



BUNTS SANGHA'S

**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE &  
MANAGEMENT STUDIES**

PERMANENTLY AFFILIATED TO UNIVERSITY OF  
MUMBAI

**IMC RBNQ Certificate of Merit**

**ISO 21001 : 2018 Certified**

# **Programme Outcomes & Programme Specific Outcomes**

# Master of Commerce – Business Studies

## Programme Outcome

<b>PO1</b>	To apply the knowledge of Human Resource Management and Accounting & Management skills in the core courses.	<b>Competency 1</b>	Demonstrate Competency in Advance Accountancy and Financial Management	<b>Performance Indicator 1</b>	Identify and understand Human Resource Management, Human Resource Development & other important Areas of HRM.
		<b>Competency 2</b>	Demonstrate Competency in Cost Accounting and Budgeting	<b>Performance Indicator 2</b>	Apply Cost Accounting Techniques in calculating Marginal Costing, Standard Costing, Budgetary Control & Operating Costing
		<b>Competency 3</b>	Demonstrate Competency in Accounting & Statistical Techniques	<b>Performance Indicator 3</b>	Apply Accountancy and Statistical Techniques in calculating Time Value of Money, Ratio Analysis in Financial Decision Making & Financial Management
<b>PO2</b>	Develops the skill to think critically on abstract concepts of Research Methodology & Marketing Strategies & Practices.	<b>Competency 1</b>	Demonstrate Competency in Research Methodology	<b>Performance Indicator 1</b>	Understand & Apply techniques to learn Research, Research Process, Data Processing & Statistical Analysis, and Research Reporting & Modern Practices in Research.
		<b>Competency 2</b>	Demonstrate Competency in Strategic Management & it's Implementation	<b>Performance Indicator 2</b>	Understand & Apply techniques to learn Strategic Management, Strategy formulation, Implementation & Evaluation, Business Corporate & Global Strategies, Emerging Strategic Trends.
		<b>Competency 3</b>	Demonstrate Competency in Marketing Strategies & Practices	<b>Performance Indicator 3</b>	Understand & Apply knowledge of Marketing Strategies, Developing Marketing Straggles Plans & Recent Trends in

					Marketing Strategies.
<b>PO3</b>	To impart the various skills like , Micro & Macro Economic skills for Business Decision Making & Organizational Behavior	<b>Competency 1</b>	Demonstrate Competency in Economics for Business Decisions	<b>Performance Indicator 1</b>	Apply techniques & Principles of Business Economics, Demand & Supply Analysis & Production Decisions
		<b>Competency 2</b>	Demonstrate Competency in Macro Economics Concepts & Applications	<b>Performance Indicator 2</b>	Apply Techniques to learn & Calculate Aggregate Incomes & its Dimensions, Aggregate Demand & Supply.
		<b>Competency 3</b>	Demonstrate Competency in Organizational Behavior.	<b>Performance Indicator 3</b>	Apply Accounting techniques in Organizational Setting, Foundation of Individual Behavior, Group Dynamics & Emerging Challanges
<b>PO4</b>	To gear up with updated knowledge of E-Commerce & Business Ethics	<b>Competency 1</b>	Demonstrate Competency in various branches of E-Commerce	<b>Performance Indicator 1</b>	Understand & Apply knowledge of E-Commerce, E-Marketing & Electronic Payment System & it's Legal Aspects
		<b>Competency 2</b>	Demonstrate Competency in Business Ethics & Corporate Social Responsibility	<b>Performance Indicator 2</b>	Apply the knowledge of Business Ethics, Indian Ethical Practices & Corporate Governance.
			Demonstrate Competency in Corporate Social Responsibility Policy & Areas of		Understand & Apply knowledge of Corporate Social Responsibility & Areas of Corporate Social Responsibility

		<b>Competency 3</b>	Corporate Social Responsibility	<b>Performance Indicator 3</b>	
<b>PO5</b>	The Student will Learn & apply the knowledge of Supply Chain Management & Logistics, Advertising & Sales Management & Retail Management.	<b>Competency 1</b>	Demonstrate competency in Supply Chain Management & Logistics	<b>Performance Indicator 1</b>	Understand & Apply knowledge of Supply Chain Management, its Perspectives, Logistics, Design of SCM.
		<b>Competency 2</b>	Demonstrate competency in Advertising & Sales Management	<b>Performance Indicator 2</b>	Understand & Apply the techniques of Advertising Fundamentals & Media, Creativity and Sales Management & Sales Planning.
		<b>Competency 3</b>	Demonstrate Competency in Retail Management.	<b>Performance Indicator 3</b>	Understand & Apply the techniques of Retail Management, Retail Management Strategies, Retail Location & Use of Technology.
<b>Programme Specific Outcome</b>					
<b>PSO1</b>	Learners venture into Human Resource Management, Marketing Strategies & Practices.	<b>Competency 1</b>	Demonstrate an ability to work in Human Resource Management	<b>Performance Indicator 1</b>	Apply techniques of Human Resource Management & make appropriate decisions in Human Resource Management
		<b>Competency 2</b>	Demonstrate an ability to work in Marketing Strategies & Practices	<b>Performance Indicator 2</b>	Apply Techniques of Marketing Strategies & Practices in making corporate marketing planning.

		<b>Competency 3</b>	Demonstrate competency in understanding and analyzing the aspects of marketing in business	<b>Performance Indicator 3</b>	Apply the knowledge of decision making to make effective decisions in the field of marketing with the use of latest technology
<b>PSO2</b>	Enables learners to pursue different Professional examinations like CA, CS, CAT, CMA, MPSC, UPSC etc.	<b>Competency 1</b>	Demonstrate an ability to pursue Professional Finance Courses like CA, CS, CMA, CFA, etc.	<b>Performance Indicator 1</b>	Apply Techniques of Corporate, Financial, Cost, and Human Resource Management & Marketing Strategies & Practices
		<b>Competency 2</b>	Demonstrate an ability to pursue CAT, CET, UPSC, examinations	<b>Performance Indicator 2</b>	Apply techniques of Strategic Management & Research Methodology.
<b>PSO3</b>	The learner is further exposed to certain selected, but relevant, areas of Management & Organizational Behavior.	<b>Competency 1</b>	Demonstrate competency in understanding and analyzing the areas of Management & Organizational Behavior	<b>Performance Indicator 1</b>	Apply various managerial strategies relating to Organizational Behavior, Group Dynamics & Emerging Challenges.
		<b>Competency 2</b>	Demonstrate competency in applying financial concepts for effective decision making in businesses	<b>Performance Indicator 2</b>	Apply relevant financial tools in effective business analysis and decision making process
		<b>Competency 3</b>	Demonstrate competency in identifying and understanding In-depth concepts in the field of finance	<b>Performance Indicator 3</b>	Identify and understand the financial systems and its peripheral concepts
<b>PSO4</b>	Imbibes amongst students the qualities to demonstrate Progressive learning related to Retail Management	<b>Competency 1</b>	Demonstrate an ability to pursue knowledge of Retail Management	<b>Performance Indicator 1</b>	Apply techniques of Retail Management, Retail Location, Layout Merchandising
		<b>Competency 2</b>	Demonstrate an ability to pursue knowledge of Business	<b>Performance Indicator 2</b>	Apply techniques of HRM, SCM & Marketing

			Management & Planning		
		<b>Competency 3</b>	Demonstrate an ability to pursue family business or own startup	<b>Performance Indicator 3</b>	Apply techniques of Entrepreneurship and Business Development, Laws Related to Business



  
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