SREE NARAYANA GURU COLLEGE OF COMMERCE

(LINGUISTIC MINORITY INSTITUTION)

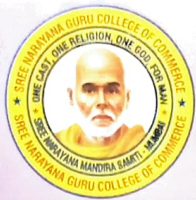RE-ACCREDITED BY NAAC (GRADE-'B'-CGPA 2.45) [2019-2024]

AFFILIATED TO UNIVERSITY OF MUMBAI & RECOGNISED BY UGC-u/s 2(f)&12B

MANAGED BY SREE NARAYANA MANDIRA SAMITI (REGD.)

P. L. LOKHANDE MARG, CHEMBUR, MUMBAI - 400 089. 9326063380 / 9326083775 sngcollege86@yahoo.co.in / sngcollegeprincipal@gmail.com

CRITERIA 2: TEACHING-LEARNING AND EVALUATION	
Key Indicator – 2.6.	**Student Performance and Learning Outcome**
Matric No- 2.6.1	**Programme Outcomes (POs) and Course Outcomes (Cos) for all Programmes offered by the institution are stated and displayed on.**

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PROGRAMME OUTCOMES

Programme Code:**2120161**	Name of the Programme: **M.Com. in Management Studies**

Programme Outcomes:
After successful completion of the programme, graduates will be able to;

PO1: Cultivate an entrepreneurial mindset, embracing innovation, creativity, and adaptability, and demonstrating the ability to identify new business opportunities, develop innovative solutions, and take calculated risks to create value and drive organizational success.

PO2: Possess marketing management skills, including market analysis, product development, branding, pricing, distribution, and promotion, to effectively meet customer needs, drive business growth, and gain competitive advantage.

PO3: Understand the ethical implications of business decisions and practices and demonstrate a commitment to social responsibility, sustainability, and corporate citizenship in their professional conduct and decision-making processes.

M.COM PART I

COURSE OUTCOMES

SEMESTER I
COURSE CODE : 59111   COURSE TITLE: Strategic Management
Course Outcomes: After successful completion of the course, students will be able to;   CO1:Understand the basic concepts and process of strategic management.(2)*   CO2: Develop and prepare organizational strategies that will be effective for today's organisations.(3)*   CO3:Devise strategic approaches to managing a business successfully in a global context.(3)*

SEMESTER I
COURSE CODE : 59121   COURSE TITLE: Human Resource Management
Course Outcomes: After successful completion of the course, students will be able to;   CO1: Apply theory and concept of HRM in their job place.(3)*   CO2: Secure promising jobs in HRM field. (3)*

SEMESTER I
COURSE CODE : 59131   COURSE TITLE: Consumer Behaviour
Course Outcomes: After successful completion of the course, students will be able to;   CO1: Understand and strengthen the fundamentals of consumer behaviour.(2)*   CO2: Understand consumer motivation and perceptions.(2)*   CO3:Analyze how consumers gather information and change behaviors.(4)*   CO4:Understand consumer behaviour in a globalized era.(2)*

SEMESTER I
COURSE CODE : 59141   COURSE TITLE: Business Ethics
Course Outcomes: After successful completion of the course, students will be able to;   CO1: Promote a morally sound society through their grasp of business ethics.(3)*   CO2: Develop a strong sense of right and wrong by studying Business Ethics.(3)*

SEMESTER I
COURSE CODE : 59151   COURSE TITLE: Organisational Behaviour
Course Outcomes: After successful completion of the course, students will be able to;   CO1: Understand importance of organizational goals.(2)*   CO2: Manage stressful conditions at work place.(3)*

SEMESTER I	
COURSE CODE : 59191	COURSE TITLE: Research Methodology

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Apply research methodology in commerce and management subjects.(3)*

CO2: Adopt ethical standards, define research purposes, acknowledge limitations, analyze data accurately, and present findings clearly and impartially.(3)*

SEMESTER II	
COURSE CODE : 59112	COURSE TITLE: Customer Relationship Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the basic concepts and process of CRM. (2)*

CO2: Apply CRM strategies. (2)*

SEMESTER II	
COURSE CODE : 59122	COURSE TITLE: Brand Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Evaluate branding challenges and develop a strategic brand equity business plan. (5)*

CO2: Scrutinise the strategic brand management for developing good branding for organisations. (3)*

CO3:Develop the idea of branding research and Co-branding. (3)*

SEMESTER II	
COURSE CODE : 59132	COURSE TITLE: Professional Intelligence

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand new terms of professional intelligence and its importance.(2)*

CO2: Understand the effect of professional intelligence on recruitment and organisational culture.(2)*

CO3: Develop learning and analytical skills required to solve cases and to provide solutions.(3)*

SEMESTER II	
COURSE CODE : 59142	COURSE TITLE: Hospitality Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Improve soft skills to enhance communication skills.(3)*

CO2: Understand the importance of application of principles of management.(2)*

CO3:Understand the Importance of hospitality in the hotel industry.(2)*

SEMESTER II	
COURSE CODE : 59175	COURSE TITLE: Change Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the concept of change management.(2)*

CO2: Identify reasons for resistance to change.(1)*

SEMESTER II	
COURSE CODE :	COURSE TITLE: Internship

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Apply the theoretical knowledge acquired in the classroom to real-world business situations and problems.(3)*

CO2: Develop professional skills such as communication, teamwork, problem-solving, and critical thinking.(3)*

CO3:Understand professional work ethics.(2)*

CO4:Enhance the resume with relevant work experience, increasing employability post-graduation.(2)*

M.COM PART II

SEMESTER III

COURSE CODE : 72222	COURSE TITLE: Organizational Behaviour

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand importance of organizational goals.(2)*

CO2: Manage stressful conditions at work place.(3)*

SEMESTER III

COURSE CODE : 72212	COURSE TITLE: Entreprenuerial Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Apply portfolio management principles and techniques to construct and manage investment portfolios aligned with clients' financial goals and risk profiles.(3)*

CO2:Develop skills in building and maintaining client relationships.(3)*

CO3: Learn about regulatory and ethical requirements in mutual fund and wealth management.(2)*

SEMESTER III

COURSE CODE : 72202	COURSE TITLE: Human Resource Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Apply theory and concept of HRM at their workplace.(3)*

CO2: Secure promising jobs in the HRM field.(3)*

SEMESTER III

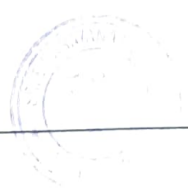| COURSE CODE :	COURSE TITLE: Project

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Design and conduct independent research projects. (3)*

CO2: Develop skills in collecting, analyzing, and interpreting quantitative and qualitative data.(3)*

CO3:Apply theoretical concepts and frameworks to real-world business problems and scenarios.(3)*

CO4:Develop skills in presenting research findings effectively to academic and professional audiences.(3)*

SEMESTER IV

COURSE CODE : 67502	COURSE TITLE: Logistics & Supply Chain Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand supply chain management concepts.(2)*

CO2: Formulate supply chain strategies aligned with organizational goals and objectives.(3)*

CO3:Apply Inventory management techniques to ensure optimal levels of inventory while minimizing costs and stockouts.(3)*

CO4:Understand transportation modes, routes, and carriers, as well as distribution strategies, warehouse management, order fulfillment processes, and last-mile delivery options, to optimize transportation and distribution operations.(2)*

SEMESTER IV

COURSE CODE : 67512	COURSE TITLE: Retail Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Cultivate an entrepreneurial mindset to identify, develop, and manage innovative retail ventures successfully in competitive markets.(3)*

CO2: Apply retail marketing strategies and promotional tactics.(3)*

CO3: Aanalyze sales, customer behavior, market trends, and competitive intelligence, and monitor performance with KPIs.(4)*

CO4:Formulate retail strategies aligned with market opportunities and competitive dynamics.(3)*

SEMESTER IV

COURSE CODE : 67507	COURSE TITLE: Advertisement and Sales Management

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand advertising principles.(2)*

CO2: Analyze consumer behavior and preferences to develop effective advertising strategies and campaigns.(4)*

CO3:Gain skills in creative advertising development to create compelling and persuasive advertising content across different media platforms.(3)*

CO4:Explore digital advertising platforms and learn how to leverage digital channels to reach and engage target audiences effectively.(3)*

SEMESTER IV	
COURSE CODE :	COURSE TITLE: Project

Course Outcomes: After successful completion of the course, students will be able to;

CO1: Design and conduct independent research projects. (3)*

CO2: Develop skills in collecting, analyzing, and interpreting quantitative and qualitative data.(3)*

CO3:Apply theoretical concepts and frameworks to real-world business problems and scenarios.(3)*

CO4:Develop skills in presenting research findings effectively to academic and professional audiences.(3)*

* Note: Numbers given in the brackets () refer to learning levels of the revised Blooms' Taxonomy (2001) as follows:

(1): Remember,(2): Understand, (3): Apply (4): Analyse (5): Evaluate (6): Create

M.Com. Coordinator   IQAC Coordinator   Principal