



**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:- M.COM ( BUSINESS MANAGEMENT)**

**PROGRAMME OUTCOME**

| SR. NO. | PROGRAMME OUTCOME  |
|---------|--|
| PO1     | To understand and learn different levels of Strategies, accounting concepts, financial analysis, Business models and Business environment with the help of Master programme  |
| PO2     | To enhance and develop student's ability to grasp, understand and apply the knowledge of Accountancy and Management in the real world environment & to make students aware about, Organisation, Business, social, moral and ethical values through learning. |
| PO3     | To explore the knowledge of students with Accountancy & Business Management Studies knowledge as to seek jobs in leading corporates, Public Sectors and entrepreneurship   |
| PO4     | To encourage the students to take up research projects and higher studies for overall development. To enable the learners in understanding the most appropriate method of conducting research for improving their analytical skills.                         |
| PO5     | To prepare the students about Organisational behaviour theory and Citizenship practise in work place with the help of Maslow Hierarchy theory, Elton Mayo, Joseph Schumpeter, Fredrick Taylor scientific theory and principles for smooth functioning        |
| PO6     | To trained the students about Human Resource Management functions, Principles and theory practices for smooth functioning and also learning the skills of Managerial role to deal the situation arise in an organisation.                                    |
| PO7     | To excel the students in the field of Marketing and Sales and teaching them different strategies of Marketing tools and techniques used to achieve the goals and generate more income  |
| PO8     | To groom students as a career opportunity in the field of Advertising and Sales management by providing them knowledge about Advertising functions, AIDA and DAGMAR models of Advertising  |
| PO9     | To enhance the student about the Supply Chain Management and Logistics role and Reverse logistics concept and Bhul whip effect, importance and functions and also to take supply chain management as a career oriented.                                      |



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**PROGRAMME SPECIFIC OUTCOME:**

**M.COM (BUSINESS MANAGEMENT )**

| SR.NO | PROGRAMME OUTCOME  |
|-------|--|
| 01    | Master of commerce programme (Business Management specialization) this course will excel the students in career building and students also learn to deal challenges and problem arise in business with the help of different Strategies, Business principles and models        |
| 02    | Students learn the values and principles in their life and inspired to practice in their walk of life Business Ethics, Corporate Social Responsibilities, Corporate Governance for better and implementation of sustainable growth and development of the society and Nations. |
| 03    | Through this Master programme the students will learn about Organisational theories and Human Resources Management functions theories, principles, laws for smooth functioning of a business and create a good atmosphere  |
| 04    | With the help of this Masters programme students can plan and select as a career in Retail Sector and Supply chain Management and logistics speedy growing and need of the hour.   |
| 05    | From this course students learn and practice various Marketing Strategies, principles, Business models, importance of 7 Ps and Brand management and its types STP concepts tools to use in Business for better results and to achieve target in business.                      |



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**COURSE OUTCOME**

**SEM: I ECONOMICS FOR BUSINESS DECISIONS**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES  | OUTCOME   |
|-------------------------|---|---|
| 01                      | To equip the students with basic tools of economic theories and its practical applications  | Students will learn the basic tools and concept used in business decision making.   |
| 02                      | Student will understand the economic aspect of current affairs and to make them enable to analyse market behaviour with economic way of thinking. | The learners are able to analyse the short run and the long run impact of business decision making on production.                 |
| 03                      | To provide an insight into application of economic principles in business decision making.  | The student will learn the practical applicability of economic concept in consumer, producer & government decision making process |
| 04                      | To make the study practical oriented and use of concept in business decision making.  | The students will understand and analyse the various economic concept utilised in business decision making.                       |



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**SEM: I STRATEGIC MANAGEMENT**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES  | OUTCOME  |
|-------------------------|---|--|
| 01                      | To enable the learners to understand new forms of Strategic Management Plans and policies, concepts and their use in business organisation/ firms or companies. | Students understood the Strategic Management plans and policies, business process, environmental factors of business organisation, strategies formulation, Implementation, Evaluation and management control system to reach towards its goals |
| 02                      | To provide information pertaining to Business Organisation, Corporate and Global Markets.   | To trained and guide the students about the New trends of Business/ firm, various steps in decision making and following different procedures and laws of Global Markets   |
| 03                      | To develop learning and analytical skills of the learners to enable them to solve case studies and to provide strategic solutions                               | Students understand different types of strategies, uses of business models to increase its Market share and also learn to face the competitive market.   |
| 04                      | To acquaint the learners with recent developments and trends in the business corporate world  | Students understand and learn the different level of strategies tools and technique applied for a good business to achieve corporate and global strategies   |



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**SEM: I BUSINESS ETHICS AND CSR**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES  | OUTCOME  |
|-------------------------|---|--|
| CO1                     | To familiarize the learners with the meaning, concept, and its values in Business Ethics with proper codes of conduct practice by every business organisation in the modern era | the meaning, concept, and its values in Business Ethics with proper codes of conduct practice by every business organisation in the modern era Students learn the concept and values use for the success of an organisation and in order to achieve its goals and earn maximum of profit with the help of Ethical way and legal way. |
| CO2                     | Concept, features, Importance, Evolution, principles and elements of Good corporate governance  | Learner will be able to understand the principles of Good Corporate governance practices by the top Business organisation.   |
| CO3                     | To implement Corporate Social Responsibility.   | With the help of the given syllabus students understand the need and importance of CSR policy & practising by most of the business organisation has built a good image and brand in the real world.  |
| CO4                     | To practise and learn various ISO standards and Corporate governance practices  | The student learn CSR policy and ISO standards and principles for better results   |



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SEM: II                      RESEARCH METHODOLOGY

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES   | OUTCOME   |
|-------------------------|--|---|
| 01                      | To enhance the abilities of learners to undertake research in business Organisation.                             | Students learn the meaning, objectives and importance of the Research study   |
| 02                      | To enable the learners to understand, develop and apply the fundamental skills in formulating research problems. | Students understand the concept, stages in Research process, Factor influencing selection of Research problem and Research design.  |
| 03                      | To enable the learners in understanding and developing the most appropriate methodology for their research       | Students learn and understand the problem with the available research methods and research design for the smooth functioning of a business organisation   |
| 04                      | To make the learners familiar with the basic statistical tools and techniques applicable for research.           | Students understand the Research methodology with proper implementation of Research tools and techniques sources of Data collection and process, data interpretation, objectives of research study, scope and limitation, recommendation and conclusion and bibliography etc. |



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**SEM: II            E-COMMERCE**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES   | OUTCOME  |
|-------------------------|--|--|
| 01                      | To provide an analytical framework in E-commerce and to make understand the learners familiar with current challenges and issues in ecommerce. | Students learn the Roadmap of Ecommerce in India, Evolution of Ecommerce and functions and scope of E-business models. B2B and B2C and B2G and ESLC models etc.  |
| 02                      | To develop the understanding of the learners towards various business models.  | Students learn and understand the various business strategies and pros and cons of EDI in E- business models, paperless work use in business for smooth functioning and goal oriented.                                   |
| 03                      | To enables to understand the Web based Commerce and equip the learner assess e-commerce requirement of a business.                             | Learner will be able to understand the Role of website in B2C. Push and pull approaches; New technologies use in Ecommerce. Promoting applications like customer Relationship Management in E-Commerce and E-enterprise. |
| 04                      | To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.                           | Students learn the cyber laws and safety and security tips to follow in Ecommerce with the help of this Masters course   |



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**SEM III HUMAN RESOURCE MANAGEMENT**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES   | OUTCOME   |
|-------------------------|--|---|
| CO1                     | To enable the learner to understand the Human resource policies and functions , importance and scopes  | Student will learn the basic principles and functions of Human Resource Management  |
| CO2                     | To enable the learners to understand, develop and apply the fundamental theories and principles of Human Resource Development  | Students learnt various tools and techniques and methods of Human Resource Management policy through this course they learnt the concept of Training and Development, for successful Planning   |
| CO3                     | To enable the learners in understanding and developing the most appropriate Rules, laws of Industrial Relation and about the labour legislation of labour law and organisational functions | Students understand and learn about Industrial Relation Act, Industrial Dispute Act 1950. Child and Women labour Act 1986, Security Act 2016, Prevention of Sexual harassment Act 2013. Gratuity Act 2015m Minimum wages Act 2016, Provident Fund Act 1952. |
| CO4                     | To make the learners familiar with the Human resource policies, management game, activities, Brainstorming session.  | Students understand and learnt about the Human resource balance score cards and Human Resource Audit. Healthy and Safety measures and talent management.  |





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## SEM III MARKETING STRATEGIES & PRACTICES

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES  | OUTCOME   |
|-------------------------|---|---|
| 01                      | To develop learning and analytical skills of the learners to enable them to solve the problems and challenges faced in Marketing strategy process and to provide appropriate Marketing strategic solutions. | The student learnt with the help of this programme to Frame different concepts and types of Marketing Strategies. And also understand the   |
| 02                      | To develop Marketing Strategies & Plans and make the learners to understanding the various business models.   | Students learn and understand the various. Marketing Mix, 7 Ps and PLC, BCG Matrix, GE Matrix, SWOT Analysis, TOWS Matrix, Ansoff Model, Michael Porter Five Force Model. And defensive Marketing Strategies to apply and practice to be a dynamic leader or an entrepreneur.                               |
| 03                      | Encouraging and teaching the students to develop healthy Market Environment Trends and Building Customer Value  | Students learned and understand various market environment trends and enhancing them to use the CRM software applications, concept and Techniques ,and importance about the customer satisfaction, Customer Loyalty through providing best information and quality based product and customer centric goods |
| 04                      | To enables to understand the Recent Trends in Marketing Strategies  | Learner will be able to understand Emerging Market, E-Marketing concept and features and Social Marketing with the help of corporate examples   |



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**SEM III ORGANISATIONAL BEHAVIOUR**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES  | OUTCOME   |
|-------------------------|---|---|
| 01                      | To enhance the abilities of learners to understand various organisation settings in business.                                       | Students learn the concept, nature, foundation, disciplines and scopes of Organisational Behaviour  |
| 02                      | To enable the learners to understand, develop and apply the foundation of Individual behaviour to solve the organisational problems | Students understand different Factor affecting individual behaviour, Personal, Psychological, Organisation systems, Personality & Perception and process.   |
| 03                      | To enable the learners to understand various types of Groups and Behaviour  | Students learn and understand the problem with the available resources and content about different types of groups, work place behaviour, power and politics, and different levels of conflicts strategies to resolve in an organisation. |
| 04                      | To make the learner to face Emerging Challenges of behavioural pattern, policies, and culture of various organisation               | Students learned various techniques and methods to deal with the emerging challenges and strategies of organisational functions culture and workforce diversity for better results .  |



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**SEM IV RETAIL MANAGEMENT**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES  | OUTCOME  |
|-------------------------|---|--|
| 01                      | To groom the learners to understand Retailing sector.   | Students learn the scope, Importance and various format of Retail sector in India and also learned the Recent trends in Retailing. |
| 02                      | To explore the knowledge of the learners to understand, and practise in future about different Retail strategies              | Students learned various strategies, retail planning, Merchandising process, concept..   |
| 03                      | To upgrade the students about Retail location, layout and merchandising   | Students learn and understand the Retail location, layout and Merchandising and store design and layout.                           |
| 04                      | To make the learners familiar with the basic statistical tools and techniques of E-retailing and customer satisfaction policy | they understand different methods of Relationship management and strategy and consumer strategy for achieving goals.               |



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**SEM IV SUPPLY CHAIN MANAGEMENT**

| SYLLABUS<br>(UNIT WISE) | OBJECTIVES  | OUTCOME  |
|-------------------------|---|--|
| 01                      | To make the learner aware about the importance and scope of supply chain management and Logistics               | Students learned the concept, features, Importance, process of supply chain management and they also learn various strategies and effective use of SCM   |
| 02                      | To teach the learner about different perspective of supply chain management used in business for better results | The learner understands all the 3 perspective with the help of through this syllabus about customer, Indian and global network and supply chain management system.   |
| 03                      | To teach the students about the Logistics system network and functions smooth run for effective business.       | The students understand 3 C's of Logistic environment, Reverse Logistics, Inventory control and Bull whip effect, different modes of transport use and infrastructure forms, warehouse functions and operations. And also learnt about the important role of packaging and material handling technique use for safety and security of goods. |
| 04                      | To enhance the knowledge of students in creativity, design of SCM, Logistics and Use of Internet                | From this session the students learn, How to design of SCM, Logistics and Use of Internet about E-market places, E- procurement, E-Logistics and acquire the training and uses of ERP system and Performance modelling of supply chain using Markets chains for business   |



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**SEM IV ADVERTISING AND SALES MANAGEMENT**

| SYLLABUS<br>(UNIT<br>WISE) | OBJECTIVES  | OUTCOME   |
|----------------------------|---|---|
| 01                         | To understand the basic fundamentals of Advertising and about media to the students to face competitive advantage | The students learned about the Integrated Marketing communication element behavioural model, AIDA, DAGMAR models use for promotion strategy also about Ad agency function and about various forms of media for effective results.   |
| 02                         | To excel students in creativity , social and Regulatory Framework of Advertising                                  | The students learned and practices Different way of copy print, broadcast and digital media, pre-test and post-test methods of Advertising and Socio-economic contributions, professional course about advertising and also learned rules of IIBM, IBF and ASCI regulatory bodies |
| 03                         | To groom students about the various technique of Sales management   | The student learns various techniques of selling and qualities of effective salesman, Sales force management and about sales planning and control increasing more gross profit.   |
| 04                         | To upgrade the students to understand the sales Planning and control  | The student learned how to forecast about selling, Sales Budget, Sales Audit, Sales Quotas, Customer feedback to improve and give best services and relevant information.   |