



DAAR-UL-REHMAT TRUST's
A.E. KALSEKAR DEGREE COLLEGE

KAUSA, MUMBRA
Permanently Affiliated to University of Mumbai
Accredited by NAAC with B++ Grade
ISO certified 9001:2015

PROGRAMME: BACHELOR OF COMMERCE

PROGRAMME OUTCOME

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1.	After completing three years for Bachelor in Commerce (B.COM) program, students will gain knowledge and understanding of the fundamental concepts of Commerce, Accountancy and Finance.
2.	The commerce curriculum offers a number of specialization and practical exposure which will equip the students to face modern day challenges and prepare them for entrepreneurship and industrial needs.
3	Students can pursue research and higher education in M.Com. MBA. CA. M.Phil. Ph.D. as well as competitive exams.
4	The students are equipped with communication and professional soft skills to help them relate and adjust in business atmosphere.
5	Student insight about business ethics and values will sensitize them towards social responsibility and commitment.



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COURSE OUTCOME:

PAPER NAME/NUMBER: I (COMMERCE)

SEM: I

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about concept and objective of business. To know about new trends in business.	Students will analyse the concept of business and the impact of LPG on an economy.
02	To teach about constituents and international business environment.	Students will able to evaluate the business environment and their impact on Indian business.
03	To understand the project planning, business unit promotion and statutory requirements in promoting business unit.	Students will develop the ability of analysing the project plans and accordingly gain from the opportunities available in the market.
04	To provide information about concept and different types of entrepreneur.	Students learn and inculcate entrepreneurial skill.

Principal

Head of Department



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PAPER NAME/NUMBER: II (COMMERCE)

SEM: II

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about concept and marketing mix for services.	Students will be able to provide theoretical basis for assessing service sector.
02	To teach about concept, retail format and retail scenario of retailing.	Students will be able define the different format of retailing. They will be able to analyse current retail scenario at international level.
03	To provide information about ITES, banking and insurance sectors and importance of logistics.	Students will be able to identify critical issues in ITES and banking insurance sectors.
04	To provide information about E- Commerce.	Students will be able to develop basic ideas of E-commerce and its challenges through marketing research.

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PAPER NAME/NUMBER: III (COMMERCE)

SEM: III

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOM E
01	To provide information about evolution of management thought and modern management approach.	Students will understand the concept of management and develop the use of ethos in the organization.
02	To teach about planning and decision making.	Students will develop the ability to take correct and timely decision.
03	To provide information about organising, departmentation and delegation of authority.	Students will be understanding the steps and structure of organizing. They will also understand the main focus of departmentation is to keep the right person in the right place.
04	To teach about directing, motivation, leadership and controlling.	Students will be able to encourage and develop situational leadership style. They also knowledge about different technique of controlling.

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PAPER NAME/NUMBER: IV (COMMERCE)

SEM:IV

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about production and inventory management.	Students will be able to understand the concept of productivity and scope of production management.
02	To teach about quality management and service quality management.	Students will be able to define the different dimension of quality. They will also be able to analyse service quality management with the help of SERVQUAL Model.
03	To provide information about Indian financial market, SEBI and credit rating agencies.	Students will be able to understand the Indian Financial System and its functioning. They will also understand the role of different credit rating agencies.
04	To provide information about mutual fund, commodity and derivative market and start-up venture.	Students will be able to understand the real estate market without having to invest directly in physical property with the mutual fund and also know the importance of start-up venture.

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PAPER NAME/NUMBER: V (COMMERCE)

SEM: V

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about marketing, strategic marketing management and recent trend in marketing.	Students will understand the concept of marketing and implement in real life industry. Apply the knowledge and understand the challenges and issues of marketing in a growing global context.
02	To teach about MIS, consumer behaviour and market segmentation.	Students will be able to analyse the business need for customer orientation and market opportunities.
03	To understand the elements of product and pricing decisions	Students will be able to evaluate and integrate product pricing decision.
04	To provide information about the components of distribution and elements of promotion.	Students will be able to identify the recent trends in distribution and logistics. They will develop the ability to create and design best promotion strategy.

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PAPER NAME/NUMBER: VI (COMMERCE)

SEM: VI

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about the functions of HRM.	Students will contribute to the evaluation process of recruitment and selection process.
02	To introduce about the HRD and its elements.	Students will be able to evaluate the technique of performance appraisal and will be able to develop themselves in the dynamic environment.
03	To understand the theories of motivation and leadership and the employee's welfare measures and to understand the factors affecting EQ and SQ.	Students will be able encourage and develop situational leadership style. They will be able to understand their behavior through EQ and SQ.
04	To study the recent trends and challenges of HRM.	Students will be able to identify the recent trends and challenges in HRM and will develop the competencies require in the changing environment.

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PAPER NAME/NUMBER: I (MARKETING RESEARCH)

SEM: V

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about marketing research, steps in marketing research and MIS.	Students will understand the concept of marketing and implement in real life industry. Apply the knowledge and understand the challenges and issues of marketing in a growing global context.
02	To teach about research design, questionnaire and sampling in planning research.	Students will be able to analyse research design with the help of questionnaire and also able to select sample size in their research work.
03	To understand the primary and secondary data and quantitative and qualitative research.	Students will be able to evaluate and integrate research data.
04	To provide information about the data processing, analysis and report writing.	Students will be able to analyse and interpretation of data and also understand the concept of report writing.

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PAPER NAME/NUMBER: II (MARKETING RESEARCH)

SEM: VI

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about product research, brand research and price research.	Students will understand the concept of marketing research and implement in real life industry through application of marketing research.
02	To teach about physical distribution research, promotion research and consumer research.	Students will be able to understand the different application of marketing research and their elements.
03	To teach about the sales research, rural and global marketing research.	Students will learn area of sales research, do's and don'ts in rural marketing research and also learn about need and importance of global marketing research.
04	To provide information about the managing marketing research with the help of organising marketing research, professional and prominent marketing research agencies.	Students are able understand factors and methods involved in organising marketing research. They also understand the way of working of the professional and prominent marketing research agencies.

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PAPER NAME/NUMBER: I (Export Marketing)

SEM: V

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about export marketing and factors influencing it.	Students will understand the concept of export marketing and implement in real life industry.
02	To teach about the global framework of export marketing and selection of foreign market.	Students will be able to apply the knowledge in selection of export market.
03	To explain the implication of Foreign Trade Policy (FTP) 2015-20	Students will be able to analyse and evaluate foreign trade policy.
04	To provide information about Financial Incentives available to Indian Exporters and Institutional Assistance to Indian Exporters.	Students will be able to develop the strategies in creating the plan for export.

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PAPER NAME/NUMBER: II (Export Marketing)

SEM: VI

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To provide information about Planning for Export Marketing with regards to Product, Branding, Packaging and International Commercial (INCO) Terms.	Students will be able to remember the important concepts of export marketing required at international level.
02	To teach the techniques of Export Distribution and Promotion.	Students will be able to apply the techniques in promotion and distribution of export .
03	To explain the methods of obtaining export finance.	Students will be able to analyse and evaluate the sources of finance.
04	To provide information about Export Procedure and Documentation.	Students will be able to develop the strategies in developing the export procedure and documentation

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PAPER NAME/NUMBER: I (Advertising)

SEM: III

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To define Advertising and Integrated Marketing Communications.	Students will understand the concept of Advertising and Integrated Marketing Communications.
02	To teach about different Ad Agency, Agency–Client relationship and Careers in advertising	Students will be able to apply the knowledge in making career in advertising.
03	To explain the Economic & Social Aspects of Advertising	Students will be able to analyse and evaluate Economic & Social Aspects of Advertising.

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04	To provide information about Brand Building and Special Purpose of Advertising.	Students will be able to develop the strategies in creating the plan for Brand Building and Special Purpose of Advertising .
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Principal

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PAPER NAME/NUMBER: I (Advertising)

SEM: IV

SYLLABUS (UNIT WISE)	OBJECTIVES	OUTCOME
01	To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.	Students will understand the concept of Advertising and Integrated Marketing Communications.
02	It aims to orient learners towards the practical aspects and techniques of advertising.	Students will be able to apply the knowledge in making career in advertising.
03	It is expected that this course will prepare learners to lay down a foundation for	Students will be able to analyse and evaluate Economic & Social Aspects of Advertising.

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	advanced post-graduate courses in advertising.	
04	To provide information about the Fundamentals of Creativity in Advertising	Students will be able to develop the creativity in Advertising which will be useful for their career .

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