

**YEWS NATIONAL SENIOR COLLEGE, NASHIK-1.
Program Specific Outcomes - B.Com(Commerce)**

	Marketing Management.
PSO1	To orient the students recent trends in marketing management
PSO2	To create awareness about marketing of ecofriendly products in the society through students
PSO3	To inculcate knowledge of various aspects of marketing management through practical approach
PSO4	To acquaint the students with the use of E-Commerce in competitive environment
PSO5	To help the students understand the influences of marketing management on consumer behavior
	Marketing Management.
PSO1	To understand the concept and functioning of marketing planning and sales management
PSO2	To know marketing strategies and organization
PSO3	To inform various facets of marketing with regulatory aspects
PSO4	To understand marketing in globalize scenario
	Marketing Management
PSO1	To know detailing of Marketing Research
PSO2	To understand the role Brand and Distribution Management in marketing
PSO3	To inform about Marketing and Economic Development
PSO4	To Know of the importance of control on marketing activities

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	Business Economics (Macro)
CO1	The objective of the course is to familiarize the students the basic concept of Macro Economics and application.
CO2	To Study the behavior of the economy as a whole.
CO3	To Study the relationship among broad aggregates.
CO4	To apply economic reasoning to problems of the economy.
	Financial Accounting
CO1	To impart the knowledge of various accounting concepts .
CO2	To instill the knowledge about accounting procedures, methods and techniques.
CO3	To acquaint them with practical approach to accounts writing by using software package
	Business Economics (Micro)
CO1	To expose Students of Commerce to basic micro economic concepts and inculcate an analytical approach to the subject matter.

CO2	To stimulate the student interest by showing the relevance and use of various economic theories.
CO3	To apply economic reasoning to problems of business.
	Computer Fundamentals
CO1	To make the students familiar with Computer environment.
CO2	To make the students familiar with the basics of Operating System and business communication tools.
CO3	To make the students familiar with basics of Network, Internet and related concepts.
CO4	To make awareness among students about applications of Internet in Commerce.
CO5	To enable students to develop their own web site.
	Banking and Finance[Fundamentals of Banking]
CO1	To acquaint the students with the fundamentals of banking. .
CO2	To develop the capability of students for knowing banking concepts and operations.
CO3	To make the students aware of banking business and practices
CO4	To give thorough knowledge of banking operations.
CO5	To enlighten the students regarding the new concepts introduced in the banking system.
	Marketing and Salesmanship [Fundamentals of Marketing]
CO1	To create awareness about market and marketing. To understand marketing philosophy and generating ideas for marketing research.
CO2	To establish link between commerce/Business and marketing.
CO3	To understand the basic concept of marketing.
CO4	To understand marketing philosophy and generating ideas for marketing research.
CO5	To know the relevance of marketing in modern competitive world.
CO6	To develop an analytical ability to plan for various marketing strategy.
	Business Communication.
CO1	To understand the concept, process and importance of communication..
CO2	To develop awareness regarding new trends in business communication.
CO3	To provide knowledge of various media of communication.
CO4	To develop business communication skills through the application and exercises.
	Corporate Accounting
CO1	To enable the students to develop awareness about Corporate Accounting in conformity with the provisions of Companies Act and Accounting as per Indian Accounting Standards.
CO2	To make aware the students about the conceptual aspect of corporate accounting
CO3	To enable the students to develop skills for Computerized Accounting
CO4	To enable the students to develop skills about accounting standards
	Elements of Company Law
CO1	To impart students with the knowledge of fundamentals of Company Law.
CO2	To update the knowledge of provisions of the Companies Act of 2013.

CO3	To apprise the students of new concepts involving in company law regime.
CO4	To acquaint the students with the duties and responsibilities of Key Managerial Personnel.
CO5	To impart students the provisions and procedures under company law.
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CO5	To help the students understand the influences of marketing management on consumer behavior
	Business Regulatory Framework (Mercantile Law)
CO1	To acquaint students with the basic concepts, terms & provisions of Mercantile and Business Laws.
CO2	To develop the awareness among the students regarding these laws affecting business, trade and commerce.
	Advanced Accounting.
CO1	To impart the knowledge of various accounting concepts
CO2	To instill the knowledge about accounting procedures, methods and techniques.
CO3	To acquaint them with practical approach to accounts writing by using software package.
	Indian & Global Economic Development
CO1	To expose students to a new approach to the study of the Indian Economy.
CO2	To help the students in analyzing the present status of the Indian Economy.
CO3	To enable students to understand the process of integration of the Indian Economy with
CO4	Other economics of the world.
CO5	To acquaint students with the emerging issues in policies of India's foreign trade.
	Auditing & Taxation
CO1	To acquaint themselves about the concept and principles of Auditing, Audit process, Assurance Standards, Tax Audit, and Audit of computerized Systems.
CO2	To get knowledge about preparation of Audit report.
CO3	To understand the basic concepts and to acquire knowledge about Computation of Income, Submission of Income Tax Return, Advance Tax, and Tax deducted at Source, Tax Collection Authorities under the Income Tax Act, 1961.
	Marketing Management
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	Marketing Management.
CO1	To know detailing of Marketing Research

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CO3	To inform about Marketing and Economic Development
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