



॥ विद्या विनयेन शोभते ॥

Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

ARTS, COMMERCE AND SCIENCE COLLEGE, NEW PANVEL

(AUTONOMOUS)

Re-accredited 'A+' Grade by NAAC (3rd Cycle - CGPA 3.61)

'College with Potential for Excellence' Status Awarded by UGC

'Best College Award' by University of Mumbai

Janardan Bhagat Shikshan Prasarak Sanstha's

CHANGU KANA THAKUR

Arts, Commerce and Science College, New Panvel

(Autonomous)

COs of all programme and courses

of

Academic Year

2024-25

Department: Commerce

B.Com. (Commerce)

Class – FYBCOM		
Semester I		
Course (Paper) Name and No.- Commerce I (Introduction to Business)		BTL
CO1	Explain the concept of Business, Objectives of Business, Business Environment, and International Environment.	II. Understanding
CO2	Discover Project Planning, Promotion of Business Unit and statutory Requirement in promoting Business Unit.	II. Understanding
CO3	Develop Competencies of Entrepreneurship.	IV. Analyze
CO4	Elaborate Various Strategies of Business.	V. Evaluate

Class – FYBCOM		
Semester I		
Course (Paper) Name and No.- SEC - Event Management I		BTL
CO1	Summarize the concept of Event Management	II. Understanding
CO2	Understand the practical aspects of Event Planning & Designing an Event.	II. Understanding
CO3	Understand the risk associated with Events.	II. Understanding



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Semester II		
Course (Paper) Name and No.- Commerce II (Service Sector)		BTL
CO1	Explain the Concept of service, Marketing Mix for Services, service marketing, and service strategies.	II. Understanding
CO2	Summarize Retailing, its format and Retail scenario.	II. Understanding
CO3	Compare Recent Trends and Conventional Trends in Service Sector namely ITES sector, Banking Sector, Insurance Sector and Logistics.	IV. Analyze
CO4	Evaluate E-Commerce, Concept of World Wide Web its Types and Models.	V. Evaluate

Class – FYBCOM		
Semester II		
Course (Paper) Name and No.- OE – Management Foundation		BTL
CO1	Summarize the concept of Management.	II. Understanding
CO2	Understand entrepreneurship & start-up ventures.	II. Understanding

Class – FYBCOM		
Semester II		
Course (Paper) Name and No.- SEC – Event Management II		BTL
CO1	Outline the introduction of event management feasibility, event marketing, and legal compliance	II. Understanding
CO2	Understand Event Management Logistics, Safety, and Security.	II. Understanding



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Class – SYBCOM		
Semester III		
Course (Paper) Name and No.- Commerce III (Management: Functions & Challenges)		BTL
CO1	Explain the evolution of Management thought and Modern Management Approach.	II. Understanding
CO2	Apply the Concept of Planning, MBO, Decision Making.	II. Understanding
CO3	Analyze the concept of Organizing, Departmentation, and delegation of Authority.	IV. Analyze
CO4	Develop Leadership traits, Motivation, and controlling activities.	V. Evaluate

Class – SYBCOM		
Semester III		
Course (Paper) Name and No.- Legal Framework for Business I		BTL
CO1	Understand the Indian contract act and the importance of the contract act.	II. Understanding
CO2	Analyze the various dimensions of special contracts under the contract act.	II. Understanding
CO3	Aware about the Sale of Goods act – 1930.	IV. Analyze
CO4	Learn about various negotiable instruments used in transactions and the components of the Information Technology Act 2000.	V. Evaluate



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Class – SYBCOM		
Semester III		
Course (Paper) Name and No.- VSC - Advertising I		BTL
CO1	Explain Integrated Marketing Communication, advertising & classification of advertising.	I. Remembering
CO2	Analyze advertising agency, agency & client & career in advertising	II. Understanding
CO3	Identify economic & social aspects of advertising.	IV. Analyze
CO4	Know the Importance of Brand building, special purpose advertising & trends in advertising.	V. Evaluate

Class – SYBCOM		
Semester III		
Course (Paper) Name and No.- OE – Digital Marketing		BTL
CO1	Outline core principles and concepts of digital marketing	II. Understanding
CO2	Discover emerging trends in digital marketing	III. Analyze
CO3	Conclude technologies in the field of digital marketing	V. Evaluate

Class – SYBCOM		
Semester IV		
Course (Paper) Name and No.- Commerce IV (Management: Production & Finance)		BTL
CO1	Illustrate the Concept of Production Management, Production system and Inventory Management.	I. Remembering
CO2	Infer Dimension of quality, Quality circle and Service Quality Management	II. Understanding
CO3	Analyze Functioning of Indian Financial Market, SEBI, Stock Exchange and Credit Rating Agencies.	IV. Analyze



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CO4	Compare Recent Trends in Finance like Mutual Fund, Commodity Market, Derivative Market, Start-up venture, Micro Finance and Managing Finance during Pandemic.	V. Evaluate
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Class – SYBCOM		
Semester IV		
Course (Paper) Name and No.- Legal Framework for Business II		BTL
CO1	Understand the concepts of the Indian Companies Act-2013.	I. Remembering
CO2	Interpret the concepts of the Indian Partnership Act – 1932.	II. Understanding
CO3	To get detailed insights into the Consumer Protection Act, 1986 & Competition Act, 2002.	IV. Analyze
CO4	Explore the concepts of Intellectual property rights.	V. Evaluate

Class – SYBCOM		
Semester IV		
Course (Paper) Name and No.- SEC - Advertising II		BTL
CO1	Classify the various media in advertising.	I. Remembering
CO2	Explain the advertising budget, advertising campaign & media planning.	II. Understanding
CO3	Analyze the fundamentals of creativity, creativity aspects & creativity through endorsement.	IV. Analyze
CO4	Know the Importance of execution & evaluating of advertising.	V. Evaluate



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Class – SYBCOM		
Semester IV		
Course (Paper) Name and No.- OE – Digital Marketing II		BTL
CO1	Understand the Search Engine Optimization Techniques and Social Media Marketing (SMM)	II. Understanding
CO2	Inspect Analytics and Performance Measurement	IV. Analyze
CO3	Measure Emerging Trends in Digital Marketing	V. Evaluate

Class – TYBCOM		
Semester V		
Course (Paper) Name and No.- Commerce V (Marketing)		BTL
CO1	Enable the student to comprehend the concepts of marketing	I. Remembering
CO2	Familiar with the basic elements of marketing mix	II. Understanding
CO3	Evaluate the key marketing dimensions for decision making	IV. Analyze
CO4	Understanding the importance of Rural marketing, ethics and challenges faced in market	V. Evaluate

Class – TYBCOM		
Semester V		
Course (Paper) Name and No.- Export Marketing I		BTL
CO1	Understand the basic functions of exports.	I. Remembering
CO2	Insights of the global scenario for Export Marketing	II. Understanding



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CO3	Review the current scenario of India's foreign trade policy.	IV. Analyze
CO4	Explore the export incentives and subsidies available for exports.	V. Evaluate

Class – TYBCOM		
Semester V		
Course (Paper) Name and No.- Marketing Research I		BTL
CO1	Comprehend the concepts of marketing research	I. Remembering
CO2	Enable the student to undertake marketing research	II. Understanding
CO3	Evaluate the various sources of data collection	IV. Analyze
CO4	Integrating the use of technology in data collection and analysis	V. Evaluate

Class – TYBCOM		
Semester V		
Course (Paper) Name and No.- Digital Commerce		BTL
CO1	Understand the significance of digital technologies	II. Understanding
CO2	Understand & Remember the Ethical and Legal Implications of Digital Technology	II. Understanding
CO3	Applying and Work Effectively in Digital Environments.	III. Applying



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Class – TYBCOM		
Semester VI		
Course (Paper) Name and No.- Commerce VI (Human Resource Management)		BTL
CO1	Develop the understanding of the concepts of Human Resource Management	I. Remembering
CO2	Be familiar with the various aspects of Human Resource Development	II. Understanding
CO3	Develop an understanding of the importance of Human relations	IV. Analyze
CO4	To integrate the knowledge of the concepts of Human Resource Management to take correct business decisions.	V. Evaluate

Class – TYBCOM		
Semester VI		
Course (Paper) Name and No.- Export Marketing II		BTL
CO1	Understand the basic functions of product planning and pricing decision for export marketing	I. Remembering
CO2	To get insights into export distribution and promotion in Export Marketing	II. Understanding
CO3	To review the current scenario obtaining export finance	IV. Analyze
CO4	To understand export procedure and documentation to be followed in export	V. Evaluate



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Class – TYBCOM		
Semester VI		
Course (Paper) Name and No.- Marketing Research II		BTL
CO1	Understand the concepts of application of marketing research	I. Remembering
CO2	Enable the student to gain knowledge about various aspects of application of marketing research	II. Understanding
CO3	Evaluate the key marketing dimensions for decision making	IV. Analyze
CO4	Developing the skill to undertake small projects of marketing research	V. Evaluate

Class – TYBCOM		
Semester VI		
Course (Paper) Name and No.- Digital Design Tools: Canva		BTL
CO1	Understand design principles and techniques for presentation	II. Understanding
CO2	learn to navigate the Canva platform efficiently	II. Understanding
CO3	Creating and applying various design elements for presentation	III. Applying



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Department: Commerce

M.Com. (Commerce)

Class: MCOM – I		
Semester I		
Course (Paper) Name and No.- Strategic Management		BTL
CO1	Understanding concepts of Strategic Management and their use in business.	I. Remembering
CO2	Understanding strategy formulation, implementation and evaluation.	II. Understanding
CO3	Better knowledge about Business & Corporate strategies and emerging strategic trends.	IV. Analyze
CO4	Understand the Government initiatives for Start-ups & factors that push global and local strategies.	V. Evaluate

Class: MCOM – I		
Semester I		
Course (Paper) Name and No.- Research Methodology		BTL
CO1	Understanding basics of Research Methodology & its process	I. Remembering
CO2	Developing the fundamental skills in collecting & processing the data	II. Understanding
CO3	Knowledge of the basic statistical tools and techniques applicable for research	IV. Analyze
CO4	Developing the skill of implementing the modern practices in research	V. Evaluate



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Class: MCOM – I		
Semester II		
Course (Paper) Name and No.- Business Ethics & CSR		BTL
CO1	Summaries Concept of Business Ethics, Indian Ethos, Various Approaches to Business Ethics, Ethical Decision Making and Gandhian Approach in Management.	II. Understanding
CO2	Analyse concept of CSR, CSR activities performed by Indian Corporation, Models and Prestigious Awards for CSR.	II. Understanding
CO3	Analyze concept of CSR, CSR activities performed by Indian Corporation, Models and Prestigious Awards for CSR	IV. Analyze
CO4	Evaluate Designing CSR policy, Global Recognition of CSR and Environmental CSR.	V. Evaluate

Class: MCOM – I		
Semester II		
Course (Paper) Name and No.- E- Commerce		BTL
CO1	Outline the evolution of E-commerce, Models of E-commerce	I. Remembering
CO2	Extend their knowledge on World wide Web and Electronic Payment System	II. Understanding
CO3	Analyze E- Marketing and E-Services	IV. Analyze
CO4	Evaluate Legal and Regulatory Environment and security Issues of E-Commerce	V. Evaluate