



Satish Pradhan Dnyanasadhana College, Thane

(Arts, Science and Commerce)

Re-Accredited "B+" Grade (CGPA 2.69) by NAAC, ISO 21001:2018 (Certified)

Affiliated to University of Mumbai

M.Com. Business Management

Program Specific Outcome

PSO 1: Knowledge and Understanding

Students will be able to demonstrate a comprehensive understanding of business management concepts, practices, and theories.

PSO 2: Communication and Presentation Skills

Students will communicate effectively in both written and oral forms and do effective presentations and prepare reports.

PSO 3: Analytical Skills

Students will develop strong analytical skills to assess business situations, analyze data, and make rational/optimal decisions, which will help to critically evaluate market trends, and organizational performance and efficiency.

PSO 4: Research Skills

Students will be able to develop ability to carry out research work in the field of Business Management.

PSO 5: Leadership and Teamwork

Students by learning management principles and practices, will be able to become future leaders and overcome organizational problems.

PSO Of M.Com. Advanced Accountancy



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| Department | Semester | Course |
|--|----------|-----------------------------|
| M Com (Business Management) | I | Strategic Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|---------------------------|
| CO1 | Understand and analyze strategic management concepts, including vision, mission, and functional strategies, and distinguish between different levels of strategies. | L2/L4 | PO1,PO2, PSO1, PSO3 |
| CO2 | Formulate and evaluate strategic alternatives such as mergers, acquisitions, and diversification using portfolio analysis tools. | L5/L6 | PO2,PO4, PSO3, PSO4 |
| CO3 | Develop and analyze corporate and global strategies, including corporate restructuring and strategic alliances, to address various business challenges. | L4/L6 | PO1,PO5, PSO1, PSO5 |
| CO4 | Apply strategies related to emerging trends, disaster management, and business startups, while evaluating the impact of initiatives like Make in India. | L3/L5 | PO3,PO6, PSO2, PSO3 |



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| Department | Semester | Course |
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| M Com (Business Management) | I | Human Resource Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|---|---------------|------------------------|
| CO1 | Understand and Analyze Human Resource Management Concepts. | L2/L4 | PO1,PO2, PSO1, PSO3 |
| CO2 | Develop and Implement Human Resource Planning and Recruitment Processes | L3/L6 | PO1,PO2, PSO1,PSO3 |
| CO3 | Evaluate Training Programs and Performance Appraisal Systems | L4/L5 | PO2,PO4, PSO3, PSO4 |
| CO4 | Address Emerging Issues and Legal Aspects in HRM | L3/L5 | PO1,PO6, PSO1,PSO5 |



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| Department | Semester | Course |
|--------------------------------|----------|--------------------|
| M Com (Business Management) | I | Consumer Behaviour |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|------------------------|
| CO1 | Analyze and explain the various types of consumer behavior as well as current trends affecting consumer behavior. | L2/L4 | PO1,PO2, PSO1,PSO3 |
| CO2 | Evaluate the internal and external determinants of consumer behavior, Assess their impact on the organizational buyer's decision process. | L5 | PO1,PO2, PSO1,PSO3 |
| CO3 | Develop and Apply theories of consumer learning, including brand loyalty and brand equity. | L3/L6 | PO2,PO4, PSO3,PSO4 |
| CO4 | Assess the impact of online buying behavior and social media marketing on consumer behavior and Implement strategies to address the rise of consumerism. | L3/L6 | PO1,PO6, PSO1,PSO5, |



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| Department | Semester | Course |
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| M Com (Business Management) | I | Business Ethics |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|---|---------------|-----------------------|
| CO1 | Define and Explain the key concepts and types of business ethics, including personal ethics and ethical theories | L2 | PO1,PO6, PSO1,PSO4 |
| CO2 | Analyze the relationship between ethics and values, and evaluate the development and implementation of a code of ethics within organizations. | L4/L5 | PO2,PO4, PSO3,PSO4 |
| CO3 | Assess ethical issues related to the environment and employee rights and Explain HR management practices. | L2/L5 | PO1,PO6, PSO1,PSO5 |
| CO4 | Examine and develop strategies for corporate social responsibility (CSR) and corporate governance. | L3/L6 | PO2,PO5, PSO3,PSO5 |



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| Department | Semester | Course |
|--------------------------------|----------|------------|
| M Com (Business Management) | I (BM) | E-commerce |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|------------------------|
| CO1 | Explain e-commerce evolution, benefits, challenges, and business models (B2B, B2C, B2G) | L2 | PO1,PO2, PSO1,PSO3 |
| CO2 | Analyze website design principles, EDI benefits, and new technologies in e-commerce | L4 | PO2,PO4, PSO3,PSO4 |
| CO3 | Assess and evaluate e-marketing techniques, online shopping processes, and e-payment system risks and standards to ensure effective and secure digital transactions. | L4/L5 | PO2,PO4, PSO3, PSO4 |
| CO4 | Evaluate cyber laws, security threats, and strategies for protecting e-commerce assets. | L5 | PO2,PO6, PSO3, PSO5 |



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| Department | Semester | Course |
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| M Com (Business Management) | I | Research Methodology |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|---|---------------|--------------------------------|
| CO1 | Define research concepts and explain their types and significance in various fields. Evaluate the need and scope of research in Social Sciences, Humanities, Commerce, and Management. | L1/L2/L4/L5 | PO1,PSO1 |
| CO2 | Design a research plan by selecting a problem, formulating hypotheses, and creating a research design. Develop a sampling plan and justify the importance of literature review. | L6 | PO1,PO2,PSO1, PSO4 |
| CO3 | Apply statistical tools to analyze data, including central tendency, dispersion, correlation, and regression. Conduct and interpret hypothesis tests using parametric and non-parametric methods | L2/L3/L4 | PO1,PO2,PSO1, PSO3,PSO4 |
| CO4 | Prepare a research report with appropriate structure and citation styles. Discuss modern practices, including ethical norms, plagiarism, and the role of computers in research. | L2 | PO1,PO3,PO4,PO6,PSO1,PSO2,PSO4 |



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| Department | Semester | Course |
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| M Com (Business Management) | II | Customer Relationship Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|---|---------------|------------------------|
| CO1 | Explain the concept and process of Customer Relationship Management (CRM), including its objectives, customer value management, customer satisfaction, and customer retention. | L2 | PO1,PO3, PSO1,PSO2 |
| CO2 | Analyze consumer needs, purchase patterns, and the importance of consumer behaviour. Evaluate the nature of customer service and the 4Cs in customer service strategy, along with relationship marketing processes and strategies. | L4/15 | PO2,PO4, PSO3,PSO4 |
| CO3 | Develop strategies to enhance customer loyalty and engagement, including understanding the role of social media and public relations in customer loyalty and applying the Customer Engagement Marketing Model. | L3/L6 | PO2, PO5, PSO3,PSO5 |
| CO4 | Implement various e-CRM approaches using software packages and internet tools for interactive public relations. Discuss the importance of data security and privacy in managing customer information. | L3/L4 | PO4,PO6, PSO4 |



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| Department | Semester | Course |
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| M Com (Business Management) | II | Brand Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|-----------------------|
| CO1 | Define and explain key branding concepts such as brand, branding, brand equity, and the Customer-Based Brand Equity (CBBE) Model. Describe the benefits and challenges associated with branding. | L1/L2 | PO1,PO3, PSO1,PSO2 |
| CO2 | Analyze the strategic brand management process, including brand design, brand associations, and brand performance. Develop and propose strategies for effective brand management and evaluate the role of celebrities and brand loyalty. | L4/L5/L6 | PO2,PO5, PSO3,PSO5 |
| CO3 | Evaluate the importance of brand research techniques, such as brand measurement, audits, and brand extension. Apply these techniques to analyze brand fatigue and co-branding effects on brand positioning and awareness. | L3/L5 | PO3,PO4, PSO4 |
| CO4 | Apply new trends in branding, such as graphic design, brand hierarchy, and storytelling. Assess the impact of these trends on brand management, including the role of digital marketing and purpose-driven branding. | L3/L6 | PO2,PO6, PSO3,PSO5 |



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| Department | Semester | Course |
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| M Com (Business Management) | II | Professional Intelligence |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|-----------------------|
| CO1 | Define intelligence, human intelligence, and Professional Intelligence (PI). Describe Gardner's Theory of Multiple Intelligences and the importance of PI for individuals and firms. | L1/L2 | PO1,PO4, PSO1,PSO4 |
| CO2 | Analyze the 21 principles of PI, and assess its impact on recruitment, organizational culture, and employees. Discuss reasons for PI and evaluate its risks. | L4/L5 | PO2,PO5, PSO3,PSO5 |
| CO3 | Explain the dimensions of Emotional Intelligence (EI) and compare Mayer & Salovey's cognitive model with Goleman's model. Describe spiritual intelligence and methods to develop it. | L2/L4 | PO1,PO3, PSO1,PSO2 |
| CO4 | Evaluate types and sources of professional stress, including coping mechanisms. Discuss the Accountability Ladder in PI and differentiate between PI and Artificial Intelligence. | L4/L5 | PO2,PO6, PSO3,PSO5 |



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| Department | Semester | Course |
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| M Com (Business Management) | II | Hospitality Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|---|---------------|-----------------------|
| CO1 | Demonstrate basic English communication skills including meeting and greeting phrases appropriate for the hospitality industry. Apply personal and social etiquettes, and display effective body language in various professional contexts. | L2/L3 | PO3, PSO2 |
| CO2 | Analyze the principles of management (Planning, Organizing, Staffing, Leading, Controlling) within the context of the hospitality industry. Apply these principles to different levels of management in hospitality settings. | L3/L4 | PO1, PO2, PSO1, PSO3 |
| CO3 | Describe the definitions, classifications, and star categorizations of hotels. Categorise meal plans, room types, and front office management practices. Explain the historical development, types, and forms of tourism. | L1/L2 | PO1, PO4, PSO1, PSO4 |
| CO4 | Plan and execute tour management strategies, including coordination during tours and networking for effective tour management. Discuss career opportunities in both the hotel and tourism industries. | L3/L6 | PO1, PO5, PSO1, PSO5 |



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| Department | Semester | Course |
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| M Com (Business Management) | II | Career Planning and Development |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|-----------------------|
| CO1 | Create and evaluate a CV and resume using career planning tools and AI technologies. | L5/L6 | PO3,PSO2 |
| CO2 | Identify career resources and prepare for various interview types | L1/L3 | PO1,PO2, PSO2,PSO3 |
| CO3 | Demonstrate effective interview skills including body language and communication. | L3/L4 | PO1,PO4, PSO1,PSO4 |
| CO4 | Analyze career development concepts and improve relevant soft skills. | L4/L5 | PO1,PO5, PSO1,PSO5 |



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| M Com (Business Management) | III | Human Resource Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|-----------------------|
| CO1 | Compare traditional HRM with strategic HRM, and develop effective HR plans using HRIS and job analysis. | L4/L6 | PO1,PO2, PSO1,PSO3 |
| CO2 | Design and evaluate effective training programs and management development techniques, addressing challenges faced by trainers. | L5/L6 | PO1,PO5, PSO1,PSO5 |
| CO3 | Conduct performance appraisals following guidelines and ethical practices, and review appraisal processes. | L3/L5 | PO1,PO5, PSO1,PSO5 |
| CO4 | Analyze recent changes in key labour legislation, including the Industrial Relations Act, Child and Women Labour Act, and Employee Acts, and assess their implications for HR practices. | L4/L5 | PO2,PO4, PSO3,PSO4 |



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| Department | Semester | Course |
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| M Com (Business Management) | III | Marketing Strategies and Practices |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|------------------------|
| CO1 | Explain and develop effective marketing strategies using systematic steps. | L2/L6 | PO1,PO2, PSO1, PSO3 |
| CO2 | Explain and develop effective marketing strategies using systematic steps | L3/L5 | PO1,PO2, PSO1, PSO3 |
| CO3 | Analyze market trends and apply customer value concepts to enhance satisfaction and loyalty. | L3/L4 | PO2,PO1, PSO1, PSO3 |
| CO4 | Evaluate and implement new marketing strategies, including e-marketing and social marketing. | L3/L5 | PO1,PO4, PSO1, PSO4 |



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|--|-----------|---------------------------------|
| Department | Semester | Course |
| M Com (Business Management) | IV | Organizational Behaviour |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|---|---------------|-----------------------|
| CO1 | Describe the concept, nature, and scope of Organizational Behaviour (OB) and its evolution | L1/L2 | PO1,PO2, PSO1,PSO3 |
| CO2 | Analyze factors affecting individual behaviour, including personality traits and perception, and their impact on organizational behaviour. | L3/L4 | PO1,PO2, PSO1,PSO3 |
| CO3 | Examine group types, stages of development, and decision-making processes. Assess determinants of group behaviour, power, and politics in the workplace. | L4/L5 | PO1,PO2, PSO1,PSO3 |
| CO4 | Identify and manage stress, organisational culture, and workforce diversity. Implement strategies for effective stress management and ethical behaviour in the workplace. | L1/L3 | PO1,PO4, PSO1,PSO4 |



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| Department | Semester | Course |
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| M Com (Business Management) | IV | Advertising and sales Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|-----------------------|
| CO1 | Explain the basics of advertising, including concepts, features, and models like AIDA and DAGMAR. Analyze the roles of advertising agencies and media selection criteria. | L2/L4 | PO1,PO2, PSO1,PSO3 |
| CO2 | Develop advertising copy for various media and apply pre-test and post-test methods. Describe the regulatory framework and roles of self-regulatory bodies in advertising. | L2/L3 | PO1,PO4, PSO1,PSO4 |
| CO3 | Identify key functions of sales management, including the art of selling and qualities of an effective salesman. Manage sales force selection, training, and motivation. | L1/L3 | PO1,PO5, PSO1,PSO5 |
| CO4 | Plan sales activities using forecasting methods and control sales through budgeting, quotas, and audits. Evaluate recent trends such as customer feedback and data mining. | L3/L5 | PO1,PO2, PSO1,PSO3 |



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| Department | Semester | Course |
|--|-----------|--------------------------|
| M Com (Business Management) | IV | Retail Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|---------------------------|
| CO1 | Explain the concept, scope, and importance of retailing, including retail formats and the retail environment in India. | L2 | PO1,PO4, PSO1, PSO4 |
| CO2 | Apply retail strategies by using promotional techniques, market segmentation, and CRM practices to enhance retail performance. | L3 | PO1,PO2, PSO1,PSO3 |
| CO3 | Analyze the importance of retail location, merchandising planning, and store design to improve retail operations. | L4/L5 | PO1,PO2, PSO1,PSO3 |
| CO4 | Explore the use of technology in retailing, including EDI and RFID, and identify career options and responsibilities in the retail industry. | L1/L2 | PO1,PO5, PSO1,PSO5 |



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| Department | Semester | Course |
|--|-----------|---------------------------|
| M Com (Business Management) | IV | Tourism Management |

At the end of the course, Students will be able to:

| CO No. | Course Outcome | Bloom's Level | Mapping of PO & PSO's |
|--------|--|---------------|----------------------------|
| CO1 | Explain the concept, characteristics, and importance of tourism, including different types and the structure of the tourism industry. | L2 | PO1, PO4, PSO1, PSO4 |
| CO2 | Apply concepts of tourism product planning, pricing, and promotion to develop effective tourism marketing strategies. | L3/L6 | PO1, PO2, PSO1, PSO3 |
| CO3 | Analyze the roles of travel intermediaries and the process of setting up travel agencies and tour operations, including approvals and organization types. | L4/L5 | PO1, PO2, PSO1, PSO3 |
| CO4 | Explore sustainable tourism development, government policies, and major tourism schemes in India, including their impact on future growth. | L2 | PO1, PO5, PSO1, PSO5 |