



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | COLlege with Potential for Excellence

Programme Specific Outcomes (PSO's) and Course Outcomes (CO's)

Department of Business Practices

Specialization: Entrepreneurship

Programme: B.Com. (Entrepreneurship)

S. No.	On Completing B.Com. Entrepreneurship student will be able to
PSO 1	The students will be able to develop entrepreneurial and intrapreneurial acumen for developing ideas and starting their own businesses
PSO 2	The students will be able to develop entrepreneurial and intrapreneurial acumen for developing ideas and starting their own businesses
PSO 3	The course will enable students to understand and unleash the creativity and innovative thinking in them and equip them with abilities to apply it.
PSO 4	The students will be able to analyse the business environment, write business plans and be able to pitch the idea before the potential investors.
PSO 5	The course will build capacities of students, as responsible entrepreneurs through intense co-curricular learning opportunities
PSO 6	The course will sensitize students towards social, cultural, and environmental issues and develop their mind set to identify challenges and devise innovative solutions.
PSO 7	The course will equip students with comprehensive knowledge on scaling, strategizing and financial management through various tools and matrices.



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SY B.COM Semester 3			
Course Title	Being an Entrepreneur	No. of Credits :04	
Course Code	31202C19		
S. No.	On Completing of Being an Entrepreneur student will be able to:	PSOs Addressed	Cognitive Levels R, U, Ap, An, E,C
CO 1	Define an Entrepreneur and Entrepreneurship	PSO1, 2	U, An, C
CO 2	Summarize the Entrepreneurial Personality and leadership	PSO2, 3, 4	U, Ap
CO 3	Identify the challenges and opportunities to entrepreneurship	PSO 4, 6	U, R, E, C
CO 4	Make use of the understanding of elements of the business model to construct one for a dummy business	PSO 7	U, R, E, C
Course Title	Innovation in Business	No. of Credits :04	
Course Code	32202C19		
S.No.	On Completing of Innovation in Business student will be able to:	PSOs Addressed	Cognitive Levels R, U, Ap, An, E, C
CO 1	Determine and articulate the changing business environment and need for innovation.	PSO 1, 3	U



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CO 2	Develop creativity and innovation abilities and apply them to new and existing businesses.	PSO3,6	Ap
CO 3	Identify and classify social, grassroot, and environmental problems and devise relevant solutions.	PSO3,6	An
CO 4	Examine problems with the help of the design thinking process and select suitable alternative solutions	PSO1	E, C
CO 5	Categorize and compare various types of innovations and creativity components	PSO 3	Ap, An

S.Y B.COM Semester 4

Course Title	Entrepreneurship Environment	No. of C redits :04	
Course Code	43202C19		
S.No.	On Completing of Entrepreneurship Environment student will be able to:	PSOs Addressed	Cognitive Levels R,U, Ap, An, E,C
CO 1	Identify the right ways of doing the business.	PSO 4,	U, Ap
CO 2	Interpret Layers of Business Environment and its significance to Business Enterprise.	PSO2 , 3	U, Ap
CO 3	Identify and make use of different tools of the Environment analysis tool.	PSO 6	U, An, E, C
CO 4	Interpret SDG's and identify business opportunities	PSO 1, 6	U, Ap, An, E, C



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Course Title	Business Cases	No. of Credits :04	
Course Code	44202C19		
S.No.	On completing of Business Cases student will be able to:	PSOs Addressed	Cognitive Levels R,U, Ap, An, E,C
CO 1	Predict and examine reasons for failure of business and select measures to overcome them.	PSO2	U, E
CO 2	Compare, review and connect the experiences of entrepreneurs that have succeeded and apply them in constructing their own business	PSO2	U, R, Ap
CO 3	Classify and compare different types of entrepreneurships and their relevance.	PSO 5, 6	U, An
T.Y B.COM Semester 5			
Course Title	Creation of New Venture	No. of Credits :04	
Course Code	955202C1		
S.No.	On Completing Creation of New Venture, students will be able to:	PSOs Addressed	Cognitive Levels R,U, Ap, An, E,C
CO 1	Evaluate and assess business opportunities, develop and validate ideas for starting a business	PSO 1,2	U, AP
CO 2	Collaborate and construct models required for new ventures	PSO4	E, AP



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CO 3	Choose the appropriate legal format for their new venture and anticipate challenges in the registration of new business	PSO7	U, AP
CO 4	Appraise and prepare a detailed business plan and pitch for financiers.	PSO4	C, R, AP
CO 5	Anticipate and manage challenges in registration of new business	PSO 8	C,R,AP



Course Title	Financial Management for New Ventures	No. of Credits :04	
Course Code	56202C19		
S.No.	On Completing Financial Management for New Ventures student will be able to:	PSOs Addressed	Cognitive Levels R, U, Ap, An, E,C
CO 1	Explain the process in financial management of the firm.	PSO 2	U
CO 2	Assess the short-term and long-term financial requirements of the venture.	PSO 1, 2	Ap.
CO 3	Evaluate the financial market and its effect on the business.	PSO 4, 6	E
CO 4	Develop knowledge on the allocation, management and funding of financial resources.	PSO 7	U
CO 5	Manage the financial aspect of the venture efficiently.	PSO 4, 3	E, C



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T.Y B.COM Semester 6

T.Y B.COM Semester 6			
Course Title	Dimensions of Enterprise	No. of Credits :04	
Course Code	67202C19		
S.No.	On Completing Dimensions of Enterprise students will be able to:	PSOs Addressed	Cognitive Levels R, U, Ap, An, E,C
CO 1	To utilize knowledge of Customer Value to enhance strategic decision making	PSO3	U
CO 2	Recall the strategies used within each of the marketing mixes	PSO5	AP
CO 3	Demonstrate how as a marketer student can apply their knowledge of consumer value concepts to develop better marketing programs and strategies to influence consumer behavior.	PSO2	Ap, An
CO 4	Identify examples of how marketers use their knowledge of consumer behavior in their marketing strategies and critically evaluate the applications evident in current practice.	PSO2	U, C
CO 5	List best practices for responsible marketing and how to manage marketing efforts	PSO 1 4	U, Ap
T.Y B.COM Semester 6			
Course Title	Enterprise and Strategy	No. of Credits :04	
Course Code	68202C19		
S.No.	On Completing Enterprise and Strategy student will be able to:	PSOs Addressed	Cognitive Levels R, U, Ap, An, E, C



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CO 1	Explain the strategic management process.	PSO1, 2	E
CO 2	Discuss corporate, business, and functional level strategies.	PSO 7	U
CO 3	Assess the factors of the business environment for scaling.	PSO 4	Ap
CO 4	Analyze and evaluate critically the real-life company situations and develop creative solutions, using a strategic management perspective.	PSO 3, 5	An
CO 5	Develop plans and formulate strategies for business to remain competitive.	PSO 2, 3	C



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Programme Specific Outcomes (PSO's Honours) and Course Outcomes (CO's)

Department of Business Practices

Specialization: Entrepreneurship

Programme: B.COM. Honours (Entrepreneurship)

S. No.	On Completing B.Com Honours Entrepreneurship student will be able to:
PSO 1	Students will be able to understand the ground realities of starting a business, comprehend the term investment from different perspectives and gain practical experience to be an entrepreneur.
PSO 2	The course will cultivate research aptitude in students which will enable them to identify problems, enquire, analyse and devise innovative solutions to either start new business or make the existing business sustainable.
PSO 3	The students will be able to develop an understanding and knowledge of different domains leading to broadening their knowledge base, strengthening their thought processes and providing them with an insight to face challenges in the VUCA world.



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S. Y B.COM Semester 3			
Course Title	Investments and Beyond	No. of Credits : 04	
Course Code	31302C16		
S.No.	On Completing Investments and Beyond student will be able to:	PSOs Addressed	Cognitive Levels R,U, Ap, An, E,C
CO 1	Describe the term investment from different perspectives and associate with the concept of Investment and beyond.	PSO 1	U
CO 2	Able to identify feasible monetary investment and beyond monetary investment opportunities in context to self	PSO 1, 2	Ap
CO 3	Critically view different monetary and non-monetary investments.	PSO 1	E
CO 4	Develop a holistic view of oneself	PSO 1, 2, 3	Ap, E
SY B.COM Semester 4			
Course Title	Sustainable Enterprise	No. of Credits : 04	
Course Code	41302C19		
S.No.	On completing Sustainable enterprise student will be able to:	PSOs Addressed	Cognitive Levels R,U, Ap, An, E,C
CO 1	Examine and interpret the sustainable development goals and role of business in contributing to achieving the SDGs.	PSO 1 , 2	U,E



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CO 2	Determine and develop measures for enterprise business in a sustainable way	PSO 2 , 3	U, C
CO3	Correlate and apply the triple bottom line approach in operating and managing their own business.	PSO 2	Ap, C
CO4	Assess the present ways of doing business, integrate ethical approaches in conducting business, and decide best practices for managing business in a sustainable way.	PSO 3	E, Ap, U
CO 5	Decide best practices for managing business in a sustainable way.	PSO 3	U, C

T.Y B.COM Semester 5

Course Title	Research Methodology	No. of Credits : 04	
Course Code	59395C19		
S.No.	On completing Research Methodology student will be able to:	PSOs Addressed	Cognitive Levels R,U, Ap, An, E,C
CO 1	Develop an understanding of the basic framework of the research process	PSO 3	U,AP
CO 2	Identify various sources of information for literature review and data collection	PSO 2	U
CO 3	Assess, analyze, present, and interpret data in an organized manner.	PSO1, 3	C
CO 4	Develop an understanding of the ethical dimensions of conducting research.	PSO 3	An
CO 5	Write a research paper or prepare a research project to add to the body of knowledge.	PSO1, 3	Ap



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T.Y B.COM Semester 6

Course Title	Marketing for New Venture	No. of Credits: 04	
Course Code	61302C22		
S.No.	On Completing course Marketing for New Ventures student will be able to:	PSOs Addressed	Cognitive Levels R, U, Ap, An, E,C
CO 1	Analyze consumer buying behavior in order to develop superior market offering.	PSO 3	U, Ap, An
CO 2	Enumerate, describe and apply the concept of STP to new and existing business ideas.	PSO 2, 3	U, Ap, C
CO 3	Examine the role of brands in national and global markets and formulate relevant brand strategies.	PSO 1, 2	U, Ap, An
CO 4	Apply marketing tools and techniques to develop successful marketing campaigns	PSO 1, 2	U, Ap, C