

**MVP Samaj's  
Commerce, Management and Computer Science(CMCS)College, Nashik-13  
Program Specific Outcomes - B.Com(Commerce)**

	<b>Cost and Works Accounting.</b>
PSO1	Basic Cost concepts.
PSO2	Elements of cost
PSO3	Ascertainment of Material and Labour Cost.
	<b>Business Entrepreneurship.</b>
PSO1	To create entrepreneurial awareness among the students.
PSO2	To provide the conceptual background of types & patterns of Entrepreneurship
PSO3	To develop Entrepreneurial competencies among students.
	<b>Marketing Management.</b>
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
	<b>Financial Markets and Institutions in India.</b>
PSO1	To acquaint the students with Financial Markets and its various segments.
PSO2	To give the students and understanding of the operations and developments in financial markets in India.
PSO3	To enable them to gain an insight into the functioning and role of financial institutions in the Indian Economy.
	<b>Cost and Works Accounting.</b>
PSO1	To provide Knowledge about the concepts and principles application of Overheads
PSO2	To provide also understanding various methods of costing and their applications.
	<b>Marketing Management.</b>
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
	<b>Banking Law and Practices in India.</b>

PSO1	To acquaint the students with Banking Law and Practice in relation to the Banking system in India
PSO2	To understand the legal aspects of Banking transactions and its implications as Banker and Customer.
PSO3	To make the Students aware of the Banking Law and Practice in India
	<b>Cost and Works Accounting.</b>
PSO1	To impart knowledge regarding costing techniques.
PSO2	To provide training as regards concepts, procedures and legal Provisions of cost audit.
	<b>Marketing Management</b>
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
	<b>Indian Banking System - I</b>
PSO1	To create the awareness among the students of Indian banking system.
PSO2	To enables students to understand the reforms and other developments in the Indian Banking
PSO3	To provide students insight into the functions and role of Reserve Bank of India.