



Thakur Educational Trust's (Regd.)

**THAKUR RAMNARAYAN
COLLEGE OF ARTS & COMMERCE**



NAAC Accredited & ISO 21001:2018 Certified

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Outcomes Based Education (OBE) Document

**Programme: B.Com.(M.S.)
S.Y.B.Com.(M.S.)**

Program Educational Objectives

PEO1: To prepare students for careers in general management, marketing & financial areas such as to flourish & boost in their professional career.

PEO2: To develop the student's ability to survive the challenges of entrepreneurship and grow in their respective fields.

PEO3: To prepare the student for entry into a program of postgraduate study in general management and related specialization fields.

Program Outcomes

On successful completion, graduates of B. M. S. programme will be able to:

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication: To speak, read, write and listen clearly in person to make meaningful conversations in the real world, related to marketing and finance..

PO3. Social Interaction: Evoke views of others, mediate discussions and help reach conclusions with the stakeholders of society.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering in various consumer centric programmes.

PO5. Ethics: Recognize the significance of ethical and moral values related to the consumer, and accept responsibilities towards a better future for the society.

PO6. Environment and Sustainability: Inculcate the sustainable development in the organizations to provide the better protection for the environment.

PO7. Self-directed and Life-long Learning: Enhance the competence of the individual to be self dependent and be a life-long learner in the aspect of socio, economic, interpersonal and technological skills.

PO8. Research Related Skill: Inculcate the analytical skills and research skills of the changing market situations among the students.

PO9. Discipline knowledge: Build fundamentals in core areas of Marketing, Finance, Business Research & Quantitative Techniques, Economics, Statistics, and get exposure to the relevant software.

PO10. Problem solving: Ability to logically question assertions and analyze the patterns in order to distinguish between essential and irrelevant aspects of problems.

PO11. Team Building: Ability to work with a group of people in an organization and lead them in order to become a leader/entrepreneur.

PO12. Technical Aspects: Learn the best practices of handling technical aspects of logistics, operations & total quality management along with the systems involved in the overall production process.

Program Specific Outcomes (FINANCE)

On successful completion, graduates of B.M.S. degree program will be able to:

PSO 1: Demonstrate communication, logical and analytical skills.

PSO 2: Acquire and apply knowledge related to financing, financial system and money management.

PSO 3: Inter relate and interpret different aspects of finance and its application. Manage investment and wealth management functions of an organization.

PSO 4: Explore and demonstrate the knowledge of different areas of financial management in the market.

Program Specific Outcomes (MARKETING)

On successful completion, graduates of B.M.S. degree program will be able to:

PSO 1: Demonstrate communication, entrepreneurial, logical and analytical skills.

PSO 2: Acquire and apply knowledge related to marketing, sales system and consumer and market changes management.

PSO 3: Inter relate and interpret different aspects of marketing and its application. Manage interpersonal relationships as a part of human resources of an organization.

PSO 4: Explore and demonstrate the knowledge of different areas of commerce and management.

S.Y.B.M.S. SEMESTER III COURSE OUTCOMES

Subject Name : MJ-Introduction to Marketing Management

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Learner can able to understand & recall the traditional & contemporary marketing concepts.		✓				
CO2	They will demonstrate & understand the factors affecting buying behavior of consumers.		✓				
CO3	They can assess & evaluate the marketing management strategies through real life case.					✓	
CO4	Students will analyze the emerging trends in marketing management & evaluate the impact of technology on marketing decisions				✓		

Subject Name : MJ-Marketing Research

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define and critically analyze the marketing research process, including its ethical implications.				✓		
CO2	Evaluate and compare different consumer research, advertising research, and motivational research methodologies.					✓	
CO3	Demonstrate proficiency in selecting and applying appropriate scales of measurement and sampling techniques, including determining optimal sample sizes.			✓			
CO4	Synthesize and interpret data collected through various marketing research methods, utilize appropriate data analysis tools						✓

Subject Name : MJ-Introduction to Financial Services

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Students will be able to explain the structure and functioning of financial services and their role in economic development.		✓				
CO2	Students will gain knowledge about different financial institutions, their functions, and regulatory authorities governing financial markets.		✓				
CO3	Students will develop the ability to analyze various financial products such as banking services, insurance, mutual funds, and investment instruments.				✓		
CO4	Students will understand the regulatory framework for financial services and apply risk management principles to safeguard financial transactions and consumer interests.			✓			

Subject Name : MJ-Financial Management

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Learners will be able to understand the fundamental principles of financial management and grasp the relationship between risk and return		✓				
CO2	Learners will evaluate investment proposals using capital budgeting techniques with investment decisions and calculate the cost of capital.					✓	
CO3	They can Understand the different sources of finance available to businesses. And analyse the impact of capital structure on firm value.		✓		✓		
CO4	Learners will be able to Manage working capital effectively to optimize liquidity and profitability and cash management strategies.			✓			

Subject Name : VSEC-Consumer Behaviour

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Students will identify and analyze marketing communication and psychological, social and cultural factors that influence consumer decisions.			✓			
CO2	Students will able to understand effect of online purchasing and consumer segmentation strategies		✓				

Subject Name : VSEC-Financial Statement Analysis

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Understand the meaning, nature, objectives of preparation of Financial Statements		✓				
CO2	Understand the components and users of Financial Statements		✓				
CO3	Learn the conventional and vertical formats of preparation of financial statement		✓				
CO4	Use tools of financial statements analysis and interpret the same.			✓			

Subject Name : Minor-Minor in Accounting II

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	The learners will be able to prepare accounting entries and financial statements for amalgamated entities, including computation of purchase consideration and goodwill treatment		✓				
CO2	The learners will be able to execute the conversion process from partnership to company, including preparation of the new balance sheet			✓			
CO3	The learners will be able to apply the highest relative method for piecemeal cash distribution during partnership dissolution			✓			
CO4	The learners will be able to prepare final accounts for LLPs and understand their distinct features compared to other business structures			✓			

Subject Name : Minor-Fundamentals of Money & Banking-II

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Analyse and interpret cash flow statements to assess a company's liquidity, operational efficiency, and financial stability.				✓		
CO2	Use profitability and ratio analysis techniques to evaluate a company's financial performance and compare it with industry benchmarks.			✓			
CO3	Prepare structured financial reports that effectively communicate key insights to stakeholders.						✓
CO4	Assess company valuation and growth potential using P/B and P/E ratios, aiding in investment and strategic decision-making.					✓	
CO5	Apply financial analysis techniques in real-world business situations, including corporate finance, investment analysis, and risk assessment.			✓			

Subject Name : Environmental Management & Sustainable Development

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Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Use principles of Environmental Science for explaining sustainable development and its related ethical concerns			✓			
CO2	Display scientific perspective for issues confronting our present day environment.		✓				
CO3	Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution.				✓		
CO4	Explain the Role of an individual in relation to human population and environmental pollution.		✓				

Subject Name : ह दिं ी भाषा : व्याव ारिक प्रयोग

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	ववद्यावर्थयो कल हाजभाषा वहदं ी का ज्ञान प्राप्त हलगा, एवंदक्षता प्राप्तहलगी		✓				
CO2	ववद्यावर्थयो कल हाजभाषा वहदं ी के व्याकहवणक प्रयलग की जानकाही प्राप्त हलगी		✓				
CO3	ववद्यावर्थयो कल वहदं ी-संज्ञा आवद का ज्ञान प्राप्तहलनेकेसार् भाषा किद्धु, व्यावहारहक रूप का ज्ञान हलगा		✓				
CO4	. ववद्यावर्थयो कल काहको, वाक्य होना एवंभावषक वोहनों आवद का ज्ञान प्राप्तहलगा			✓			

Subject Name : भाषिक कौशलचांचेउपोजन - २

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	णिदयार्थयांना कथाकथन या भाणिक कौशलयाचे स्रूप समजेल		✓				
CO2	णिदयार्थयांना प्रभिी कथाकथनासाठी आशयक असिन्या क्षमता आणि तंत्रांचा पररचय होईल			✓			
CO3	णिदयार्थयांना अणभिचन या भाणिक कौशलयाचे स्रूप समजेल.		✓				
CO4	णिदयार्थयांना प्रभिी अणभिचन करण्यासाठी आशयक असिन्या क्षमता आणि तंत्रांचा पररचय होईल.			✓			
CO5	णिदयार्थयांमध्ये प्रत्यक्ष कथाकथन ि अणभिचन करण्यासाठी आशयक असिन्या क्षमता आणि कौशलये णिकणसत होतील.						✓

Subject Name : CC-Cultural-Indian Theatre:Classical Roots & Contemporary Expressions

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the historical and cultural development of Indian theatre across different time periods.		✓				
CO2	Interpret and apply the aesthetic principles from Natyashastra (such as Rasa and Abhinaya) in the analysis of theatrical performances.				✓		
CO3	Critically evaluate classical Indian plays for their structure, themes, character development, and historical significance.					✓	
CO4	Compare and contrast different forms of modern Indian theatre and assess their audience impact and staging methods.						✓
CO5	Demonstrate understanding of street theatre and one-act plays by creating outlines or performing excerpts reflecting real-world issues.		✓				
CO6	Reflect on the role of performing arts in cultural preservation, education, and community engagement.		✓				

Subject Name : CC-Sports-Introduction to Sports Training & Tests and Measurement

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Understand and apply the principles of sports training.			✓			
CO2	Identify and differentiate between various training methods.				✓		
CO3	Develop effective exercise plans and training schedules.						✓
CO4	Evaluate the impact of training on performance enhancement.					✓	

Subject Name : CC-NSS-Study of Indian Social Reforms.

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Understand the history of social work in India and the role, characteristics, and philosophy of Indian social reformers in promoting social change.		✓				
CO2	Assess the contributions of major Indian social reformers in advancing social justice, equality, and community development.					✓	
CO3	Develop communication, interpersonal, and life skills required for effective participation in community service and NSS activities.						✓
CO4	Apply disaster management principles and community engagement strategies through project work to support preparedness, response, and rehabilitation efforts.			✓			

S.Y.B.M.S. SEMESTER IV COURSE OUTCOMES

Subject Name : Retail Management

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Students will be able to demonstrate a comprehensive understanding of core retail marketing concepts and analyze the behaviour of retail consumers.		✓				
CO2	Students will be able to critically evaluate and formulate strategic decisions regarding retail location selection and merchandise management.			✓			
CO3	Students will be able to apply the 4Ps of marketing to develop effective rural retailing strategies and construct robust retail brand.					✓	
CO4	Students will be able to analyze and compare various e-retailing business models and assess the strategic role of visual merchandising.				✓		

Subject Name : Customer Relationship Management

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Learners will be able to analyze the CRM link with the other aspects of marketing			✓			
CO2	Learners will be able to understand the concept of CRM strategy and its implementation		✓				
CO3	Learners will be able to understand different CRM models in service industry					✓	
CO4	Learners will be able to analyze emerging trends and different issues in CRM			✓			

Subject Name : Auditing

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the purpose and scope of an audit, explain the fundamental principles of auditing, and identify the key stages of the audit process, including risk assessment and evidence gathering.		✓				
CO2	Develop and document a comprehensive audit plan that incorporates risk assessment, materiality considerations, and appropriate audit procedures, adhering to professional auditing standards.					✓	
CO3	Apply fundamental auditing techniques to assess internal controls, identify potential risks, and evaluate the effectiveness of organizational processes.			✓			
CO4	Apply appropriate vouching and verification techniques to examine financial documents and assets, and evaluate their authenticity, accuracy, and proper valuation.	✓					

Subject Name : Financial Institution & Market

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Identify and classify different types of financial institutions and markets.	✓					
CO2	Analyze the determinants of interest rates and pricing in various financial markets.			✓			
CO3	Evaluate the impact of regulatory policies and global trends on financial institutions and Markets.					✓	
CO4	Learners can able to understand new trends like blockchain, cryptocurrencies and globalization in financial markets.		✓				

Subject Name : Minor in Accounting & Finance Paper III

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	The learners will be able to prepare financial statements compliant with AS 1 & AS 2, ensuring proper disclosure of accounting policies and inventory valuation.			✓			
CO2	The learners will be able to assess post-reporting events (AS 4) and adjust financial statements for prior period errors and policy changes (AS 5).		✓			✓	
CO3	The learners will be able to compute revenue, costs, and profits for construction contracts (AS 7) using appropriate recognition methods.				✓		
CO4	The learners will be able to determine the correct timing and amount of revenue recognition (AS 9) for various business transactions.		✓				

Subject Name : Public Finance

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Evaluate the effects of taxation and public expenditure					✓	
CO2	Evaluate the objectives of fiscal policy.			✓			
CO3	Analyze the sources of internal and external debt		✓				
CO4	Differentiate between the balanced and unbalanced budget				✓		

Subject Name : SEC-Ad Making

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Students will be able to analyse the historical development evaluate different types of advertising.			✓			
CO2	Students will be able to discuss the impacts of personalized social media advertising.					✓	
CO3	Students will be able to describe the roles and functions of regulatory bodies like DAVP and ASCI and DD		✓				
CO4	Students will be able to differentiate between and apply the AIDA and DAGMAR and analyze the role of advertising in brand building, particularly concerning Gen Z.	✓					

Subject Name : Financial Inclusion Skills in Youth

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Learners will develop the ability to budget, save, and set financial goals, fostering responsible financial behavior.			✓			
CO2	Learners will gain an understanding of financial inclusion mechanisms, including microfinance and government initiatives, allowing them to make informed financial decisions.		✓				

Subject Name : Environmental Management & Sustainable Development -II (OE 1)

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Use principles of Environmental Science for explaining sustainable development and its related ethical concerns		✓				
CO2	Display scientific perspective for issues confronting our present day environment.		✓				
CO3	Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution				✓		
CO4	Explain the Role of an individual in relation to human population and environmental pollution.		✓				
CO5	Recognize the importance of collective efforts for environmental sustainability as reflected in various treaties, conventions and laws	✓					

Subject Name : AEC - Communication Skills in English II

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Understand and interpret any text they are reading from different perspectives.		✓				
CO2	Arouse the interest of learners in listening to and watching good quality audio and visual media.				✓		
CO3	Acquire proficiency in the skills of listening; speaking, reading and writing that will help them meet the challenges of the world.			✓			
CO4	Develop good oral and written skills of communication in the English language.						✓

Subject Name :CC - Integrated Theatre Production: Stage Craft, Costume, Music and Technology

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Understand and interpret any text they are reading from different perspectives.		✓				
CO2	Arouse the interest of learners in listening to and watching good quality audio and visual media.				✓		
CO3	Acquire proficiency in the skills of listening; speaking, reading and writing that will help them meet the challenges of the world.			✓			
CO4	Develop good oral and written skills of communication in the English language.						✓

Subject Name : CC Advanced Sports Training and Performance Evaluation

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	To impart practical skills in sports training and evaluation techniques.			✓			
CO2	To encourage participation in various sports and fitness activities.			✓			
CO3	To develop a scientific approach to training and performance assessment.			✓			
CO4	To enhance organizational and leadership skills through event planning and volunteering.				✓		
CO5	To foster a deeper understanding of training intensity, recovery, and testing protocols.		✓				

Subject Name : CC Youth and Disaster Management

Subject Code :

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Explain the meaning, types, and causes of natural and man-made disasters and their impact on society.		✓				
CO2	Understand disaster risk reduction strategies including preparedness, mitigation, response, relief, rehabilitation, and reconstruction.		✓				
CO3	Demonstrate the role of youth in disaster management through community awareness, preparedness activities, and responsible civic participation.			✓			
CO4	Plan and execute community-based projects that address local disaster preparedness and resilience, and present findings through reports and viva voce.						✓