**Redefined Course Outcomes, Program Specific Outcomes & Program Outcomes by the Affiliated University Sant Gadge Baba Amravati University Amravati – (2023-24)**

**Department of Commerce**

**Faculty: Commerce & Management Programme : Master of Commerce Programme Objectives:**

1) To enable the student to acquire the process of managerial economics, demand analysis, production theory, price determination and prizing practices, etc.

2) To acquaint the student with basic issues in services marketing and customer relationship management.

3) To enable the student to understand & master the accounting concepts as well as tools and techniques used for taking managerial decisions.

 4) To impart the knowledge of ratio analysis, cash flow and budgetory control.

5) To enhance decision making abilities of students in situation of uncertainty in dynamic business environment.

6) To help the student to understand and master the conceptual framework of Management and organizational behavior.

7) To provide understanding of computer operating system and application of relevant softwares in managerial decision making

8) To impart the knowledge of commercial banks and its transactions, nature and scope of insurance and its kinds.

**Programme Outcomes:-**

**The student would be able**

1) To acquire a job as an Economist, Market Research Analyst, a banker, management consultant, stockbroker/trader, Actuary, Financial analyst, Financial advisors or Advisor to Tax Law Court etc.

2) To acquire the process of managerial economics, demand analysis, production theory, price determination and prizing practices, etc.

3) To acquire proficiency in the accounting concepts as well as tools and techniques used for taking managerial decisions.

 4) To master the knowledge of ratio analysis, cash flow and budgetory control.

 5) To achieve decision making abilities in the situation of uncertainty in dynamic business environment.

6) To master the conceptual framework of Management and organizational behavior.

7) To attain understanding of computer operating system and application of relevant softwares in managerial decision making.

8) To gain the knowledge of commercial banks and its transactions, nature and scope of insurance and its kinds.

**Programme : Master of Commerce Semester I (NEP)**

**Subject: MCOM NEP/11 Research Methodology & Intellectual Property Rights**

**Course Outcomes:**

After going through the syllabus of "Research Methodology & Intellectual Property Rights", the students will be able to:

1. Give an overview of the research methodology and explain the technique of defining a research problem

2. Explain the functions of the literature review in research.

 3. Explain carrying out a literature search, its review, developing theoretical and conceptual frameworks and writing a review.

4. Explain various research designs and their characteristics.

5. Explain the details of sampling designs, measurement and scaling techniques and also different methods of data collections.

6. Explain several parametric tests of hypotheses and Chi-square test.

 7. Explain the art of interpretation and the art of writing research reports.

8. Explain various forms of the intellectual property, its relevance and business impact in the changing global business environment.

9. Discuss leading International Instruments concerning Intellectual Property Rights.

**Programme : Master of Commerce Semester I (NEP)**

**Subject: MCOM NEP/12 Managerial Economics**

**Course Outcomes:**

1. To know the concepts of managerial economics economic and managerial theory

2. To provide the knowledge of demand analysis and consumer choice theory.

3. To understand production function and law of supply

4. To acknowledge price determination and pricing practices

5. To enable students to understand business cycles.

**Programme : Master of Commerce Semester I (NEP)**

**Subject: MCOM NEP/13 Advance Cost Accounting**

**Course Outcomes:.**

After going through the subject Advance Cost Accounting, the student will be able to:

 1. Understand the basics of Cost Accounting. Apply techniques to ascertain Cost Per Unit and Selling Price and solve typical problems related to cost determination.

2. Demonstrate knowledge of Machine Hour Rate and its application in calculating the cost of production.

3. Analyze and maintain Operating Cost Accounts, focusing on the context of the Transport service industry.

4. Differentiate between Job Costing and Batch Costing, and identify scenarios suitable for each method. Create cost estimates for specific jobs and batches, incorporating overhead allocation.

 5. Comprehend the principles and methods of Contract Costing, particularly in relation to long-term projects.

 6. Understand the concepts and processes involved in Process Costing, particularly in industries with continuous production.

7. Define Cost Audit and its role in ensuring cost control and efficiency. Evaluate the advantages and scope of Cost Audit, differentiating it from Financial Audit. Analyze the step-by-step Cost Audit procedure, including planning, execution, and documentation. Prepare a comprehensive Cost Audit Report, highlighting findings, recommendations, and potential areas of improvement.

**Programme : Master of Commerce Semester I (NEP)**

**Subject: MCOM NEP/14 Service Marketing**

**Course Outcomes:.**

1. Students will understand seven phases of marketing of service in depth.

2. Student will understand strategic issues peculiar of service marketing.

3. Students will understand an importance of new and innovative concepts of CRM, especially E-CRM.

 4. DemonstrateideacreationandimplementationofCRMfordifferentservicesector.

**Programme : Master of Commerce Semester I (NEP)**

**Subject: MCOM NEP/15-A Banking and Insurance Service**

**Course Outcomes:**

1. To understand the structure & function of banking and insurance service

2. To enable students to understand the functions, importance and kinds of bank and insurance.

 3. Application of Bank and insurance.

4. To understand the types of banking and insurance.

 5. To understand the banking and insurance sectors in Indian economy.

**Programme : Master of Commerce Semester II (NEP)**

**Subject: MCOM NEP/21 Accounting for Managerial Decisions**

**Course Outcomes:**

After going through the subject Accounting for Managerial Decisions, the student will be able to:

1. Understand the basics of management accounting and its role in the overall field of accounting and understand the position, role, and responsibilities of a management accountant.

2. Define, understand the necessity, advantages, and limitations of ratio analysis. Classify and interpret different types of ratios for assessing liquidity, activity, leverage, and profitability

3. Understand the basics of fund flow statement. Learn the procedure for preparing a fund flow statement. Understand the purpose and importance of a cash flow statement. Follow the guidelines of Accounting Standard (AS-3) for preparing a cash flow statement.

4. Understand standard costing as a control technique in cost accounting. Explain the method of cost control and the objectives of standard costing. Analyze the relationship between standard costing and budgetary control. Learn the process of setting and revising standards.

5. Define variance and its importance in cost analysis. Identify and calculate material variance and labor variance. Analyze the relevance of variances in budgeting and standard costing.

6. Differentiate between marginal costing and absorption costing. Understand cost-volume-profit analysis in marginal costing.

7. Explain the assumptions and practical applications of break-even analysis. Apply break-even analysis in decision-making scenarios such as sales mix, make or buy decisions, and product line discontinuation. Solve problems related to marginal costing and break-even analysis.

 8. Define budget and understand its essentials. Identify different types of budgets (functional, master, etc.), the concepts of fixed and flexible budgets and solve problems related to cash budget and flexible budget.

 9. Define the purpose and objectives of reporting to management. Identify the reporting needs at different managerial levels. Discuss types of reports and modes of reporting. Explain the reporting requirements at various management levels

**Programme : Master of Commerce Semester II (NEP)**

**Subject: MCOM NEP/22 Strategic Management**

**Course Outcomes**

1. Demonstrate decision making ability and dynamism.

 2. Will understand major theories, background work, concept and research output in the field of strategies management.

3.Demonstrate aproper meaning of the tools and technique used by executives in executing strategies and will appreciate its integrative and inter disciplinary nature. 4.Demonstratepracticalsituationfordiagnosingandsolvingorganizationalissues.

5. Relate theories and device application of it.

**Programme : Master of Commerce Semester II (NEP)**

**Subject: MCOM NEP/23 Organizational Behavior and Development**

**Course Outcomes**

1. Student Understand decision making process both at individual level and in group.

2. Student Understand Power, Politics, and Accomplishing organizational goals.

3. Students demonstrate ability to manage conflicts.

4. Students will determine Leadership style according to the situation.

**Programme : Master of Commerce Semester II (NEP)**

**Subject: MCOM NEP/24-A Computer Application in Business**

**Course Outcomes**

1. Word process allows students to create and edit the documents and also gives them the ability to generate productivity-related images like charts, tables and graphs.

2. Students should know basic data types in spreadsheets. Is able to determine databases and convert them. Know basic functions to calculate mathematical, financial, statistical and logical operations. Have skills of data visualization depending on data and task types.

 3. Understand how to start MS –Excel and SPSS. Enter basic data into SPSS and Carry out statistical analysis that can test hypotheses. Develop various required graphs.

 4. Enable students to gain expert knowledge, principles and procedure of computerized accounting and taxation. Also, they will be able to do critical thinking and problem-solving skills in analyzing financial information and taxation.

**Programme : Master of Commerce Semester II (NEP)**

**Subject: MCOM NEP/24-A Computer Application in Business (Practical)**

**Course Outcomes**

Upon completion of the practical course student will be able to

1. Describe what MS word 2021 and how it is useful in both personal and professional life.

2. Create a new document, work with a document, format text insert and work with clip arts and pictures, use the mail merge, print documents and create high quality document designs and layouts.

3. Apply the MS Excel program and formatting a worksheet. Work with cell references.

4. Learn to use functions and formulas. Create and edit tables, charts and graphs, import and export data.

5. Enter the accounting transactions in computerized format and get the financial results.

6. Acquire the skill of financial decision making and interpret the financial statements as well as evaluation of stock of the end

**Programme : Master of Commerce Semester III**

**MCOM – 31 Research Methodology**

**Course outcomes:**

The students will be able –

1. To understand basics and methods of research.

2. To evaluate research problems and apply to decide sampling techniques.

3. To Comprehend Sources of Data Collection.

4. To define & write Review of Literature.

5. To apply data analysis and interpretation methods. 6. To write a Research Report.

**Programme : Master of Commerce Semester III**

**MCOM – 32 Statistical Analysis**

**Course outcomes:**

After going through the subject Statistical Analysis, the student will be able to:

1. Understand the concept, identify and describe the types of correlation (positive, negative, zero) and explore and explain the methods used to study correlation.

2. Understand the concept and solve problems involving regression equations and calculate regression coefficients.

3. Understand the concept of sampling and different sampling methods (random sampling, stratified sampling, cluster sampling, etc.). Differentiate between sampling and non-sampling errors. Identify and explain common sources of non-sampling errors. Understand the concept of sampling distributions and their properties (mean, variance, shape). Calculate and interpret sampling distribution characteristics.

4. Understand the concepts of statistical estimation and hypothesis testing

5. Differentiate between point estimation and interval estimation. Solve problems related to point and interval estimation of population mean. Calculate point estimates and construct confidence intervals for population means.

6. Calculate variance for proportions

7. Conduct statistical tests of hypotheses and identify type I and type II errors.

8. Solve problems involving the F-test for comparing variances or testing model significance. 9. Apply the t-test for small samples and z-test for large samples to test hypotheses about population means.

10. Understand the chi-square test for goodness of fit and its applications. Also understand, apply and interpret degrees of freedom in the context of chi-square tests.

11. Solve problems using the parabolic curve and binomial expansion method for interpolation and extrapolation.

12. Understand the concept and types of index numbers (price index, quantity index, composite index, etc.). Solve problems involving the simple (unweighted) aggregate method and weighted index number methods (Laspeyre's, Paasche's, Fisher's, Marshall-Edgeworth) for constructing index numbers.

13. Understand the concept of statistical quality control and different quality control methods (control charts, process capability analysis, acceptance sampling). Determine and set up control limits for control charts. Construct control charts (X-bar chart, R-chart, p-chart, c-chart) and interpret the results.

14. Understand the importance and applications of time series analysis. Identify and describe the components of time series (trend, seasonality, cyclical variations, irregular variations). Apply different methods (moving averages, least squares) to measure and analyze trends in time series data. Choose appropriate trend models (linear, exponential, quadratic) based on the merits and limitations of each model. Use methods (simple averages, ratio-to-moving-average) to measure and analyze seasonal variations in time series data, considering their merits and limitations.

**Programme : Master of Commerce Semester III**

**MCOM – 33 Corporate Tax Planning & Management**

**Course outcomes:**

Course Outcome Students will be able to:

1. Understand basic concepts of Corporate Tax.

2. Computation of Tax liability of company.

3. Knowledge about the capital structure of a company.

 4. Awareness about advance tax payment

**Programme : Master of Commerce Semester III**

**MCOM – 34 E-Commerce and Legal Security**

**Course outcomes:**

1. Analyze the impact of E-commerce on business models and strategy.

2. Describe the major types of E-commerce.

3. Explain the process that should be followed in building an E-commerce presence.

 4. Identify the key security threats in the E-commerce environment.

5. Describe how procurement and supply chains relate to B2B E-commerce.

6. To understand Electronic Payment Systems and Unified Payment Interface System

**Programme : Master of Commerce Semester III**

**MCOM – 34 E-Commerce and Legal Security (Practical)**

**Course outcomes:**

1. Analyze the impact of E-commerce on business models and strategy.

2. Describe the major types of E-commerce.

3. Explain the process that should be followed in building an E-commerce presence.

 4. Identify the key security threats in the E-commerce environment.

5. Describe how procurement and supply chains relate to B2B E-commerce.

6. To understand Electronic Payment Systems and Unified Payment Interface System

**Programme : Master of Commerce Semester IV**

**MCOM – 41 Entrepreneurship and Skill Development**

**Course outcomes:**

1. The objective of the course is to improve entrepreneurship quality for self-employment.

2. To gives knowledge for start their own start-up.

3. This course is also guiding them how business skill developed for achieving business goals

**Programme : Master of Commerce Semester IV**

**MCOM – 43 B Sales and Distribution Management**

**Course outcomes:**

1.The objective of the course is to improve marketing skill and Distribution management avenues.

2.To gives knowledge for strategy, planning budgeting, and forecasting of Sales.

3.This course is also guiding them how to manage inventory control system within an organization of Business Concern and Individual.

**Programme : Master of Commerce Semester IV**

**MCOM – 44 B Cooperative Management**

**Course outcomes:**

1 To develop understanding about the functioning of cooperative industry

2 To develop understanding about functioning of Agricultural Cooperative Societies

 3 To develop understanding about functioning of Sugar Cooperative Societies

4 To develop understanding about Government policy on cooperation

5 To develop understanding about cooperative legislation in India

**Programme : Master of Commerce Semester IV**

**MCOM – 45 B International Marketing**

**Course outcomes:**

1 To develop understanding about International Marketing

2 To develop understanding of Application about International Marketing Organization

3 To develop understanding of Global Product Planning

4 To develop understanding of application of Global Product Pricing

5 To develop understanding of Emerging Issues of Global Marketing