



**Youth Education & Welfare Society's
National Senior College, Nashik – 01**

Program/Course Outcomes

Program		PSO
	Principles of Management	PO1 To make the students aware about various activities of business, business practices and recent trends in business world.
		PO2 To study the challenges before the businesses and setting up of a business enterprise.
		PO3 To develop the spirit of entrepreneurship among the students.
	Business Communication Skills	PO1 To improve various skills such as linguistic, non-linguistic and Paralinguistic skills.
		PO2 To develop an integrative approach where reading, writing, oral and speaking components are Used together to enhance the students' ability to communicate and write effectively.
		PO3 To create awareness among student about Methods and Media of communication
	Business Ethics	PO1 To impart knowledge of Business Ethics to the students.
		PO2 To promote Ethical Practices in the Business.
		PO3 To develop Ethical and Value Based thought process among the future manager's entrepreneurs.
	Labour Laws	PO1 To acquaint the students with important



		legal provisions governing the industrial employees
	Analysis of Financial Statements	PO1 To prepare students for interpretation and analysis of financial statements effectively.
		PO2 To make the student well acquainted with current financial practices
	Long Term Finance	PO1 To make the study of long-term financing
		PO2 To make the student well-acquainted regarding current financial structure
	Human Resource Practices	PO1 To familiarize the students with it & practices
	Business Planning and Project Management	PO1 To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management
	Event Management	PO1 To acquaint the students with concepts, issues and various aspects of event management.



Program		COS
BBA	Principles of Management	CO1 To make the students aware about various activities of business, business practices and recent trends in business world.
		CO2 To study the challenges before the businesses and setting up of a business enterprise.
		CO3 To develop the spirit of entrepreneurship among the students.
	Business Communication Skills	CO1 To improve various skills such as linguistic, non-linguistic and Paralinguistic skills.
		CO2 To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.
		CO3 To create awareness among student about Methods and Media of communication
	Business Accounting	CO1 To enable the students to acquire sound knowledge of basic concepts of accounting
		CO2 To impart basic accounting knowledge
		CO3 To impart the knowledge about recording of transactions and preparation of final accounts
		CO4 To acquaint the students about accounting software packages
	Business Economics (Micro)	CO1 To expose students to basic micro economic concepts.
		CO2 To apply economic analysis in the formulation of business policies.
		CO3 To use economic reasoning to problems of business.
	Business Mathematics	CO1 To understand applications of matrices in business.
		CO2 To understand the concept and application of Permutations & Combinations in business.
		CO3 To use L.P.P. and its applications in business.
		CO4 To understand the concept of



		Transportation problems & its applications in business world.
		CO5To understand the concept of shares & share market.
	Business Demography and Environmental Studies	CO1To develop knowledge base for demographic and environmental factors affecting business.
		CO2To make the students aware of environmental problems related to business and Commerce.
		CO3To inculcate values of Environmental ethics amongst the students.
	Business Organization and Systems	CO1To provide conceptual knowledge to the students regarding nature, complexity and various functions of management aspects of management
		CO2To give historical perspective of management
		CO3Students will also gain some basic knowledge on recent trends and international
	Principles of Marketing	CO1To introduce and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.
		CO2To impart appropriate knowledge and understanding of its primary functions and applications And its gradual evolution and development.
		CO3To develop basic and essential skills related to marketing.
		CO4To provide a learning platform for preparing students for marketing employability opportunities Essential for industries.
	Principles of finance	CO1To provide understanding of nature, importance, structure of finance related areas.
		CO2To impart knowledge regarding sources of finance for a business
	Basics of Cost Accounting	CO1To Impart the Knowledge of Basic cost concepts, element of cost & preparation of Cost Sheet.
		CO2To provide basic knowledge of important Methods of costing.



	Business Statistics	CO1To understand the basics of statistics - concept of population and sample & to use frequency distribution to make decision
		CO2To understand and to calculate various types of averages and variation.
		CO3To understand Correlation and use of regression analysis to estimate the relationship between two variables and its applications.
		CO4To understand the concept - Time Series and its applications in business.
		CO5To understand the concept - Index numbers and applications in business.
		CO6To inculcate the research culture among students.
	Fundamentals of Computer	CO1To know the basics of Computer CO2 TO develop concept of information and their role in modern business.
		CO3 To develop rational approach as to how computers can be used in data process analysis in business.
	Personality Development	CO1To make the students aware about the dimensions and importance of effective personality.
		CO2To understand personality traits and formation and vital contribution in the world of business.
		CO3To make the students aware about the various dynamics of personality development.
	Business Ethics	CO1To impart knowledge of Business Ethics to the students.
		CO2To promote Ethical Practices in the Business.
		CO3To develop Ethical and Value Based thought process among the future manager's entrepreneurs.
	Human Resource Management and Organizational Behavior	CO1To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.



		CO2To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.
	Management Accounting	CO1To impart basic knowledge of Management Accounting.
		CO2To know the implications of various financial ratios in decision making.
		CO3To study the significance of working capital in business.
		CO4To understand the concept of budgetary control and its application in business.
		CO5To develop the calculating ability of various techniques of management accounting.
	Business Economics (Macro)	CO1To study the behavior of working of the economy as a whole.
		CO2To develop an analytical framework to understand the inter-linkages among the crucial Macroeconomic variables.
		CO3To apply economic reasoning to problems of business and public policy.
	IT in Management	CO1To understand the role of IT in Management.
		CO2To understand the basics of operating systems.
		CO3To know the current happenings.
	Production & Operations Management	CO1To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.
		CO2To understand manufacturing technology and its role in developing business strategy.
		CO3To identify the role of operation function.
		CO4To understand the external and internal effects of five operation performance objectives
	Industrial Relations and Labor Law	CO1To impart the students with the knowledge about complexities between labor and management relationships.
		CO2To make the students aware about mechanisms of Industrial Dispute and



		friendly interventions to deal with employee-employer problems.
		CO3To impart the students with the knowledge of laws & how law affects the industry &labour.
	Business Taxation	CO1To understand the basic concepts and definitions under the Income Tax Act, 1961.
		CO2To update the students with latest development in the subject of taxation.
		CO3To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
		CO4To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
		CO5To prepare students Competent enough to take up to employment in Tax planner.
		CO6To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.
	International Business	CO1To acquaint the students with emerging issues in international business
		CO2To study the impact of international business environment on foreign market operations.
		CO3To understand the importance of foreign trade for Indian economy.
		CO4To understand the concepts of Information System
		CO5To study the concepts of system analysis and design
		CO6To understand the issues in MIS
	Banking & Finance +Business Exposure	CO1 Study of banking function and its operations.
		CO2 To study the functioning of Regulatory Authorities in India.
		CO3 To study recent technology in banking industry



		CO4 To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure
		CO5 The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom
	Supply Chain and Logistics Management	CO1To introduce the fundamental concepts in Materials and Logistics Management.
		CO2To familiarize with the issues in core functions in materials and logistics management
	Entrepreneurship Development	CO1To create entrepreneurial awareness among the students.
		CO2To help students to up bring out their own business plan.
		CO3To develop knowledge and understanding in creating and managing new venture.
	Business Law	CO1To understand basic legal terms and concepts used in law pertaining to business
		CO2To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.
	Research Methodology	CO1To provide the students with basic understanding of research process and tools for the same.
		CO2To provide an understanding of the tools and techniques necessary for research and report writing.
	Long Term Finance	CO1To make the study of long-term financing
		CO2 To make the student well-acquainted regarding current financial structure
	Analysis of financial statements	CO1To Describe and apply the basic techniques of financial statement analysis;
		CO2To recognize and explain the fundamental role of accounting numbers in the valuation of entitiesand the key financial claims on these entities assets



	Business Planning and Project Management	CO1To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management
	Event Management	CO1To acquaint the students with concepts, issues and various aspects of event management.
	Management Control System	CO1To introduce to the students the function of management control, its nature, functional areas, And techniques.
	E- Commerce	CO1To know the concept of electronic commerce
		CO2To know the concept of Cyber Law & Cyber Jurisprudence
		CO3To know Internet marketing techniques
	Financial Services + Computer Course	CO1To understand the operations of the financial services industry and the services provided.
		CO2To apply problem solving to address the information needs of the financial services sector
		CO3To appraise the environmental context in which managers of the financial services industry operate
	Cases in Finance / Project	CO1To understand of application of theory into practice



BBA (Market ing)	Consumer Behaviour & Sales Management	CO1: To develop significant understanding of Consumer behaviour in Marketing.
		CO2: To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management
	Retail Management + Business Exposure	CO1: To provide basic understanding of forces that shape retail industry. To provide understanding of retail operations and strategy. To provide understanding of opportunities and challenges in retail industry
		CO2: To provide understanding of opportunities and challenges in retail industry
	Advertising & Promotion Management	CO1: To develop knowledge and understanding of importance of advertising.
		CO2: To understand different sales promotion techniques. To know about promotion management
	Digital Marketing + (prescribed computer course or online course)	CO1: To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future developmen of the digital marketing.
		CO2: To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.
	Sales Management	CO1: To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights



		about recent trends in sales management.
		CO2: To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual. 3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques.
	Retail Management	CO1] To provide insights into all functional areas of retailing. To give a perspective of the Indian retail scenario. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.
		CO2: To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.
	Advertising and Sales Promotion	CO1: To develop knowledge and understanding of importance and functions of advertising. To understand Key features of Sales Promotion
		CO2: To understand Key features of Sales Promotion
	Cases in Marketing + Project & Viva	CO1: To understand of application of theory into practice The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before
Programme	Course Name	Course Outcome
		CO2: Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University



BBA(HR)	Organizational Behaviour	CO1: Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
		CO2: Analyse the complexities associated with management of the group behaviour in the organization.
	Legal Aspects in Human Resource	CO1: To identify the various sources of law governing employment discrimination issues.
		CO2: To discuss potential workplace issues that would invoke legal protections in connection with employer-employee relationships.
	Human Resource Management Functions & Practices	CO1: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
		CO2: Conduct research, produce reports, and recommend changes in human resources practices.
	Employee Recruitment & Record Management	CO1: To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and reward Systems, Compensation Plans and Ethical Behaviour.
		CO2: Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy
	Human Resource Management Principles and Functions	CO1: To have an understanding of the basic concepts, functions and processes of human resource management



		CO2: To be aware of the role, functions and functioning of human resource department of the organizations
	Human Resource Practices	CO1: Conduct research, produce reports, and recommend changes in human resources practices.
		CO2: Describe the meanings of terminology and tools used in managing employees effectively
	Labour Laws	CO1: Demonstrate an understanding of the essential theories, models and practices of legal and ethical issues and how these are related to developing organizational policies, procedures and practices.
		CO2: Analyse core issues, policies and practices surrounding employee relations and legal issues
	Cases in Human Resource Management + Project & Viva	CO1: Demonstrate competence in development and problem-solving in the area of HR Management
		CO2: Be able to identify and appreciate the significance of the ethical issues in HR
Programme	Course Name	Course Outcome
BBA(HR)	Organizational Behaviour	CO1: Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
		CO2: Analyse the complexities associated with management of the group behaviour in the organization.
	Legal Aspects in Human Resource	CO1: To identify the various sources of law governing employment discrimination issues.



CO2: To discuss potential workplace issues that would invoke legal protections in connection with employer-employee relationships.

Human Resource
Management
Functions & Practices

CO1: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

CO2: Conduct research, produce reports, and recommend changes in human resources practices.

Employee
Recruitment & Record
Management

CO1: To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and reward Systems, Compensation Plans and Ethical Behaviour.

CO2: Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy

Human Resource
Management
Principles and
Functions

CO1: To have an understanding of the basic concepts, functions and processes of human resource management

CO2: To be aware of the role, functions and functioning of human resource department of the organizations

Human Resource
Practices

CO1: Conduct research, produce reports, and recommend changes in human resources practices.

CO2: Describe the meanings of terminology and tools used in managing employees effectively



	Labour Laws	CO1: Demonstrate an understanding of the essential theories, models and practices of legal and ethical issues and how these are related to developing organizational policies, procedures and practices.
		CO2: Analyse core issues, policies and practices surrounding employee relations and legal issues
	Cases in Human Resource Management + Project & Viva	CO1: Demonstrate competence in development and problem-solving in the area of HR Management
		CO2: Be able to identify and appreciate the significance of the ethical issues in HR

