Code: 110103</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Analyze the impact of using marginal costing or absorption costing on pricing decisions, product profitability, and financial reporting.	PSO2, PSO3

CO 2	Evaluate the advantages and limitations of marginal costing and absorption costing in various decision-making scenarios.	PSO4, PSO5
CO 3	Calculate and analyze variances between actual costs and standard costs. Interpret the significance of variances and take appropriate corrective actions.	PSO7, PSO6
CO 4	Apply different costing techniques, budgetary control, and operating costing in various decision- making scenarios.	PSO9, PSO10

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Business Ethics and Corporate Social Responsibility</b>	<b>Course Code: 110104</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Recognize ethical dilemmas and challenges faced in business decision-making. Analyze the ethical implications of different business actions and practices.	PSO 1, PSO 2
CO 2	Examine the legal and regulatory framework governing ethical practices in India.	PSO 2, PSO 3, PSO 4
CO 3	Evaluate the challenges and opportunities associated with implementing ethical practices in Indian organizations.	PSO 5, PSO 6
CO 4	Develop an understanding of the ethical responsibilities of businesses towards stakeholders and society.	PSO 7, PSO 8
CO 5	Develop knowledge and skills in formulating and implementing a comprehensive CSR policy. Recognize the importance of stakeholder engagement and collaboration in CSR initiatives. Evaluate the impact and effectiveness of CSR initiatives on organizational performance and social outcomes.	PSO 6, PSO 7, PSO 8
CO 6	Understand the ethical considerations and values that underpin CSR practices. Learners will be equipped with the knowledge and skills necessary to understand and implement CSR principles and practices in organizations. They will develop a holistic understanding of CSR areas, policy formulation, stakeholder engagement, and the ethical dimensions of CSR.	PSO 9, PSO 10

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Research Methodology for Business</b>	<b>Course Code: 110201</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>

CO 1	Understand the concept and importance of research in various fields. Identify the key elements and characteristics of research.	PSO 1, PSO 2
CO 2	Recognize different types of research, such as quantitative, qualitative, and mixed methods.	PSO 3, PSO 4
CO 3	Understand the ethical considerations in research and the importance of research integrity.	PSO 3, PSO 5
CO 4	Interpret statistical results and draw meaningful conclusions. Use statistical software packages for data analysis, such as SPSS or R.	PSO 6, PSO 7
CO 5	Understand the modern practices in research, such as open-access publishing, preregistration, and reproducibility.	PSO 7, PSO 8, PSO 9

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Macro Economics Concepts and Applications</b>	<b>Course Code: 110202</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Understand the concept of aggregate income and its measurement in an economy. Identify the key components of aggregate income, including consumption, investment, government spending, and net exports.	PSO 1, PSO 2
CO 2	Understand the Keynesian perspective on aggregate demand and its determinants, such as consumption, investment, government spending, and net exports.	PSO 3, PSO 4, PSO 5
CO 3	Analyze the effects of fiscal and monetary policies within the IS-LM framework on aggregate output, interest rates, and equilibrium. Evaluate the trade-offs and limitations of policy decisions in achieving macroeconomic objectives like price stability, full employment, and economic growth.	PSO 6, PSO 7, PSO 9
CO 4	Understand the impact of international trade and finance on macroeconomic policy.	PSO 7, PSO 8
CO 5	Analyze the implications of exchange rate regimes and capital flows on a country's economy. Evaluate policy responses to global economic shocks and their effects on domestic economic stability and growth.	PSO 9, PSO 10

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Corporate Finance</b>	<b>Course Code: 110203</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>

CO 1	Understand the scope and objectives of financial management in organizations. Apply the time value of money principles to analyze investment opportunities.	PSO 1, PSO 2
CO 2	Apply ratio analysis techniques to assess the financial health and performance of a company. Make informed financial decisions based on financial analysis and evaluation.	PSO 3, PSO 4
CO 3	Analyze and evaluate different financial decisions, such as investment decisions, financing decisions, and dividend decisions.	PSO 5, PSO 6, PSO 7
CO 4	This knowledge will enable learners to contribute to the financial success and sustainability of organizations and support effective financial planning and decision-making.	PSO 9, PSO 10

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: E-Commerce</b>	<b>Course Code: 110204</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Recognize the role of the World Wide Web in facilitating e-commerce and understand the components of e-enterprise.	PSO 1, PSO 2
CO 2	Apply e-marketing strategies and understand electronic payment systems in e-commerce.	PSO 3, PSO 4, PSO 5
CO 3	Analyze the legal and regulatory environment and security issues in e-commerce.	PSO 6, PSO 7, PSO 8
CO 4	Analyze and evaluate different financial decisions, such as investment decisions, financing decisions, and dividend decisions.	PSO 9, PSO 10

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Organizational Behaviour</b>	<b>Course Code: 110307</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.	PSO 1, PSO 3
CO 2	Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.	PSO 2, PSO 4
CO 3	Analyze the complexities associated with management of the group behavior in the organization.	PSO 5, PSO 7

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Entrepreneurial Management</b>	<b>Course Code: 110308</b>
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Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Identify entrepreneurial activity and its application. Define the strategic, tactical, and operational roles and functions of management of the entrepreneurial venture.	PSO 1, PSO 2
CO 2	Prepare a successful business plan and a feasibility analysis.	PSO 3, PSO 4
CO 3	Prepare the proper ethical and legal foundation as applied to entrepreneurship and new business ventures.	PSO 5, PSO 6
CO 4	Use critical thinking to formulate and execute managerial entrepreneurial strategies, plans, and procedures.	PSO 1, PSO 4
CO 5	Entrepreneurial financing and assessing the financial strengths of the new venture	PSO 5

Program Name: MCOM (Business Management)	Course Name: Human Resource Management	Course Code: 110309
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	To develop an understanding of the concept of human resource management and to understand its relevance in organizations.	PSO 1, PSO 2
CO 2	To analyze the strategic issues and strategies required to select and develop manpower resources	PSO 3, PSO 4, PSO 5
CO 3	To integrate the knowledge of HR concepts to make correct business decisions.	PSO 5, PSO 6, PSO 7

Program Name: MCOM (Business Management)	Course Name: Rural Marketing	Course Code: 110310
Course Outcome No.	Course Outcome	Program Outcome mapping
CO 1	Develop an understanding of the Indian rural economy.	PSO 1, PSO 2
CO 2	Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.	PSO 2, PSO 3, PSO 4
CO 3	Understand the concepts and techniques of marketing management and their application in rural marketing.	PSO4, PSO5
CO 4	Understand the concept and methodology for conducting the research in rural market.	PSO 6, PSO 7

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Marketing Strategies and Practices</b>	<b>Course Code: 110311</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Understand foundational concepts and principles of marketing strategies.	PSO 1, PSO 2
CO 2	Develop skills in creating effective marketing strategies and comprehensive plans for product or service promotion.	PSO 3, PSO 4
CO 3	Analyze market trends and master techniques for building customer value through strategic marketing approaches.	PSO 5, PSO 6
CO 4	Updated on current market dynamics and emerging trends, fostering adaptability and innovation in marketing strategies for contemporary business challenges.	PSO 7

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Advertising and Sales Management</b>	<b>Course Code: 110407</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Describe the basics of Communication process, models and objectives in marketing, understanding the determination of target audience and positioning and advertising budget.	PSO 1, PSO 3
CO 2	Understanding the advertising agency, its selection, compensation, maintaining relations and evaluating advertising effectiveness.	PSO 4, PSO 5, PSO 6
CO 3	Understanding nature, types and importance of selling, Sales management process, managing ethics in selling environment	PSO 7

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Retail Management</b>	<b>Course Code: 110408</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.	PSO 1, PSO 2, PSO 3
CO 2	Critically analyze and summaries market information to assess the retailing environment and formulate effective retail strategies.	PSO 5
CO 3	Learn how to procure, display and maintain merchandise to meet daily business requirements. Understand visual merchandising and its effect on store layout and design.	PSO 6, PSO 7

CO 4	Apply reasoned judgments to solve problems in a variety of retail environments with reference to managerial, ethical, regulatory and global perspectives.	PSO 2, PSO 7
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<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Tourism Management</b>	<b>Course Code: 110409</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Expose the students how to formulate the tourism policy.	PSO 1, PSO 2
CO 2	Discuss the different phases of Indian tourism policy making journey.	PSO 3, PSO 4, PSO 5
CO 3	Provide Knowledge of making plans and steps of planning for tourism development and especially sustainable and green tourism.	PSO 6, PSO 7
CO 4	To make the students understand the nature of International Tourism Environment.	PSO 2

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Supply Chain Management and Logistics</b>	<b>Course Code: 110410</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Demonstrate a clear understanding of the key concepts applied in logistics and supply chain management.	PSO 1, PSO 4
CO 2	To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, Design of SCM, Logistics and Use of Internet.	PSO 3, PSO 5, PSO 6
CO 3	To develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding	PSO 4, PSO 5, PSO 7

<b>Program Name: MCOM (Business Management)</b>	<b>Course Name: Management of Business Relations</b>	<b>Course Code: 110411</b>
<b>Course Outcome No.</b>	<b>Course Outcome</b>	<b>Program Outcome mapping</b>
CO 1	Understand fundamental concepts and principles of Business relations, including the basic roles, skills, and impact of management.	PSO 1, PSO 3
CO 2	Understand realistic and practical applications of management concepts.	PSO 4, PSO 5
CO3	To identify the Problems & Challenges of Employee Relations.	PSO 7, PSO 6