



CHILDREN WELFARE CENTRE Clara's College of Commerce

(Affiliated to University of Mumbai and NAAC Accredited)

Address - Yari Road, Versova, Mumbai - 400061

Contact No - 7738501168, Website - claracollegeofcommerce.edu.in

PROGRAM OUTCOME, PROGRAMME SPECIFIC OUTCOME AND COURSE OUTCOME A.Y. 2018-19

BCOM
Program Objectives:
The B.Com Program aims to cultivate in students virtues of commerce professionals to effectively
The broad objectives of the Program are:
1. to develop professional knowledge and skills in the fields of Finance, Accounting,
2. to encourage the students to undertake higher studies and research in commerce and allied
3. to develop qualities to handle both individual and team work efficiently through projects,
4. to imbibe values of ethical practice in business.
5. to develop communication skills for putting forth ideas, views, and messages effectively.
Program Outcome:
Program outcomes are a set of competencies which students acquire at the end of graduation. On
1. have fundamental knowledge of Accountancy, Auditing, Taxation, Management, Finance, Law,
2. be able to communicate their ideas with industry efficiently and effectively.
3. develop the ability to work at individual level as well as at team level.
4. be able to integrate the latest technology and apply mathematical and statistical tools and
5. have skills to develop business models and be responsible global citizens who exhibit cross cultural
Programme Specific Outcome:
After successful completion of B.Com degree a student should be well acquainted with knowledge and
FYBCOM
Semester I
I Accountancy & Financial Management- I
Course Objectives:
Based on the course syllabus following are course objectives:
1. To understand the concept of Financial Accounting and different terminology of accounting
2. To understand the implication of Accounting Standard - 1: Disclosure of accounting
policies
3. To study the Accounting Standard - 2: Valuation of Inventories.
4. To study and distinguish Accounting Standard -9: Revenue Recognition.
5. To study and calculate Inventory Valuation based on the method available
6. To understand and classify Capital and Revenue: Expenditure and receipts.
7. To study and prepare Final accounts of manufacturing concern.
8. To understand the concept of Departmental Accounts and prepare departmental account
9. To understand the concept of Accounting for Hire Purchase and prepare accounting for hire

Course Outcomes:
On completion of this course, Students would be able to
1. Apply the financial accounting concepts
2. Implement Accounting Standards in practical world.
3. Analyze the nature, function, and limits of inventory valuation
4. Analyze and differentiate between Capital and Revenue: Expenditure and receipts.
5. Prepare and understand final accounts of manufacturing concern.
6. Prepare and understand departmental accounts.
7. Evaluate the importance of Hire purchase and prepare hire purchase accounting.
Commerce I
Course Objectives:
On completion of this course students should be able to:
1. The objective of this course is to acquaint the students to the concept of the business and its characteristics.
2. Analyze impact of business environment on business.
3. Develop understanding of project planning techniques.
4. Develop knowledge and interest about entrepreneurship and financial assistance provided by government.
Course Outcomes:
After completion of this course, students will have
1. Understanding of various concepts of business.
2. Knowledge of impact of business environment on business.
3. Analyse the various project planning methods.
4. Develop interest to pursue higher education in the field of business such as MBA, MMS etc.
Business Economics -I
Course Objectives:
1. To stimulate the student interest by showing the relevance and use of various economic theories.
2. To apply economic reasoning to problems of business.
Course Outcome:
The main outcome of this course is to expose Students of Commerce to basic Micro Economic concepts
Business Communication - I
Course Objectives:
1. To develop awareness of the complexity of the communication process
2. To develop effective listening skills in students so as to enable them to comprehend instructions and
3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well
4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and
5. To develop ability to communicate effectively with the help of electronic media
Course Outcomes:
1. Students are aware about importance of communication and complexities involved
2. Students have now, understood importance and the need for listening effectively in corporate set-
3. Students are well acquainted with method of business correspondence

4. Students now can make use of emerging electronic mediums for effective communication

Environmental Studies - I

Course Objectives:

1. To inculcate scientific temperament in students.
2. To make them understand the component of environment.
3. To make students aware of natural resources and sustainable development.
4. To make them understand the demographic pattern in the world and India.
5. To make students aware about connection between urbanization and environment.
6. To acquaint the commerce students in reading of thematic maps and map filling.

Course Outcomes:

At the end of this course students will be able to:

1. Describe the components of environment.
2. Identify components of sustainable practices and types of natural resources.
3. Recognize the demographic issues.
4. Point out the effects of urbanization on environment.
5. Improve their map reading and filling skills.

Foundation Course -I

Course Objectives:

- 1) To inculcate scientific temperament in students.
- 2) To enlighten students about diversities existing in India.
- 3) To aware students about disparities among people of India.
- 4) To make students aware of The Indian Constitution.
- 5) To make them understand the political system of India.

Course Outcomes:

At the end of this course students will be able to:

- 1) Describe the different existing diversities in India.
- 2) Diagnose the causes of existing disparities in India.
- 3) Perform their fundamental duties.
- 4) Improve their role as citizen of India.

I Mathematical & Statistical Techniques -I

Course Objectives:

The students should be able to understand:

- 1) The nature of mathematical & statistical in managerial skills of organisations.
- 2) The formulae, sums and derivation of mathematics.
- 3) The practical sums of mathematical principles used in the different fields of commerce and non-commerce.
- 4) The practice of mathematics and statistics in the different organisations.
- 5) The application of mathematics and statistics principles and theorems in the daily working of the

Course Outcomes:

On completion of these course, students would be able to :-

- 1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time

series, index numbers and probability distribution functions.

2) Derive the formulae of mathematics and statistics.

3) Use the formulae in the managerial skills of the organisations.

4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-

5) Use of decision theory in the decision making, planning, leading, organising and controlling that

Semester II

Accountancy & Financial Management-II

Course Objectives:

On completion of this course, students should have an understanding of:

1) To Prepare Final accounts of small trading concern from the single entry system.

2) To Prepare Consignment account.

3) To prepare Branch account under Debtors method and Stock and Debtors method.

4) To make claims to insurance company for loss of goods by fire.

Course Outcomes:

On completion of this course, Students would be able to:

1) Prepare Final account of small trading concern.

2) Prepare Consignment account.

3. Prepare Branch account under Debtors method and Stock and Debtors method.

4) Make claims to insurance company for loss of goods by fire.

Commerce-II

Course Objectives:

On completion of this course students should be able to:

1. The objective of this course is to acquaint the students to the uniqueness of the services

2. Analyze role of service sector in the economy

3. Develop understanding of emerging service industries

4. Develop knowledge of scope of service industry and job opportunities created by it.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of services marketing

2. Knowledge of new trends in service sector

3. Analyse the various e-commerce services in India.

4. Develop interest to pursue higher education in the field of marketing

Business Economics-II

Course Objectives:

1. Students will be able to identify and explain economic concepts and theories related to the behavior

2. To apply economic reasoning to problems of business.

3. Students will be able to evaluate the consequences of economic activities and institutions for

4. Students will be able to identify the basic features of alternative representations of human behavior

Course Outcomes:

1. Apply marginal analysis to the "firm" under different market conditions

2. Understand the causes and consequences of different market structures

3. Apply economic models to examine current economic issues and evaluate policy options for
4. Understand the meaning of marginal revenue and marginal cost and their relevance for firm

Business Communication - II

Course Objectives:

1. To make students aware of various forms and criteria used by organization in the employee selection
2. To make students aware of business correspondence used as a mode of communication to maintain
3. To improve students language reading and writing skills, which is necessary in all the organizational

Course Outcomes:

1. The students are now aware of the selection criteria in the business organization.
2. Students will learn about procedures and format to be followed for business correspondence, which
3. Language and writing skills has helped them improve their vocabulary and writing skills.

Environmental Studies - II

Course Objectives:

- 1) To inculcate scientific temperament in students.
- 2) To create awareness about solid waste management.
- 3) To aware students about environmental issues.
- 4) To acquaint the commerce students to assess and analyze the environmental issues.
- 5) To make students aware about links in economy and environment.
- 6) To make students aware of sustainable practices.

Course Outcomes:

At the end of this course students will be able to:

- 1) Describe the solid waste management for sustainable society.
- 2) Identify ways of sustainable practices in Agriculture and industry.
- 3) Recognize the environment issues.
- 4) Understand the relationship of environment and economy by ecotourism.
- 5) Improve their contribution towards environment.

Foundation Course - II

Course Objectives:

1. To inculcate scientific temperament in students.
2. To enlighten students about the ways to upgrade economy of India.
3. To aware students about environmental problems and sustainable development.
4. To make students socially aware of the societal problems and their personality.

Course Outcomes:

At the end of this course students will be able to:

1. Describe the concept of Liberalization, privatization and globalization.
2. Use their fundamental rights.
3. Identify agents of environment degradation
4. Recognize the importance of sustainable development.
5. Apply the principles of psychology to practical problems.
6. Improve their personality.

Mathematical & Statistical Techniques - II**Course Objectives:**

The students should be able to understand:

- 1) The nature of mathematical & statistical in managerial skills of organisations.
- 2) The formulae, sums and derivation of mathematics.
- 3) The practical sums of mathematical principles used in the different fields of commerce and non-commerce.
- 4) The practice of mathematics and statistics in the different organisations.
- 5) The application of mathematics and statistics principles and theorems in the daily working of the organisation

Course Outcomes:

On completion of these course, students would be able to :-

- 1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series,
- 2) Derive the formulae of mathematics and statistics.
- 3) Use the formulae in the managerial skills of the organisations.
- 4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-
- 5) Use of decision theory in the decision making, planning, leading, organising and controlling that

SYBCOM**Semester III****Accountancy & Financial Management- III****Course Objectives:**

1. To equip students with preparation of partnership final accounts based on adjustment of admission,
2. To learn the concept of piecemeal distribution of cash.
3. To understand the need and accounting of amalgamation of firms.
4. To understand the need and accounting of conversion/sale of partnership firm into a limited

Course Outcomes:

1. The students will be able to understand the application and handling the accounting treatment of
2. The students will be able to understand the need and accounting of piecemeal distribution of cash.

Financial Accounting & Auditing -V (Introduction to Management Accounting)**Course Objectives:**

Based on the course syllabus following are course objectives:

1. To understand the concepts of Management accounting and its importance
2. To know the Basis of Accounting
3. To prepare the different forms of financial statement
4. To study and calculate different types the Ratio
5. To understand the concept of Working Capital, types and how to calculate the requirements of working capital
6. To study the concept of capital budgeting and different approaches of capital budgeting.

Course Outcomes:

On completion of this course, Students would be able to

1. Apply the concepts of Management accounting and its importance in business.

2. Analyses the Basis of Accounting in an organisation.
3. Prepare different forms of financial statement for analysis's, evaluation and compare the financial information.
4. Compute of different types of ratio.
5. Ascertain working capital requirement for an organisation.
6. Ascertain capital budgeting through different approaches and managerial decisions can be taken.

Commerce - III

Course Objectives:

1. To provide knowledge of basic concepts of management and its functions.
2. To give understanding of various functions of management and its importance in organisation
3. To develop understanding and interest in management functions.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of management.
2. Knowledge of various functions of management and its importance in organisation
3. Develop interest to pursue higher study options such as Masters in Management Studies (MMS), Master of Business Administration (MBA), Masters in Financial Management (MFM)

Business Economics - III

Course Objectives:

1. To introduce principles of Macroeconomics and Public Finance
2. To help students use Macroeconomic concepts to analyse the national economy
3. To provide a link between economic concepts and real world problems through cases and examples.

Course Outcomes:

1. Understanding of the fundamentals of macroeconomics
2. Ability to analyse cause-effect relationship between macroeconomic variables
3. Ability to interpret public policies and their impact on the economy
4. Understand application of Macroeconomics to business decision making

Advertising - I

Course Objectives:

1. To provide knowledge of advertising as a tool of promotion
2. To give understanding of advertising agency and its role in promotion
3. To develop interest in advertising by relating to real life economic and social aspects of advertising
4. To develop knowledge of different types of advertising.

Course Outcomes:

After completion of this course, students will have

1. Understanding of of advertising and its role in promotion
2. Knowledge of advertising agency and its activities.
3. Evaluation of economic and social aspects of advertising.

4. Develop interest to pursue postgraduate education in advertising.

Foundation Course - III

Course Objectives:

- 1) To sensitize students with their rights.
- 2) To make students aware about environmental concerns
- 3) To groom students scientific temper
- 4) To aware students about career opportunities in competitive exams

Course Outcomes:

- 1) The students will be able to use their rights as a citizen of country.
- 2) The approach of the students will be sensitive towards environment in order to protect it.
- 3) The scientific temper of students will get developed.
- 4) The avenue of career in competitive exams will be opened for students.

Business Law - I

Course Objectives:

On completion of this course, Students should have an understanding of -

- A. The reason for enacting Indian Contract Act – 1872
- B. The various norms under Sales of Goods Act.
- C. The Benefits of special contracts.
- D. The various authorities for protection under Consumer and Competition Act
- E. The Criminal Liability under Dishonor of cheque as per latest Negotiable Instruments

Amendment Act

Course Outcomes:

On completion of this course, Students will be able to:

- A. Analyze the various valid rules for making contracts.
- B. Understand the concept of special contracts.
- C. Help them to follow the procedure as per Consumer Protection Act and Sales of goods act.
- D. Know more about the different Negotiable Instruments.

Semester IV

I Accountancy & Financial Management - IV

Course Objectives:

On completion of this course, students should have an understanding of:

1. To understand the company accounts and balance sheet of company accounts.
2. To understand the accounting treatment of redemption of Preference Shares.
3. To understand the accounting treatment of redemption of Debentures.
4. To learn the concepts of Profit Prior to Incorporation. Understand the ascertainment and treatment

Course Outcomes:

On completion of this course, students will be able to:

1. A. Understand the nature of company accounts and balance sheet of company accounts.
2. Understand and explain of accounting treatment of redemption of Preference Shares.
3. Understand and explain of accounting treatment of redemption of Debentures.
4. Understand and explain the concepts of Profit Prior to Incorporation. Understand the ascertainment

Financial Accounting & Auditing -VI (Introduction to Auditing)
Course Objectives:
On completion of this course, students should have an understanding of:
1. The concept of audit.
2. The function, objectives and principles of audit.
3. The errors and frauds in financial statements and auditor duties in the audit process.
4. The planning of audit and execution of audit planning.
5. The importance of audit evidence, audit working papers and audit notebook.
6. The procedure of vouching and verification of assets liabilities, income and expenditure.
7. The audit techniques and audit sampling used in auditing.
8. Risk involved in sampling
9. Method of sampling
Course Outcomes:
On completion of this course, Students would be able to:
1. The role of auditor in an organization.
2. Importance of auditor in the eyes of law.
3. Detect and prevent error and fraud in financial statement
4. Use the technology to vouch the vouchers, verify the fixed assets.
5. Prevention of document
Commerce - IV
Course Objectives:
1. To provide knowledge of basic concepts of production management, inventory management and
2. To give understanding of Indian financial system
3. To develop understanding and interest in mutual funds and financial markets.
Course Outcomes:
After completion of this course, students will have
1. Understanding of various concepts of production management, inventory management and quality
2. Knowledge of Indian financial system and securities market.
3. Develop interest to pursue higher study options such as Masters in Management Studies (MMS),
Business Economics - IV
Course Objectives:
1. To introduce principles of Public Finance
2. To help students use Macroeconomic concepts to analyze the national economy
3. To provide a link between economic concepts and real world problems through cases
4. To understand the role of government in the economy
Course Outcomes:
1. Understanding of the fundamentals of macroeconomics
2. Ability to analyze cause-effect relationship between macroeconomic variables
3. Ability to interpret public policies and their impact on the economy
4. Understand application of Macroeconomics to business decision making
5. To form foundation for courses in taxation

Advertising - II
Course Objectives:
1. To provide knowledge of various media used in advertising.
2. To give understanding of advertising campaigns and its related elements.
3. To develop interest and creativity in advertising by relating to real life scenarios.
4. To critically evaluate advertising and its elements.
Course Outcomes:
After completion of this course, students will have
1. Understanding of various Medias of advertising.
2. Knowledge of advertising campaign and its planning.
3. Evaluation skill of various elements of advertising.
4. Develop interest to pursue postgraduate education in advertising.
Foundation Course - IV
Course Objectives:
1) To sensitize students with their rights.
2) To make students aware about environmental concerns
3) To groom students scientific temper
4) To aware students about career opportunities in competitive exams
Course Outcomes:
1) The students will be able to use their rights as a citizen of the country.
2) The approach of the students will be sensitive towards the environment in order to protect it.
3) The scientific temper of students will get developed.
4) The avenue of career in competitive exams will be opened for students
Business Law - II
Course Objectives:
On completion of this course, Students should have an understanding of:
A. The reason for updating the parent act(Companies Act) 1956
B. The various new definitions given as per Companies Act 2013
C. The Benefits of Partnership Act
D. The various authorities for protection under Consumer and Competition Act
E. The Intellectual Property Rights in today's society.
Course Outcomes:
On completion of this course, Students will be able to:
A. Analyze the various modification made related companies act.
B. Understand the concept of Limited Liability Partnership.
C. Help them to follow the procedure as per Consumer Protection Act.
D. Know what are the differences are between Patent, Copyright, Trademark etc.
TYBCOM
Semester V
Financial Accounting & Auditing -VII (Financial Accounting)

Course Objectives:

1. To equip students with the preparation of final accounts of companies as per Indian Companies Act,
2. To understand the need of Internal Reconstructing and accounting of Internal Reconstruction..
3. To learn the concept of Buy Back of Shares and accounting of Buy Back of Shares.
4. To understand the concept of fixed income securities and variable income securities as per

Course Outcomes:

1. The student will get the knowledge of final accounts of companies as per Indian Companies act,
2. The student will understand the accounting treatment of internal reconstruction, buy back of shares
3. The students will be able to understand the ethical behavior and implications for accountants.

Financial Accounting & Auditing -VIII (Cost Accounting)**Course Objectives:**

Based on the course syllabus following are course objectives:

1. To understand the concepts of cost accounting and it important
2. To study the different types of material and how to calculate the cost of Material.
3. To understand and evaluate the labour costing and different method computation of remuneration and incentive of Labour.
4. To know and compute the different types of overheads and evaluation
5. To study and prepare the cost classification and Cost sheet
6. To understand the concept of Reconciliation of Cost and Financial Accounts and prepare the reconciling statement.

Course Outcomes:

On completion of this course, Students would be able to

1. Apply the concept of cost accounting and it's important in day to day activities.
2. Classify types of material and analyse material cost
3. Compute remuneration and incentive of Labour system and ascertain the value of labour cost
4. Classify different types of overheads and evaluate the overheads based on types of distribution
5. Classify the different types of cost involved in cost accounting and prepare cost sheet
6. Identify the difference in cost sheet and financial accounting and will prepare Reconciliation

Economics -V**Course Objectives:**

1. To enhance students understanding about the nature and pattern of Indian Economy.
2. To gain basic knowledge of factors governing Indian economy and its growth.

Course Outcomes:

On successful completion of this course, students would be able to:

1. The students would be able to appreciate and understand the various aspects of Indian economy.
2. The students would get an insight and understanding of the reforms and policy measures undertaken by government of India.

Commerce -V (Marketing)**Course Objectives:**

1. To familiarise students with various marketing concepts.
2. To give knowledge of consumer behaviour and factors influencing it.

3. To acquaint with the various product decision areas and their components.
4. To provide knowledge of various methods of distribution and promotion.
5. To acquaint with the various marketing ethics and challenges faced by marketers.
Course Outcomes:
Students shall be able to understand :
1. To explain the various marketing concepts.
2. To identify the consumer behaviours and recognize the factors leading to it.
3. To identify various product decision areas and interpret them.
4. To analyse various distribution and promotion methods.
5. To appraise the marketing ethics and challenges in marketing.
Direct and Indirect Taxes - I
Course Objectives:
On completion of this course, students should have an understanding of:
1. Basic terms used in the taxation, year of income taxable to tax.
2. Income chargeable to tax under various head.
3. Different heads of income.
4. Deductions available under various sections.
5. Computation of total income.
Course Outcomes:
On completion of this course, Students would be able to:
1. Determine the financial year and assessment year.
2. Determine the residential status of the individual and scope the relevant income.
3. Calculate the income under various head in which it will be taxable.
4. Compute total taxable income after providing deduction available under different sections.
Export Marketing Paper - I
Course Objectives:
On completion of this course students should be able to:
1. Understand concepts of export marketing and its importance.
2. Understanding of foreign trade policy and its implications on economy and trade.
3. Develop Conceptual understanding of various incentives available for exporters.
Course Outcomes:
After completion of this course, students will have
1. Understanding of various concepts of export marketing.
2. Knowledge of foreign trade policy and its implications on economy and trade.
3. Develop interest to pursue higher study options such as Masters in international business, courses
Computer Systems & Applications - I
Course Objectives:
1. To understand basic concepts of how a database stores information via tables and SQL syntax used
2. To learn and understand the functions of the Excel interface components and construct formulas.
3. To provide understanding of data communication, networking and internet.
Course Outcomes:

Students shall be able to understand:

1. Concepts of Database and SQL syntax using MySQL.
2. Excel formulas, Built-in functions and data analysis tools.
3. Exchange of data, computer networking.

Semester VI

Financial Accounting & Auditing -IX (Financial Accounting)

Course Objectives:

On completion of this course, students should have an understanding of:

1. To focus on the accounting treatment in case of Amalgamation of companies as specified in AS-14
2. To understand the accounting treatment of transactions other than the reporting currency.
3. To learn the concepts of Liquidation of Companies and its accounting treatments.
4. To learn the concepts of underwriting of shares and its accounting procedure.
5. To learn the concepts of Limited Liability Partnership (LLP)

Course Outcomes:

On completion of this course, students will be able to:

1. Understand the nature of Amalgamation, Absorption & External Reconstruction with corresponding
2. Understand and explain of Accounting of Transactions of Foreign Currency In relation to purchase
3. Understanding of Liquidation of Companies, Underwriting, Underwriting Commission Provision of
4. Understand the accounting treatment of Underwriting of Shares & Debentures, Meaning of
5. Understand the Accounting for Limited Liability Partnership- Statutory Provisions Conversion of

Financial Accounting & Auditing -X (Cost Accounting)

Course Objectives:

On completion of this course, students should have an understanding of:

1. The concept of contract costing and different terminology of it.
2. Different aspect of Process costing and its impact on cost of production.
3. Importance of Marginal costing and Standard Costing in decision making process.
4. Concept of emerging concepts of Cost Accounting

Course Outcomes:

On completion of this course, Students would be able to:

1. Calculate profit involved in contract costing and implication of different terminology.
2. Ascertain cost of production per units in each process and different types of losses.
3. Use of Marginal costing and standard costing in decision making process.
4. Application of emerging concept in different situation.

Economics-VI

Course Objectives:

1. To know about the various aspects of International Trade and Commercial Policy
2. To understand the concept of BOP, structure, disequilibrium its causes and how to correct
3. To understand the important WTO agreements like TRIPs, TRIPS ,GATS.
- 4.. To know about foreign exchange market and its functions

Course Outcomes:

On successful completion of this course, students would be able to:

1. To analyse the various theories of international trade and know why two countries engage in
2. To understand the various types of Economic Integration
3. Explain the different concepts of terms of trade
4. Explain the structure of BOP, disequilibrium in BOP, causes of disequilibrium
5. Describe the foreign exchange rate and determine its equilibrium exchange rate

Commerce-VI (H.R.M.)

Course Objectives:

1. To familiarise the students with the concepts of HRM and SHRM.
2. To make them understand performance appraisal, career planning.
3. To develop an understanding for human relations and leadership qualities.
4. To make students aware about the trends in HRM

Course Outcomes:

Students shall be able to understand :

1. Importance of HRM in the current business environment
2. Career planning advantages and performance appraisal.
3. Theories of motivation and leadership
4. Trends developing in HRM.

Direct and Indirect Taxes - II

Course Objectives:

On completion of this course, students should have an understanding of:

1. The basic concept and terms used in indirect taxation.
2. Negative list, exempted list and taxable goods and services under GST Act.
3. Point of taxation and Incidence of levy of tax.
4. Registration, Payment and recovery of GST.

Course Outcomes:

On completion of this course, students would be able to:

1. Apply the basic concepts of GST rules in taxation.
2. Identification of taxable and non taxable goods.
3. Determining point of taxation for the payment of tax liability
4. Register, payment and set off of GST.

Export Marketing Paper - II

Course Objectives:

1. To familiarise the students with product decision areas in export marketing
2. To acquaint with the various INCO terms and FOB problems in export marketing
3. To give knowledge of various distribution and promotion methods used in export marketing
4. To acquaint with the export finance providing financial institutions in the country
5. To provide understanding of various procedures and documents adopted in export marketing

Course Outcomes:

After completion of this course, students will have

1. To Identify the various product decision areas in exports.
2. To interpret the various Inco terms used in exports

3. To solve FOB Problems of export marketing
4. To identify the various financial institutions providing export finance
5. To distinguish between various export procedures and documents .

Computer Systems & Applications - II

Course Objectives:

1. To understand increasing significance of E-commerce and its applications in business.
2. To learn and understand the use of Advanced Excel formulas and features in intensive data analysis.
3. To learn and understand the processes of developing forms in visual basic.

Course Outcomes:

Students shall be able to understand:

1. Basic concepts of business models and e-commerce.
2. Advanced Excel formulas, functions and data analysis tools.
3. Creating forms in visual basic.

Bachelor of Commerce (Accounting & Finance) BAF

Program Objectives:

Bachelor of Commerce (A&F) aims at cultivating knowledge among students to be ideal managers/
The broad objectives of the Program are:

1. to develop fundamental knowledge about the fields of finance, accountancy, audit, taxation, law,
2. to motivate students to pursue higher studies such as chartered accountancy, cost accountancy,
3. to nurture students' ability to work as consultants. 4. to arouse students' interest in research.

Program Outcome:

Program outcomes are a set of competencies students acquire at the end of graduation. On successful

1. have fundamental knowledge of finance, accountancy, audit, taxation, law, technology and
2. communicate effectively with all stakeholders.
3. work at both individual and team level.

Program Specific Outcome:

- 1) Students will be able to prove proficiency with the ability to engage in professional programmes like
- 2) It moulds the students in such a way which will make them having overall knowledge about
- 3) Students acquire practical skills to work as Tax Consultant, Audit Assistant and other Financial
- 4) Students will be able to do higher education and advance research in the field of Commerce and

F. Y. B.A.F

Semester I

Financial Accounting (Elements of Financial Accounting) - I

Course Objective:

On completion of this course, students should have an understanding of:

1. Accounting standards applicable in preparation of final accounts.
2. Final account of manufacturing concern.
3. Departmental account and various basis for calculation.
4. Accounting for hire purchase and payment of EMI.

Course Outcomes:

On completion of this course, Students would be able to:

1. Apply accounting standard in accounting work.
2. Prepare final account of manufacturing concern.
3. Prepare departmental account and calculation of various ratios for the base.
4. Calculate interest, EMI, cash price of the product.

Business Environment

Course Objective

On completion of this course, Students should have an understanding of -

1. The reason for studying Business and its environment.
2. The various new Business strategies.
3. The process & formalities relating to Contemporary Issues.
4. The concept of International Environment.

Course Outcome

On completion of this course, Students will be able to:

1. Analyze the various features of business.
2. Understand and explain the new business strategies.
3. Help the organization to follow the procedures as per new issues.
4. Follow the process and formalities required by the international market.

Cost Accounting (Introduction and Element of Cost) - I

Course Objective

1. The concepts of cost accounting
2. Verification and costing of Material.
3. Efficiency rating, computation of remuneration and incentive of Labour.
4. Classification of overheads

Course Outcome

1. Apply the concept of cost accounting.
2. Verify and analyze material cost.
3. Compute remuneration and incentive of Labour.
4. Ascertain the value of overhead cost.

Financial Management (Introduction) - I

Course Objective

1. nature and scope of Financial Management.
2. the concept of Valuation
3. the concept of Leverage
4. the concept Cost of Capital
5. the concept of Types of Financing

Course Outcome

On completion of this course, Students would be able to:

1. manage finance efficiently and effectively.
2. calculate the time value of money, present value, internal rate of return, annuity, techniques of
3. take decision on Financial, Operating and Combined leverages.
4. raise the finance for business purpose .

Business Communication - I
Course Objective
1. To understand the importance of specifying audience and purpose and to select appropriate
2. To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative,
3. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and
Course Outcome
Students shall be able to understand:
1. Utilize analytical and problem solving skills appropriate to business communication.
2. Participate in team activities that lead to the development of collaborative work skills.
3. Select appropriate organizational formats and channels used in developing and presenting business
4. Compose and revise accurate business documents using computer technology.
5. Communicate via electronic mail, Internet, and other technologies.
Foundation Course - I
Course Objectives:
1) To make students understand disparity of country.
2) To acquaint students understand the concept of multiculturalism .
3) To groom personality of students.
4) To drill Indian Political Process amongst students.
Course Outcomes:
1) The students will understand the importance of integrity.
2) The students will learn the tenets of Indian Constitution
Commerce (Business Environment) - I
Course Objective
On completion of this course, Students should have an understanding of -
1. The reason for studying Business and its environment.
2. The various new Business strategies.
3. The process & formalities relating to Contemporary Issues.
4. The concept of International Environment.
Course Outcome
On completion of this course, Students will be able to:
1. Analyze the various features of business.
2. Understand and explain the new business strategies.
3. Help the organization to follow the procedures as per new issues.
4. Follow the process and formalities required by the international market.
Business Economics - I
Course Objective:
1. To enable the students to understand concepts with regards to demand, supply and pricing from the point of view of the businesses
2. To Understand various types competitions in the market.
3. To understand and appreciate the basic Micro and Macroeconomics and their application to the

Course Outcome:
At the end of this course students should be able to:
1. Expose students of Commerce to basic Micro Economics Concepts and inculcate in analytical
2. Stimulate the students' interest by showing the relievable and use of various economic theories and
3. Apply economic reasoning to problems of business.
Semester II
Financial Accounting (Special Accounting Areas) - II
Course objective:
On completion of this course, students should have an understanding of:
1. Departmental accounting system and ratios used in the classification of income and expenses.
2. Branch accounting system and inter-departmental transfer of goods at cost price and at selling price.
3. Accounting from Incomplete records for small traders to convert into complete records by
4. Consignment accounts and settlement of account between consignor and consignee.
Course outcome:
On completion of this course, Students would be able to:
1. Ascertain the departmental profit by Preparing Departmental Account.
2. Analyze Branch profit by preparing Branch Accounts based on dependent and independent branch.
3. Prepare Trading, Profit and Loss Account, and Balance -sheet of traders.
4. Compute profit on consignment sale based on debtor's method or stock and debtors method
Auditing (Introduction and Planning) - I
Course Objective:
On completion of this course, students should have an understanding of:
1. Audit system and errors and frauds committed in the auditing.
2. Audit planning, procedure and documentation for the efficient and timely completion of audit work.
3. Different techniques used for the audit.
4. Internal control used in the organization and its role in auditing.
Courses Outcomes:
On completion of this course, Students would be able to:
1. Detect errors and frauds in the financial statement.
2. Prepare and maintain the audit plan, procedure and documentation for the evidence purpose.
3. Apply audit techniques like test check and routing checking which reduce the work of audit assistant.
4. Understand the internal control, existence and its effectiveness.
Innovative Financial Services
Teaching objectives:
1. To familiarize the learners with the fundamental aspects of various issues associated with various
2. To give a comprehensive overview of emerging financial services in the light of globalization.
3. To introduce the basic concepts, functions process techniques and create an awareness of the role,
4. To make them understand consumer finance and credit rating
Teaching outcome:
Students will be able to understand:
1. Different financial services are there and its use.

2. The fundamental aspects of various issues associated with various financial services.
3. Functions process techniques and create an awareness of the role, functions and functioning of
4. Consumer finance and credit rating.

Business Communication - II

Course Objectives:

- 1) To develop amongst students Writing Skills
- 2) To make students understand Soft Skills
- 3) To groom personality of students
- 4) To enforce on students the effective use of Oral Communication

Course Outcomes:

- 1) The students will be able to write effectively letters as far as business correspondence is concerned.
- 2) The students will be able to speak confidently in English.
- 3) Students' linguistic skills will get enhanced.

Foundation Course - II

Learning objectives:

- i) To understand the impact of globalization, Privatization and Globalization on Indian society
- ii) To introduce the concept of Human Rights and fundamental rights
- iii) To understand the importance of environment and sustainable development
- iv) To recognize factors that cause stress and conflict in present times
- v) To create Awareness of social problems of Indian society: its challenges and remedies among youth

Learning outcome:

- i) Students upgraded their knowledge on current challenges and issues of Indian society
- ii) Students sensitized about social problems plaguing Indian society
- iii) Students learned the concept of human rights and fundamental rights.

Business Law (Business Regulatory Framework) - I

Course Objective

On completion of this course, Students should have an understanding of:

1. The reason for studying business law
2. The various rules related to Contract
3. The process & formalities of seller and buyer under sales
4. The process of issue & formalities under Consumer Protection act

Course Outcome

On completion of this course, Students will be able to:

1. Analyze the various acts under business law.
2. Understand and explain different contracts.
3. Help the organization to follow the procedure of sales.
4. Follow the process and formalities required for filing complaints under consumer protection act.

Business Mathematics

Course Objectives

The students should be able to understand:

- 1) The nature of mathematical & statistical in managerial skills of organisations.
- 2) The formulae, sums and derivation of mathematics.
- 3) The practical sums of mathematical principles used in the different fields of commerce and non-
- 4) The practice of mathematics and statistics in the different organisations.
- 5) The application of mathematics and statistics principles and theorems in the daily working of the

Course Outcomes

On completion of these course, students would be able to :-

- 1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time
- 2) Derive the formulae of mathematics and statistics.
- 3) Use the formulae in the managerial skills of the organisations.
- 4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-
- 5) Use of decision theory in the decision making, planning, leading, organising and controlling that

Semester III

S. Y. B.A.F

Financial Accounting (Special Accounting Areas) - III

Course objective:

On completion of this course, students should have an understanding of:

1. Concept of Partnership firm.
2. Piecemeal distribution.
3. Amalgamation of partnership firm
4. Conversion / Sale of a Partnership Firm into a Ltd .Company
5. Accounting of foreign currency transactions.

Course outcome:

On completion of this course, Students would be able to:

1. Analyse Partnership firm accounting.
2. Apply piecemeal distribution.
3. Amalgamate partnership firm.
4. Convert Partnership Firm into a Ltd .Company
5. Able to solve problem based on foreign currency transactions.

Cost Accounting (Methods of Costing) - II

Course Objective:

On completion of this course, students should have an understanding of:

1. Classification of costs, profit centre, cost centre and investment centre.
2. Reconciliation of cost account and financial account.
3. Contract costing for different period and different contracts.
4. Process costing used for ascertaining the value of process.

Course Outcomes:

On completion of this course, Students would be able to:

1. Prepare the cost sheet indicating element of cost.
2. Prepare reconciliation statement after finding the difference in both the set of account.
3. Ascertain the cost of contract, profit or loss, work completed and work uncertified.

4. Ascertain the cost of each process, unit cost, normal loss, abnormal loss and abnormal gain.

Taxation -II (Direct Taxes Paper-I)

Course Objective:

On completion of this course, students should have an understanding of:

1. Basic terms used in the taxation, year of income taxable to tax.
2. Income chargeable to tax under various head.
3. Different heads of income.
4. Deductions available under various sections.
5. Computation of total income.

1. Course Outcomes:

2. On completion of this course, Students would be able to:
3. Determine the financial year and assessment year.
4. Determine the residential status of the individual and scope the relevant income.
5. Calculate the income under various head in which it will be taxable.
6. Compute total taxable income after providing deduction available under different sections.

Information Technology in Accountancy - I

Teaching Objectives:

1. To understand history of computers, hardware & software, networking.
2. Practical hands on training required for office automation.
3. To understand basic concepts of Email, Internet and other emerging technology.
4. To understand increasing significance of E-commerce and its applications in business.

Teaching Outcome:

Students shall be able to understand:

1. Basics of computer system.
2. Practical hands on session on latest MS-Office software.
3. Internet and its applications, Risks and security considerations, Legal issues.
4. The role of Strategy in E Commerce and Value chains in E Commerce.

Foundation Course in Commerce (Financial Market Operation) - III

Program Objective:

1. The objective is to familiarize students with required concepts of financial markets, financial

Program Outcome:

1. Students learned various concepts of financial markets , financial instruments and financial services.

Business Law (Business Regulatory Framework) -II

Course Objective :

On completion of this course, Students should have an understanding of -

1. The Benefits of Partnership Act
2. The various procedures for incorporating a LLP.
3. Importance of Factories Act in today's society.

Course Outcome:

On completion of this course, Students will be able to:

1. Analyze the various modification made related to Partnership Act.
2. Understand the concept of Limited Liability Partnership.
3. Help them to follow the provisions of factories act.
4. Know what the Penalties are as per the factories act.

Business Economics - II

Course Objective:

1. To understand the functioning of economy at the macro level.
2. To understand how the economy is regulated through monetary and fiscal policies.

Course Outcome:

On successful completion of this course, students would be able to:

1. Understand the meaning and components of the National Income Accounts, business cycle and its phases; Aggregate Supply, Aggregate Demand model of the macro economy.
2. An insight on how monetary policy & fiscal policy operates, its tools, and its advantages and
3. An insight into the dynamics of macroeconomics and international economics.

Semester IV

Financial Accounting (Special Accounting Areas) -IV

Course objective

On completion of this course, students should have an understanding of:

1. Final Accounts of Companies,.
2. Redemption of preference shares,\
3. Redemption of Debentures
4. Ascertainment and Treatment of Profit Prior to Incorporation
5. Accounting of Foreign Branch.

Course Outcomes

On completion of this course, Students would be able to:

1. Analyze Final Accounts of Companies.
2. Redeem preference shares of company.
3. Redeem Debentures of company
4. Convert Partnership into Limited Companies.
5. Maintaining accounting of Foreign Branch.

Management Accounting (Introduction)

Course Objectives:

On completion of this course, students should have an understanding of:

1. The concept of Management Accounting
2. The objectives and use of Analysis and Interpretation of Accounts. The interpretation of financial
3. The objectives Ratio Analysis
4. The Concept of Cash Flow Statement
5. The concept of Working Capital Concept

Course Outcomes:

On completion of this course, students would be able to:

1. Interpret the role of Management Accounting in Decision Making.

2. Prepare Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis a)Trend
3. Calculate Balance-sheet Ratio, Revenue Statement Ratio and Composite Ratio
4. Prepare Cash Flow Statement with reference to Accounting Standard No.3.
5. Estimate Working Capital-Concept, Projection of Working Capital Requirements in case of Trading

Taxation -III (Direct Taxes Paper-II)

Course Objectives:

On completion of this course, students should have an understanding of:

1. The concept of Management Accounting
2. The objectives and use of Analysis and Interpretation of Accounts. The interpretation of financial
3. The objectives Ratio Analysis
4. The Concept of Cash Flow Statement
5. The concept of Working Capital Concept

Course Outcomes:

On completion of this course, students would be able to:

1. Interpret the role of Management Accounting in Decision Making.
2. Prepare Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis a)Trend Analysis. b) Comparative Statement. c) Common Size Statement
3. Calculate Balance-sheet Ratio, Revenue Statement Ratio and Composite Ratio
4. Prepare Cash Flow Statement with reference to Accounting Standard No.3.
5. Estimate Working Capital-Concept, Projection of Working Capital Requirements in case of Trading

Information Technology in Accountancy -II

Teaching objectives:

1. To provide understanding of business process and use of IT in accountancy.
2. To understand need and requirement of a computerized accounting system.
3. To understand managerial decision-making and to develop perceptive of major functional area of
4. To understand need and importance of IT in auditing.

Teaching outcome:

Students shall be able to understand:

1. Business processes and accounting systems automation.
2. Development and design of computerized accounting system.
3. Functional area of MIS and DSS relationship with MIS.
4. Auditing in IT environment.

Foundation Course - IV in Management (Introduction to Management)

Learning objectives:

1. To throw light on the basic processes of Management.
2. To grasp the Financial of Management.

Learning outcome:

1. To develop knowledge about evolution of management thoughts
2. To better understanding of planning and decision making

3. To give an idea about organization structure and different types of organization
4. To make them familiarize with recruitment process and stages in selection
5. To provide idea about motivation, importance of communication and Principles of coordination.

Research Methodology in Accounting and Finance

COURSE OBJECTIVES:

1. To obtain the basic knowledge and skills required in the field of research in Accounting & Finance.
2. To develop understanding of the fundamental theoretical ideas and logic of research
3. To introduce students to many of the technical aspects of how to do empirical research using some

COURSE OUTCOMES:

On completion of this course, students would be able to:

1. Generalize the Process of research
2. Describe the need of research design
3. Perform a literature review in a specific area.
4. Design the Questionnaire for Research Projects.
5. Prepare Research Report.

Business Law (Company Law) -III

Course Objective

On completion of this course, Students should have an understanding of:

1. The reason for updating the parent act(Companies Act) 1956
2. The various new definitions given as per Companies Act 2013
3. The process & formalities of incorporation of the company
4. The process of issue & formalities of public offering

Course Outcome

On completion of this course, Students will be able to:

1. Analyze the various modification made related companies act.
2. Understand and explain the new definition as per companies act 2013.
3. Help the organization to follow the procedure while incorporating the company.
4. Follow the process and formalities required for issue of public offering.

T. Y. B.A.F

Semester V

Cost Accounting -III

Course Objectives

On completion of this course, students should have an understanding of:

1. Uniform Costing and Inter-Firm Comparison
2. Integrated System and Non Integrated System of Accounts
3. Process Costing- Equivalent Units of Production and Inter-process Profit (FIFO Method)
4. Emerging concepts in Operating costing.
5. Learn Activity based Costing.

Course Outcomes

On completion of this course, Students would be able to:

1. Apply Uniform Costing and Inter-Firm Comparison.

2. Use of Integrated System and Non Integrated System of Accounts
3. Solve the practical problem based on Process Costing- Equivalent Units of Production and Inter-
4. Apply emerging concepts in costing
5. Solve problem based on Activity based Costing

Financial Management -II

Course Objective:

On completion of this course, students should have an understanding of:

1. Method of business valuation
2. Determining of exchange ratio of shares in case of Merger and Acquisitions.
3. Restructuring of the corporation
4. To make decision whether to hire purchases and lease the assets.
5. Estimation of working Capital

Courses Outcomes:

On completion of this course, Students would be able to:

1. Value the business.
2. Calculate the exchange ratio with EPS, MPS and Book value.
3. Survival of sick unit.
4. Purchase or lease the assets.
5. Working capital requirement by the company.

Taxation -IV (Indirect Taxes -II)

Course Objective:

On completion of this course, students should have an understanding of:

1. Basics of Goods and Service Tax and concepts.
2. Stages where GST levied exemption list, negative list and taxable goods and services.
3. Documentation related to filing of GST.
4. Input tax credit and computation of GST liability.

Course Outcomes:

On completion of this course, Students would be able to:

1. Identify the incidence of levy of GST.
2. Levy and collection of GST.
3. Determination of time, place and value of supply.
4. Registration under GST and maintaining the documents required.
5. Computation of GST liability and availing ITC benefit.

Management Paper -II (Management Applications)

Course Objective:

1. To focus on importance of marketing mix
2. To make students to understand human resource management.
3. To make students understand production and financial management

Course Outcome:

1. To focus on importance of marketing mix.
2. To make students to understand human resource management.

3. To make students understand production and financial management.

Financial Accounting - V

Course objective:

On completion of this course, students should have an understanding of:

1. Amalgamation of Companies, describe the objectives, different terminology and provisions of
2. Internal Reconstruction and relevant legal provision and accounting treatment.
3. Underwriting of shares and debentures, relevant provisions and types of underwriting
4. Liquidation of the company, various modes, voluntary and compulsory, meaning of liquidator, list
5. Buy-back of shares, .legal provisions, and conditions.

Course outcome:

On completion of this course, Students would be able to:

1. Calculate purchase consideration based which are conceptual in nature
2. Reconstruct the loss making company based on method including alteration of share capital,
3. Journalize the transaction and calculation of underwriting commission,
4. Prepare statement of affairs, deficit/surplus account, Liquidator's final statement of account,
5. Implement of legal provision on buy back of shares.

Financial Accounting - VI

Course Objectives:

1. To understand the accounting of banking company, insurance company, non banking financial
2. To learn and understand the valuation of goodwill and shares.

Course Outcome:

1. The students will be aware about the accounting treatment of banking company, insurance
2. The students will understand the need of calculation of goodwill and shares.

Semester VI

Cost Accounting -IV

Course objective:

On completion of this course, students should have an understanding of:

- 1.To understand meaning , objectives, advantages and disadvantages of budgeting, functional budgets,
2. To understand absorption costing and marginal costing.
3. To understand managerial decision making.
4. To understand standard costing and variance analysis.

Course outcome:

On completion of this course, Students would be able to:

- 1.To understand meaning , objectives, advantages and disadvantages of budgeting, functional budgets,
2. To calculate P/V ratio. Breakeven point, margin of safety.
3. To take decision regarding to make a product or buy from others, various sales mix decisions,
4. To solve the problem based on standard costing and variance analysis.

Taxation - Paper V (Indirect Taxes – II)

Course Objective:

On completion of this course, students should have an understanding of:

1. The procedure of payment, refund and returns of GST.
2. The rules regarding accounts, audit, assessment and maintenance of records.CENVAT CREDIT,
3. The basics concepts Customs Act 1962, Significance and Principles of services.
4. The procedure for CENVAT CREDIT, Import-Export of services.

Course Outcomes:

On completion of this course, Students would be able to:

1. Calculate, payment and filing of GST returns.
2. Apply the GST rules in accounting, audit, assessment and maintenance of records.
3. Use the different methods of valuation of excisable goods.
4. Apply the basic concepts of Customs Act, CENVAT scheme
5. Computation of Custom duty on imported goods and services

Economics -III (Indian Economy)

COURSE OBJECTIVES:

1. To enhance students understanding about the nature and pattern of Indian Economy.
2. To gain basic knowledge of factors governing Indian economy and its growth.
3. To understand about the interplay of various sectors of Indian economy in context of globalization

COURSE OUTCOMES:

On completion of this course, students would be able to:

1. Understand Basic Features of Indian economy:
2. Understand Role of Agriculture in Economic Development: Barriers to Agricultural Growth
3. Understand Role of Industries in the Development Process.
4. Understand the problems of Small Scale Industries and measures taken by government to solve
5. Understand the role of service sector in Indian economy.
6. To understand the objectives, functions and recent reforms in money market and capital market

Financial Accounting - VII

Course Objective:

On completion of this course, students should have an understanding of:

1. To understand Final Accounts as per Electricity Rules, disposal of surplus (As per Electricity Rules)
2. To focus on Provisions of Maharashtra State Co-Operative Societies Act, rules and Accounting
3. To understand the Accounting Standard 13. Accounting for transactions of purchase and sale of
4. To focus on SEBI guidelines and types of mutual fund.
5. The reason for studying objectives of Accounting Standard and requirements of international

Course Outcome:

On completion of this course, students will be able to:

1. Understand the Final Accounts as per Electricity Rules and norms regarding Disposal of Surplus
2. Understand the Provisions of Maharashtra State Co-Operative Societies Act, rules and Accounting
3. Understand the Accounting Standard 13
4. Analyze the various SEBI guidelines and types of mutual fund.
5. Understand the objectives of Accounting standards and requirements of international accounting

Financial Management -III

Course Objectives:

On completion of this course, students should have an understanding of:
1) Method of business valuation
2) Determining of exchange ratio of shares in case of Merger and Acquisitions.
3) Restructuring of the corporation
4) To make decision whether to hire purchases and lease the assets.
5) Estimation of working Capital
Course Outcomes:
On completion of this course, Students would be able to:
1) Value the business.
2) Calculate the exchange ratio with EPS,MPS and Book value.
3) Survival of sick unit.
4) Purchase or lease the assets.
5) Working capital requirement by the company.
Bachelor of Management Studies (BMS)
Program Objectives:
Bachelor of Management Studies (B.M.S) aims at cultivating knowledge among students to be ideal
The broad objectives of the Program are:
1. to give an insight into business and modern management practices.
2. to help students apply the concepts of statistics and research methodology in management.
3. to help students develop competency and skills to make learners employable.
4. to develop professional knowledge and skills in the field of Accountancy, Marketing, Human
5. to sensitize students towards the challenges in the global market.
Program Outcome:
Program outcomes are a set of competencies students acquire at the end of graduation. On successful
1. acquire knowledge about management practices which facilitate them to become effective
2. be capable of pursuing higher studies in diverse fields of management such as media studies,
4. develop a positive attitude towards lifelong learning and research.
5. acquire the required skills to develop business models and be responsible global citizens with cross
Program Specific Outcome:
Make effective and efficient managerial decisions. Face the ground realities that are present in the
F. Y. B.M.S
Semester I
Introduction to Financial Accounts
Course Objective:
1. To understand the basic concept of accounting and accounting transactions.
2. To understand depreciation accounting and trial balance.
3.To equip students with the preparation of final accounts of companies.
Course Outcome:
Students would acquire Basic Accounting knowledge, Journal, Ledger, Trial balance, BRS and preparing
Business Law

Course Objective:

On completion of this course, Students should have an understanding of:

1. The reason for updating the parent act(Companies Act) 1956
2. The various new definitions given as per Companies Act 2013
3. The reason for enacting Indian Contract Act – 1872
4. The various norms under Sales of Goods Act.
5. The various authorities for protection under Consumer and Competition Act
6. The Intellectual Property Rights in today's society.

Course Outcomes:

On completion of this course, Students will be able to:

1. Analyze the various modification made related companies act.
2. Analyze the various valid rules for making contracts.
3. Help them to follow the procedure as per Consumer Protection Act.
4. Know what are the difference between Patent, Copyright

Business Statistics**Course Objective:**

The students should be able to understand:

- 1) The nature of mathematical & statistical in managerial skills of organisations.
- 2) The formulae, sums and derivation of mathematics.
- 3) The practical sums of mathematical principles used in the different fields of commerce and non-
- 4) The practice of mathematics and statistics in the different organisations.
- 5) The application of mathematics and statistics principles and theorems in the daily working of the

Course Outcomes:

On completion of these course, students would be able to :-

- 1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series,
- 2) Derive the formulae of mathematics and statistics.
- 3) Use the formulae in the managerial skills of the organisations.
- 4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-
- 5) Use of decision theory in the decision making, planning, leading, organising and controlling that

Business Communication - I**Course Objectives:**

1. To make students aware about various letter writing layouts and its importance and usage
2. To show importance of communication skills in business
3. To understand effective way to communicate and learn to frame effective sentences

Course Outcomes:

- 1.Communication plays a crucial role in all aspects of a business. Effective business communication
- 2.Effective business communication is the key to successful teamwork.
- 3.The importance of business communication cannot be overlook. No company can be successful

Foundation Course - I**Course Objectives:**

- 1) To make students understand disparity of country.

2) To acquaint students understand the concept of multiculturalism .

3) To groom personality of students.

4) To drill Indian Political Process amongst students.

Course Outcomes:

1) The students will understand the importance of integrity.

2) The students will learn the tenets of Indian Constitution.

Foundation of Human Skills

Course Objective:

1) To inculcate scientific temperament in students.

2) To enlighten students about human behavior.

3) To aware students about group behavior.

4) To acquaint students with organizational culture.

5) To develop the personality of students.

Course Outcome:

At the end of this course students will be able to:

1) Describe the individual differences.

2) Understand self and improve themselves in thinking and developing perception.

3) Form an effective team and make smart goals.

4) Understand the group dynamics and to solve the conflicts.

5) Make themselves creative and motivated.

6) Understand methods to handle stress.

Business Economics - I

Course Objectives:

1.To develop the ability to explain core economic terms, concepts, and theories.

2.To produce well trained professionals with inter and multi disciplinary skills for Applied Economic

Course Outcomes:

1.The curriculum introduces economic concepts and principles which are useful in understanding the

2. It examines how consumers and firms make decisions and how they interact with each other in

3.The students acquire the knowledge of demand and forecasting .

Semester II

Principles of Marketing

Course Objectives:

1. To provide knowledge of basic concepts of marketing applicable to business.

2. To give understanding of various marketing theories and their relevance to current business

3. To develop basic marketing skills among students to cater to the needs of marketing industries.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of Marketing.

2. Knowledge of marketing theories.

3. Develop interest to pursue higher study options such as Masters in Management Studies (MMS),

Industrial Law
Course Objectives:
On completion of this course, Students should have an understanding of:
1. The reason for studying Industrial Law
2. The various definitions given as per Industrial Dispute Act.
3. The process & formalities for trade unions
4. The process of issue & formalities for the occupiers to follow for deciding wages, bonus, gratuity
Course Outcomes:
On completion of this course, Students will be able to:
1. Analyze the various rules made related to industrial law.
2. Understand and explain the definitions as per different various acts.
3. Help the organization to follow the procedure while smooth running of the factories.
4. Follow the process and formalities required for employees under Employment state Insurance act.
Business Mathematics
Course Objectives:
The students should be able to understand:
1) The nature of mathematical & statistical in managerial skills of organisations.
2) The formulae, sums and derivation of mathematics.
3) The practical sums of mathematical principles used in the different fields of commerce and non-
4) The practice of mathematics and statistics in the different organisations.
5) The application of mathematics and statistics principles and theorems in the daily working of the
Course Outcomes:
On completion of these course, students would be able to :-
1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series,
2) Derive the formulae of mathematics and statistics.
3) Use the formulae in the managerial skills of the organisations.
4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-
5) Use of decision theory in the decision making, planning, leading, organising and controlling that
Business Communication - II
Course Objectives:
1) To develop amongst students Writing Skills
2) To make students understand Soft Skills
3) To groom personality of students
4) To enforce on students the effective use of Oral Communication
Course Outcomes:
1) The students will be able to write effectively letters as far as business correspondence is concerned.
2) The students will be able to speak confidently in English.
3) Students' linguistic skills will get enhanced.
Foundation Course - II
Course Objective:
1) To inculcate scientific temperament in students.

2) To enlighten students about the ways to upgrade economy of India.
3) To aware students about environmental problems and sustainable development.
4) To make students socially aware of the societal problems and their personality.
Course Outcome:
At the end of this course students will be able to:
1) Describe the concept of Liberalization, privatization and globalization.
2) Use their fundamental rights.
3) Identify agents of environment degradation
4) Recognize the importance of sustainable development.
5) Apply the principles of psychology to practical problems.
6) Improve their personality.
Business Environment
Course Objectives:
1. To understand concept of business and components of business environment.
2. To understand political institutions and economic environment.
3. To understand impact of social and culture on business, technological environment and competitive
4. To provide understanding international business and investment opportunities.
Course Outcomes:
Students shall be able to understand:
1. Concept of business and its environment.
2. Political and legal environment
3. Social and cultural, Competitive and technological environment.
4. International environment.
Principles of Management
Course Objectives:
1.To give an insight into business and modern management practices.
2.To apply the concepts of statistics and research methodology in management.
3. To develop competency skills to make learners employable.
4.To develop professional knowledge and skills in the field of Accountancy, Marketing, Human
Course Outcomes:
Program outcomes are a set of competencies students acquire at the end of graduation. On successful
1. The acquired management practices shall facilitate to become budding professionals and managers .
2.Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM & MFM
3.Channelize student's energies to be entrepreneurs.
4.Communicate effectively with all the stakeholders
S. Y. B.M.S
Semester III
Basics of Financial Services
Course Objectives:
1. To provide knowledge of basic concepts of financial system
2. To give understanding of various financial institutions of financial system

3. To develop basic knowledge of operations of insurance
4. To develop understanding of mutual funds and its role.
Course Outcomes:
After completion of this course, students will have
1. Understanding of various concepts of financial system.
2. Knowledge of Financial regulators
3. Develop interest to pursue higher study options in financial markets and its related fields.
Introduction to Cost Accounting
Course Objectives:
On completion of this course, students should have an understanding of:
1. classification of cost on the basis of behaviour, time, element and function.
2. element of cost i.e. Material, Labour, Overheads for the cost sheet.
3. reconciliation of accounting statement for the difference in profit in cost account and financial
4. budgetary control in budget preparation.
5. techniques of marginal costing decision making.
Course Outcomes:
On completion of this course, students would be able to:
1. Classify cost for the analysis
2. Prepare cost sheet for the current year and estimated year.
3. Reconcile the accounting statement.
4. calculate ratios in marginal costing for decision making
5. prepare budgets of income and expenses.
Consumer Behaviour
Course Objective:
1. The consumer decision making process and its applications in marketing function of firms.
2. Basic knowledge about issues and dimensions of Consumer Behavior.
3. Analyzing consumer information and using it to create consumer-oriented marketing
Course Outcome:
1. Analyze the decision making process undertaken by consumers under different situations.
2. Analyze the reasons for changes in behavior of consumers.
3. Apply the advertising and marketing strategies as per consumer needs.
Advertising
Course Objectives:
1. To provide knowledge of advertising as a tool of promotion
2. To give understanding of advertising campaigns and its planning.
3. To develop interest and creativity in advertising by relating to real life scenario.
4. To develop knowledge of different trends of advertising.
Course Outcomes:
After completion of this course, students will have
1. Understanding of advertising and its role in promotion
2. Knowledge of advertising campaign and its planning.

3. Evaluation of economic and social aspects of advertising.
4. Develop interest to pursue postgraduate education in advertising.
Recruitment & Selection
Course Objectives:
1. The objective is to familiarize the students with concepts and principles, procedure of Recruitment
2. To give an in depth insight into various aspects of Human Resource management and make them
Course Outcomes:
Students shall be able to understand:
1. Concepts and principles, procedure of Recruitment and Selection in an organization.
2. In depth insights into various aspects of HRM.
Organisation Behaviour and HRM
Course Objectives:
To provides perspectives and skills that enhance understanding of our own behavior and our ability to
To develop professional knowledge and skills in the field of human Resource Management and to
To develop necessary skills to strengthen interpersonal relations in organization.
To become familiar with various organizational and human resource aspects.
Course Outcomes:
Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM.
Communicate effectively with the employees at all level.
Understand various concepts and theories in organizational Behaviour.
Information Technology in Business Management - I
Course Objectives:
1. To learn basic concepts of Information Technology, its support and role in management for
2. Practical hands on training required for office automation.
3. To understand basic concepts of Email, Internet and websites, domains and security.
4. To recognize security aspects of IT in business, highlighting electronic transactions, advanced
Course Outcomes:
Students shall be able to understand:
1. Information technology concepts and its major components
2. Practical hands on training on latest MS-Office software.
3. E-mail, Internet and its applications
4. Threats to computer systems and control measures, IT risk and Information systems security
Foundation Course (Environmental Management) - III
Course Objectives:
1) To inculcate scientific temperament in students.
2) To make them understand the component of environment.
3) To make students aware of natural resources.
4) To make them understand environmental degradation.
5) To make them understand sustainable development.
6) To aware students about non-conventional energy resources and green practices.

Course Outcomes:
At the end of this course students will be able to:
1) Describe the components of environment.
2) Identify components of sustainable practices and types of natural resources.
3) Recognize the environmental issues.
4) Understand the sustainable development.
5) Differentiate green practices than traditional practices.
Business Planning & Entrepreneurial Management
Course Objectives:
1. To study the nature, theories and innovation in entrepreneurship.
2. To acquire knowledge on classification and types of entrepreneurs, women entrepreneurs and
3. To understand role of entrepreneur in project development and business plan.
4. To acquire knowledge on support systems for Venture Development.
Course Outcomes:
1. Apply theories and organizational structure of entrepreneur in organizational working.
2. Differentiate between different types of entrepreneurs and work for entrepreneurial development.
3. Analyze role of entrepreneur in business planning and project development.
4. Apply the knowledge of support system for venture development.
Accounting & Managerial Decisions
Course Objective:
On completion of this course, students should have an understanding of:
1. To enable students to read and interpret Financial Statements of any concern.
2. To provide students with an understanding of management decision making concepts related to the
3. Learn independently and to demonstrate high level personal analytical skills and advisory skills.
4 Evaluate complex ideas and tolerate ambiguity in managerial and Working Capital related elementary
Courses Outcomes:
On completion of this course, Students would be able to:
1. Classify Financial Statements to evaluate firm performance.
2. Calculate ratios based on Financial Statements and income statements.
3. Use Financial Statements to obtain Cash Flows for the firm and equity holders.
4. Calculate working capital requirement of any firm or company.
Strategic Management
Course Objectives:
1. The objective of this course is to learn the management policies and strategies at every Level to conceptual skills in this area as well as their application in the corporate world.
2. The focus is to critically examine the management of the entire enterprise from the Top
3. This course deals with corporate level Policy & Strategy formulation areas. This course aims to
Course Outcomes:
Upon completion of the course, the student would:
1. Exposed to various perspectives and concepts in the field of Strategic Management.
2. Develop skills for applying these concepts to the solution of business problems

3. Master the analytical tools of strategic management.
4. Enable the students to understand the principles of strategy formulation, implementation and
Semester IV
Training and Development in HRM
Course Objectives:
This paper is not pure academic oriented but practice based. It has been designed, keeping in view the
Course Outcomes:
On completion of this course, students would be able to:
1. Understand the importance of planning in Training program.
2. Will be able to identify the various training program that should be implemented
3. Explain the various types of training Programs
4. Explain important training related concepts
Change Management
Course Objectives:
1. To familiarize the students about levels of change organizational culture.
2. To make learner understand impact of change.
3. How to resist to change and minimizing of RTC
4. How to effectively implement change.
Course Outcomes:
1. The levels of change and organizational culture
2. Impact of change on business and society
3. How to overcome resistance to change and minimizing RTC
4. They will understand how to effectively implement change
Information Technology in Business Management - II
Course objectives:
1. To understand managerial decision-making and to develop perceptive of major functional area of
2. To provide conceptual study of ERP, SCM, CRM , key issues in implementation.
3. To learn and understand relationship between database management and data warehouse
4. To learn outsourcing concepts, BPO/KPO industries, their structures, cloud computing.
Course Outcomes:
Students shall be able to understand:
1. Functional area of MIS and DSS relationship with MIS.
2. Conceptual study of ERP, SCM and CRM.
3. Relationship between database management and data warehouse approaches.
4. They will understand BPO/KPO and outsourcing concepts.
Foundation Course (Ethics and Governance) - IV
Course objectives:
On completion of this course, students should have an understanding of
1. the fundamentals of Business Ethics and corporate social responsibility.
2. the role of ethical codes of conduct in Business at various levels management.

3. responsibility of the corporate sectors towards the society.
4. doing business with sense of morality and responsibility towards fellow human beings.
Course Outcomes:
On completion of this course students would be able to
1. Solve ethical dilemmas involved in decision making.
2. Debate, discuss and implement Ethical Norms to the specialized field of their choice in business.
3. Take decisions and apply ethical theories that can be merged for the benefit people, stakeholders,
Business Research Methods
Course objectives:
1. To develop understanding of the fundamental theoretical ideas and logic of research
2. To obtain the basic knowledge and skills required in the field of business research.
3 To introduce students to many of the technical aspects of how to do empirical research using some
Course Outcomes:
On completion of this course, students would be able to:
1. Generalize the Process of research
2. Describe the need of research design
3. Perform a literature review in a specific area.
4. Design the Questionnaire for Research Projects.
5. Prepare Research Report.
Business Economics - II
Course objectives:
To assist students masters the basic concepts of macroeconomics
1.To understand occurrences that are observed in the real world
2. To help students understand various theories and issues of international trade
3.To provide the brief idea about the frame work of government and their policies
Course Outcomes:
Learner understood all basic concepts of macroeconomics
1. Learner learned occurrence that are observed in the real world
2.Learner understood various theories and issues of international trade
3. Learner learned role of government and their various policies
Production & Total Quality Management
Course objectives:
1 To acquaint learners with the basic management decisions with respect to production and quality
2 To make the learners understand the designing aspect of production systems
3 To enable the learners to apply what they have learnt theoretically.
Course Outcome
1. Evaluate the scope of production and quality in production management.
2. To analyze the importance of productivity in today's comparative and the global market.
3. Evaluating different techniques can be implemented to increase the final product and to decrease
Auditing

Course Objective:
On completion of this course, students should have an understanding of:
1. Audit system and errors and frauds committed in the auditing.
2. Audit planning, procedure and documentation for the efficient and timely completion of audit work.
3. Different techniques used for the audit.
4. Internal control used in the organization and its role in auditing.
Courses Outcomes:
On completion of this course, Students would be able to:
1. Detect errors and frauds in the financial statement.
2. Prepare and maintain the audit plan, procedure and documentation for the evidence purpose.
3. Apply audit techniques like test check and routing checking which reduce the work of audit assistant.
4. Understand the internal control, existence and its effectiveness.
Rural Marketing
Course Objectives:
1.To explore the students to agriculture and rural marketing environment.
2.To understand consumer behavior of rural market.
3. To analyze the gap between rural and urban consumer and build strategies to overcome it.
4. To understand the importance of rural development with regards to overall economic growth.
Course Outcomes:
1.Channelize student's energies to be entrepreneurs in new sectors/field.
2.Learn various marketing strategies and skills to grab rural markets and overcome untouched sector.
3.Subject helps to support further higher studies.
Financial Institution and Market
Course objective:
1. To provide knowledge of basic concepts of financial system
2. To give understanding of various financial regulators of financial system
3. To develop basic knowledge of operations in financial market .
4. To develop ability to analyse financial systems of world economies.
Course outcome:
After completion of this course, students will have
1. Understanding of various concepts of financial system.
2. Knowledge of Financial regulators
3. Develop interest to pursue higher study options in financial markets and its related fields.
Integrated marketing communication
Course Objectives:
1) To develop amongst students the skills of advertisements
2) To make students understand Market and Marketing Skills
3) To groom personality of students
4) To enforce on students the effective use of Communication
Course Outcomes:
1) The students will be able to communicate effectively.

2) The students will be able to develop different marketing skills.

3) The students will develop crave for entrepreneurship.

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Semester V

Investment Analysis and Portfolio Management

Course objectives:

On completion of this course, students should have an understanding of:

1. To acquaint the students with various concepts of finance.

2. To understand the terms which are often confronted while reading newspaper, magazines etc for

3. To understand various models and techniques of security and portfolio analysis.

Courses Outcome:

On completion of this course, Students would be able to:

This curriculum is designed to guide the students to select the right portfolio through security analysis

Commodity & Derivatives Market

Course Objectives:

1. To understand the concepts related to Commodities and Derivatives market

2. To study the various aspects related to options and futures

3. To acquaint learners with the trading, clearing and settlement mechanism in derivatives market.

Course outcome:

Students shall be able to understand:

1. Concepts of Commodities and Derivatives market related to derivative markets and stock market.

2. Various aspects related to options and futures contract.

3. Trading, clearing and settlement mechanism in derivatives market.

Wealth Management

Course Objectives:

On completion of this course, students should have an understanding of:

1. To provide an overview of various aspects related to wealth management.

2. To study the relevance and importance of Insurance in wealth management.

3. To acquaint the learners with issues related to taxation in wealth management.

4. To understand various components of retirement planning

Courses Outcome:

On completion of this course, Students would be able to:

This curriculum is designed to make students understand various methods to create and manage

Risk Management

Course Objective

On completion of this course, students should have an understanding of:

1. To familiarize the student with the fundamental aspects of risk management and control.

2. To give a comprehensive overview of risk governance and assurance with special reference to

3. To introduce the basic concepts, functions, process, techniques of risk management.

Courses Outcomes:

On completion of this course, Students would be able to:
This curriculum is designed to help students understand and assess various types of risk and identify
Services Marketing
Course Objectives:
1. To understand distinctive features of services and key elements in services marketing
2. To provide insight into ways to improve service quality and productivity.
3. To understand marketing of different services in Indian context
Course Outcomes:
1. To appreciate the difference between general marketing & service marketing
2. To appreciate the importance of all the 7 P's of service marketing.
3. To understand the reasons for service failure / Gap and to know the various method to bridge the
4. To evaluate the latest trend in Service sector based upon the clarity of their concepts taught.
5. To take up entrepreneurship in service sector and would appreciate and implement key elements
E-Commerce & Digital Marketing
Course Objectives:
1. To provide an analytical framework to understand the emerging world of e-commerce
2. To make the learner familiar with current challenges and issues in e-commerce
3. To enable to understand the Web- based commerce and equip the learners to assess e-commerce
4. To understand legal and regulatory environment and security issues of E-commerce
Course outcomes:
1. Demonstrate an understanding of the foundation and importance of E-commerce
2. Analyze the impact of E-commerce on Business models and strategies
3. Describe internet trading relationships between B2C, B2B models
4. Discuss the legal issues and privacy issues in E-commerce
Sales & Distribution Management
Course Objectives:
1. To develop understanding of the sales & distribution processes in organizations
2. To get familiarized with concepts, approaches and the practical aspects of the key decision making
Course Outcomes:
1. The subject has acquainted student's with processes of sales & distribution in organisation
2. The practical aspects have given them idea about market approach and importance of channel
Customer Relationship Management
Course Objective:
1. To understand concept of Customer Relationship Management (CRM) and implementation of
2. To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
3. To understand new trends in CRM, challenges and opportunities for organizations
Course Outcome
1. Analysis the importance of customer service and relationship with customers to grow business.
2. To understand the importance of customer integrating to create value to retain then in the

3.To understand the importance of data management and data warehouse to grow the business.

Finance for HR Professionals & Compensation Management

Course objectives:

1. To orient HR professionals with financial concepts to enable them to make prudent HR decisions
2. To understand the various compensation plans
3. To study the issues related to compensation management and understand the legal framework of

Course outcome:

Students shall be able to understand:

1. The various compensation plans.
2. The issues related to compensation management and understand the legal framework of
3. Legal and Ethical issues in Compensation

Strategic Human Resource Management & HR Policies

Course Objective

- 1.To understand human resource management from a strategic perspective
2. To link the HRM functions to corporate strategies in order to understand HR as a strategic resource
3. To understand the relationship between strategic human resource management and organizational
4. To understand the purpose and process of developing Human Resource Policies

Course Outcome

1. Understand and discuss concepts relevant to SHRM.
- 2.Learn key elements of Strategic Human Resource Management
3. Appreciate collaborative culture for improving effectiveness

Performance Management & Career Planning

Course Objectives:

1. To understand the concept of performance management in organizations.
2. To review performance appraisal systems
3. To understand the significance of career planning and practices

Course Outcomes:

- 1.The students will learn the importance of performance management for their growth in future.
- 2.It will enable them to implement in their work.

Industrial Relations

Course Objectives:

1. To understand the concept of performance management in organizations.
2. To review performance appraisal systems.
3. To understand the significance of career planning and practices.

Course Outcomes:

Upon completion of the course, the student would:

1. Be aware of the present state of Industrial relations in India.
2. Be acquainted with the concepts, principles and issues connected with trade unions, collective
3. Understand the various processes and procedures of handling Employee Relations.

Logistics and Supply Chain Management**Course Objectives:**

1. To provide students with basic understanding of concepts of logistics and supply chain management
2. To introduce students to the key activities performed by the logistics function
3. To understand global trends in logistics and supply chain management

Course Outcome:

1. Analysis the importance of logistics and supply chain management for any business, it acts as the
2. To understand the importance of supply chain management to move the goods from the point of
3. To analysis the importance of logistic and supply chain for the global chain and to make business

Corporate Communication and Public Relations**Course objectives:**

1. .To provide the students with basic understanding of the concepts of corporate communication and
2. To introduce the various elements of corporate communication and consider their roles in managing
3. To examine how various elements of corporate communication must be coordinated to
4. To develop critical understanding of the different practices associated with corporate

Course outcome:

Students shall be able to understand:

1. the concepts of corporate communication and public relations
2. various elements of corporate communication and consider their roles in managing organizations
3. different practices associated with corporate communication

Semester VI**Strategic Financial Management****Course Objective:**

On completion of this course, students should have an understanding of:

- A. To focus on the meaning and form of dividend.
- B. To analyze the risk and uncertainty of capital budgeting.
- C. To learn the concepts of shareholder value and corporate reconstructing.
- D. To learn the concepts of financial management of banking sector and working capital financing.

Course Outcome:

On completion of this course, students will be able to:

- A. Understand the meaning and type of dividend.
- B. Understand and explain risk and uncertainty of capital budgeting.
- C. Understand and explain the concepts of shareholder value and corporate reconstructing.
- D. Understand the concepts of financial management of banking sector and working capital financing.

International Finance**Course Objective:**

On completion of this course, students should have an understanding of:

- 1) Concept, Function, Process, techniques and create an awareness of the role, Functions and
- 2) Fundamental aspect of various issue associated with International Finance.
- 3) Comprehensive overview of International Finance as a separate area in international business.

Courses Outcomes:

On completion of this course, Students would be able to:

- 1) The function of the international market, arbitrage and swap.
- 2) Exchange rate determination and various ways of exchange rate are quoted.
- 3) Euro market functioning.
- 4) Project appraisal technique.

Innovative Financial Services

Course objectives:

1. To familiarize the learners with the fundamental aspects of various issues associated with various
2. To give a comprehensive overview of emerging financial services in the light of globalization.
3. To introduce the basic concepts, functions process techniques and create an awareness of the
4. To make them understand consumer finance and credit rating

Course outcome:

Students will be able to understand:

1. Different financial services are there and its use.
2. The fundamental aspects of various issues associated with various financial services.
3. Functions process techniques and create an awareness of the role, functions and functioning of
4. Consumer finance and credit rating.

Brand Management

Course Objective:

1. To understand the meaning and significance of Brand Management
2. To Know how to build, sustain and grow brands
3. To know the various sources of brand equity

Course Outcome:

1. Evaluate the scope of brand management activity and analyse how it relates to other business areas.
2. Appraise the key issues in managing a brand portfolio and making strategic brand decisions
3. To analyze sources of brand equity & understand techniques of improving brand equity

Retail Management

Course Objective:

1. To familiarize the students with retail management concepts and operations
2. To provide understanding of retail management and type of retailers
3. To develop an understanding of retail management terminology including merchandise
4. To acquaint the students with legal and ethical aspects of retail management.
5. To create awareness about emerging trends in retail management

Course Outcomes:

Students shall be able to understand:

1. Concepts of retail management and it's operations
2. How to manage retail and types of retailers.
3. Terminology of Merchandise management, store management.
4. Legal and ethical aspects of retail management.

International Marketing

Course Objective:
1. To understand International Marketing, its Advantages and Challenges.
2 To provide an insight on the dynamics of the International Marketing Environment.
3 To understand the relevance of International Marketing Mix decisions and recent developments in
Course Outcomes:
1. To analysis the basic entry in to international and problems faced by companies in the international
2. To study overall entry option available in international and also to study the country's condition
Media Planning and Management
Course Objectives:
1.To understand media planning, strategy and Management with reference to current business
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.
3.To provide an insight on Media Planning, Budgeting, Scheduling and evaluating the different Media
Course Outcomes:
1.Understanding Media planning process
2.To Identify media research and its sources
3.Knowledge of different media available like print media, Television, Outdoor, Radio, Online media.
4. Desiging media budget
HRM in Global Perspective
Course Objectives:
1. To introduce the students to the study and practice of IHRM
2. To understand the concepts, theoretical framework and issues of HRM in Global Perspective
3. To get insights of the concepts of Expatriates and Repatriates
4. To find out the impact of cross culture on Human Resource Management
5. To provide information about Global Workforce Management 6 To study International HRM Trends
Course Outcomes:
1. To focuses on Organizational Dynamics – country and regional cultures, international compensations
2. To discusses on HRM global functions. Covers about HR polices and employee relations, value of
3. To covers the recruitment and selection strategies from global perspective.
6. To present an overview of PCN, TCN and HCN, their selection recruitment and retention strategies.
7. To discusses the expatriate selection and issues. It also covers the expatriates training,repatriation
Organizational Development
Course Objectives:
1.To understand the concept of Organizational Development and its Relevance in the organization
2.To Study the Issues and Challenges of OD while undergoing Changes
3.To get an Understanding of Phases of OD Program
4.o Study the OD Intervention to meet the Challenges faced in the Organization
5. To get an Insight into Ethical Issues in OD
Course Outcomes:
1.To understand the relationship between the between organization development and the strategic
2.To understand the basics of entry, diagnosis, planning, intervention, and sustainability that occur
3.To appreciate the importance of OD in today's volatile, uncertain,

4.complex and ambiguous environment in which an organization needs to survive and thrive.

Project management

Course objectives:

1. To familiarize the learners with the fundamental aspects of various issues associated with project
2. To give a comprehensive overview of project management as a separate area of management
3. To introduce the basic concepts, functions, process techniques and create an awareness of the role,
4. Project termination, solving project management problems.

Course Outcomes:

Students shall be able to understand :

1. The techniques of beneficiary project management.
2. the fundamental aspects of various issues associated with project management
3. they will be able to solve project management problems.

HRM in Service Sector Management

Course objectives:

1. To understand the concept and growing importance of HRM in service sector.
2. To understand how to manage human resources in service sector.
3. To understand the significance of human element in creating customer satisfaction through service
4. To understand the issues and challenges of HR in various service sector.

Course outcomes:

Students shall be able to understand :

1. Growing importance of HRM in service sector.
2. How to manage human resources in service sector.
3. The significance of human element in creating customer satisfaction through service quality.
4. The issues and challenges of HR in various service sector.

Indian Ethos in Management

Course Objectives:

1. To understand the concept of Indian Ethos in Management .
2. To link the Traditional Management System to Modern Management System.
3. To understand the Techniques of Stress Management.
4. To understand the Evolution of Learning Systems in India.

Course Outcomes:

1. An understanding towards the Indian Ethos and its relevancy today.
2. Knowledge of Indian ethos by discussing the ancient religious scriptures, like Vedas, Mahabharata,
3. Bringing work ethos in work.
4. Learn about stress, its types and western and Indian methods of managing it
5. Multiple interrelated concepts applicable even in contemporary management style.

Operation Research

Course Objectives:

- 1.To help students to understand operations research methodologies
2. To help students to solve various problems practically

3. To make students proficient in case analysis and interpretation
Course Outcomes:
1. Understand the meaning of Operations Research its evolution and its usage
2.The students will be able solve Linear Programming Problems
3. Identify and express a decision problem in mathematical form and solve it graphically and by Simplex
4. Recognize and formulate transportation, assignment problems and drive their optimal solution.
Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C)
Program Objectives:
1. To provide fundamental knowledge about the field of mass media.
2. To enhance communication skills.
3. To develop necessary skills and competency in learners to make them employable.
4. To encourage students to be entrepreneurs.
5. To motivate learners to contribute in the development of society.
6. To equip the learners with professional skills essential for making career in Entertainment industry,
Program Outcome:
Program outcomes are a set of competencies which students acquire at the end of graduation. On
1. have fundamental knowledge of Mass Media.
2. exhibit knowledge of print and electronic media.
3. be equipped with essential communication skills.
4. develop competency and skills for increased employability.
5. be adequately motivated to contribute to the development of society.
6. This program will equip the learners with professional skills essential for making career in
7. Learners will be able to conceptualize, design, and produce one or more works in media based on
8. Learners will acquire the knowledge and skills required to pursue a career in the specialization of
Programme Specific Outcome
BMM is a career-oriented course that throws up umpteen options at the end of three years. Be it
F. Y. B.M.M
Semester I
COURSE: FOUNDATION COURSE-I
Course Objectives:
1) To inculcate scientific temperament in students.
2) To enlighten students about diversities existing in India.
3) To aware students about disparities among people of India.
4) To make students aware of The Indian Constitution.
5) To make them understand the political system of India.
Course Outcomes:
At the end of this course students will be able to:
1) Describe the different existing diversities in India.
2) Diagnose the causes of existing disparities in India.
3) Perform their fundamental duties.
4) Improve their role as citizens of India.

Fundamentals of Mass Communication**Course Objectives:**

To understand and analyze the importance of Communication in Media.

To focus on the history and process of communication.

To understand the types forms of Mass Mediums.

To understand the Impact of Mass Media on Society.

To focus on the usage of New Media and media convergence

Course Outcomes:

To stress the importance of communication in the society.

To understand the role of communication as a strategy to create awareness on various issues and mobilize to bring social progress.

Students will understand the importance of New Media and media convergence

Visual Communication**Course Objectives:**

1.To make students aware about the Visual communication as a process and as an expression,

2.To make them aware about the difference between Sensual Theories and Perceptual Theories.

3.To make them understand the importance of Colours and its implications.

4. To make them aware about the tools/ mediums of visual communication.

Course Outcomes:

1.Students will understand the importance of Visual Communication in Advertising and Media.

2.Students can make use of effective communication to spread message effectively.

3.Students will understand the importance of Citizen Journalism and its use in society.

Current Affairs**Course Objectives:**

1. To provide learners with overview on current developments in various fields.

2. To generate interest among the learners about burning issues covered in the media.

3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

Course Outcomes:

1. Learners will have an overview on current developments in various fields.

2. Learners will gain basic understanding of politics, economics, environment and technology.

3. Enables students to increase their knowledge of the incidents in immediate environment and the knowledge can be put to numerous usages any place any time.

History of Media**Course Objectives:**

1) To make students understand Media Industry

2) To groom personality of students

3) To enforce on students the effective use of language for career in the Media

Course Outcomes:

1) The students will be able to write effectively letters as far as business correspondence is concerned.

2) The students will be able to understand the evolution of media.

Effective Communication
Course Objectives:
1) To develop amongst students Writing Skills
2) To make students understand Media Industry
3) To groom personality of students
4) To enforce on students the effective use of language for career in the Media
Course Outcomes:
1) The students will be able to write effectively letters as far as business correspondence is concerned.
2) The students will be able to speak confidently in English.
3) Students' linguistic skills will get enhanced.
Semester II
Introduction Journalism
Course Objectives:
1. The history of journalism and printing will create a base to understand the subject.
2.To help media students, acquaint them with an influential medium as journalism that holds the key
3.To implant the importance of journalism as media is fourth pillar on which Indian democracy
Course Outcomes:
1. The history of journalism was able to shed light to understand the subject better and students can
2. Students were able to understand the objectivity of media through practical sessions and live
3. Learning about career opportunities has opened avenues for the students to understand
CONTENT WRITING
Course Objectives:
1.To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication.
3. The ability to draw the essence of situations and develop clarity of thoughts.
Course Outcomes:
1. Students will understand the importance of effective communication through writing aspects
2. They will understand the importance of content writing in practical ter
3.Students will be able to write content for script, stories of movies, short films et
COURSE: Effective Communication - II
Course Objectives:
1) To develop amongst students Writing Skills
2) To make students understand Media Industry
3) To groom personality of students
4) To enforce on students the effective use of language for career in the Media
Course Outcomes:
1) The students will be able to write effectively letters as far as business correspondence is concerned.
2) The students will be able to speak confidently in English.
3) Students' linguistic skills will get enhanced.

Foundation Course
Course Objectives:
1) To inculcate scientific temperament in students.
2) To enlighten students about the ways to upgrade economy of India.
3) To aware students about environmental problems and sustainable development.
4) To make students socially aware of the societal problems and their personality.
Course Outcomes:
At the end of this course students will be able to:
1) Describe the concept of Liberalization, privatization and globalization.
2) Use their fundamental rights.
3) Identify agents of environment degradation
4) Recognize the importance of sustainable development.
5) Apply the principles of psychology to practical problems.
6) Improve their personality.
Media, Gender and Culture
Course Objectives:
1.To make students aware about cultural prospects with regards to media industry
2. To give equal rights and importance for all genders working in different areas
3. To understand the technological development and digitalization used in media industry.
Course Outcomes:
1. This subject teaches various ancient theories associated with media culture.
2. It helps students to understand the technological impact and development in media industry
3. It is very essential to understand the importance of cultural and preserving the heritage of it.
Inroduction to Advertising
Course Objectives:
1. To introduce Students to the basic steps in advertising.
2. To help students understand the creations of an ad campaign.
3. To understand the structure of an Ad Agency.
Course Outcomes:
1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising, various departments, careers and creativity.
4. To provide students with various advertising trends, and future.
S.Y. BMM
Semester III
Media Studies
Course Objectives:
1. To encourage students to read stories, poems, plays. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media
Course Outcomes:

- 1.The students will understand various media theories
- 2.students will be able to gauge media relationship with culture and theory
- 3.The students can analyze the trends in global media

Computer Multimedia – I

Course Objectives:

2. To introduce the media soft wares to make the learner understand what goes behind the scene and h
3. To prepare learner skilled enough for independency during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

Course Outcomes:

- 1) The students will be understand tenets of the concept of culture.This will help learners to be aware
- 2) Students’ will learn theories to be applied to the concept culture.
- 3) The students will be able to choose their stream and will know what goes behind the scene
- 4)The learner will be able to work on small scale projects.

Film Communication

Course Objectives:

- 1.To make stundents aware about the Evolution of PR with special focus on India.
2. To make studets aware with a brief history of movies; the major cinema movements.
3. Understanding the power of visuals and sound and the ability to make use of them in effective commu
4. To incuicate liking and understanding of good cinema.

Course Outcomes:

- 1.The learner will have an understanding of good cinema
- 2.The student will have awareness of major cinema movements
- 3.The student will have an insight into film techniques and aesthetics

Corporate Communications & PR

Course Objectives:

1. To provide the students with basic understanding of the concepts of corporate communication and publi
2. To introduce the various elements of corporate communication and consider their roles in managing me effectively in today’s competitive world.
with the latest trends and social media tools.

Course Outcomes:

The learner will have a basic understanding of the concepts of corporate communication and public relatio
The learner will have knowledge of corporate communication and consider their roles in managing media
coordinated to communicate effectively in today’s competitive world.
communication with the latest trends and social media tools.

Introduction to Photography

Course Objectives:

1. To introduce to media learner the ability of image into effective communication.

2. To help the learner understand that media photography is a language of visual communication and is far
3. To practice how picture speaks thousand words by enlightening the learner on how.
4. To develop the base of visualisation among learners in using pictures in practical projects.
5. To help learner work on given theme or the subject into making a relevant picture or photo feature.

Course Outcomes:

- 1.The learner will understand the importance of image in effective communication
- 2.The learner will have knowledge of media photography and will know that it is far beyond just point and
- 3.The learner will be able to click picture that speaks thousand words³
- 4.The learner will have a base of visualization
- 5.The learner can apply a given theme or the subject into making a relevant picture or photo feature.⁴⁵

Students shall be able to understand:

Theater and Mass communication I

Course Objectives:

1. Individual and team understanding on theatrical Arts
2. Taking ownership of space, time, story-telling, characterization and kinesthetic and place in society, their responsibilities and possibilities

Course Outcomes:

- 1.The student will be able to story-tell, characterization and kinesthetic¹.
- 2.The student will have awareness of role and place in society, their responsibilities and possibilities

Semester IV

Computer Multimedia – II

Course Objectives:

1. To help learner be media industry ready.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help t
3. To prepare learner skilled enough for independency during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

Course Outcomes:

- 1.This will help learners to be aware of the minimum requirement of the software when stepping in the ind
- 2.The students will be able to choose their stream and will know what goes behind the scene
- 3.The student will gain independence for sem. VI project paper.
- 4.The learner will be able to work on small scale projects.

Mass Media Research

Course Objectives:

1. To introduce students to debates in Research approaches and equip them with tools to carry on research
2. To understand the scope and techniques of media research, their utility and limitations².

Course Outcomes:

- 1.The learner will be able to debate in Research approaches and equip them with tools to carry on research
2. The student will be able to identify techniques of media research, their utility and limitations

Film Communication II

Course Objective:

1. Awareness of cinema of different regions.
2. Understand the contribution of cinema in society.
3. How to make technically and grammatically good films.
4. From making to marketing of films.
5. Economic aspects of film.
6. Careers in films.

Course Outcome:

1. The student will know about cinema of different regions
2. The student will understand the contribution of cinema in society
3. The student will know how to make technically and grammatically good films
4. The student be able to make and market films
5. The student will know the economic and career aspect of films

Media Laws and ethics

Course Objective:

1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards social and ethical responsibility of media.

Course Outcome:

- The student will have an understanding of laws those impact the media.
 The student will be sensitized towards social and ethical responsibility of media.

Writing & Editing for Media

Course Objective:

1. Provide the ability to understand writing styles that fit various media platforms.
2. It would help the learner acquire information gathering skills and techniques.
3. To gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
4. To imbibe the importance of writing clearly, precisely and accurately for different types of audiences
3. To gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
5. Provide acquire basic proficiency in proof-reading and editing

Course Outcome:

1. The student will be able to identify writing styles that fit various media platforms
2. The student will acquire information gathering skills and techniques for all forms of media including internet and digital.
4. The student will gain knowledge of different news and copy formats along with appropriate style-sheets
5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of a

Theater & Mass Communication – II

Course Objective:

1. Direction and the works, developing an eye for details
2. Deeper understanding of theater and how it has evolved to create human connections
3. Understanding the role theater plays as a medium of mass communication in development of society

Course Outcome:

1. The student will be able to develop an eye on theater details
2. The student will have a deeper understanding of theater and how it has evolved to create human connecti

3.The student will understand the role theater plays as a medium of mass communication in development c

Semester V (T.Y.B..M.M.)

Copywriting

Course Objectives:

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively words and thought peculiar to this type of writing, and the necessity of creative thinking in written

Course Outcome:

- 1.To familiarize t with the concept of copywriting as selling through writing in effective advertisement.
2. To analyze the process of creating original, strategic, compelling copy for various media.
- 3.To analysis the generate, develop and express ideas effectively. verbal/written and visual, and both need different skill-sets to master them.

Advertising & Marketing Research

Course Objective:

- 1.The course is designed to inculcate the analytical abilities and research skills among the students.
2. To understand research methodologies – Qualitative Vs Quantitative
3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising
4. To understand the scope and techniques of Advertising and Marketing research, and their utility

Course Outcome:

- 1.The Students will have a deeper understanding of the analytical abilities and research skills among the st
- 2.The Students will have a deeper understanding research methodologies – Qualitative Vs Quantitative
- 3.The students will be able to understand foundations of Research and audience analysis that is imperative
- 4.The students will learned the scope and techniques of Advertising and Marketing research, and their utili

Brand Building

Course Objective:

- 1.To understand the awareness and growing importance of Brand Building
2. To know how to build, sustain and grow brands
3. To know the various new way of building brands
4. To know about the global perspective of brand building.

Course Outcomes:

1. The students will sensitized towards growing importance of Brand Building
2. The students will able to know how to build, sustain and grow brands
3. The students will able to know the various new way of building brands
4. The students will able to know about the global perspective of brand building.

Agency Management

Course Objectives:

- for developing an effective advertising campaign.
2. How an ad agency works and what opportunities exist
 3. To familiarize students with the different aspects of running an ad agency

4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.

Course Outcomes:

concepts for developing an effective advertising campaign.

2. The students will know how an ad agency works and what opportunities exist

3. The students will be able to familiarize with the different aspects of running an ad agency

4. The students will be able to inculcate competencies thereby enabling to undertake professional work with a

Direct Marketing & E-Commerce

Course Objective:

1. To understand the awareness and growing importance of Direct Marketing

ultimate customers and build up customer loyalty and database management

3. To understand increasing significance of E-Commerce and its applications in business and various sectors of commerce and its emerging significance in business

Course Outcomes:

1. The students will be able to understand the awareness and growing importance of Direct Marketing reaching to ultimate customers and build up customer loyalty and database management

3. The students will be able to understand increasing significance of E-Commerce and its applications in business platforms through E-commerce and its emerging significance in business

Consumer Behavior

Course Objective:

1. To understand the sociological & psychological perspective of consumer behavior.

2. To introduce students to the complexities of consumer behavior, its importance in marketing & advertising.

3. To sensitize students to the changing trends in consumer behavior.

Course Outcomes:

1. The students will be able to understand the role of marketing in influencing consumer behavior.

2. The students will be able to analyze the role of marketer & the consumer in advertising.

3. The students will be able to sensitize to the changing trends in consumer behavior

Semester VI

Advertising in Contemporary Society

Course Objectives:

1. To understand the environment of Advertising in Contemporary Society

2. To understand Liberalization and its impact on the economy and other areas of Indian society

3. To compare and analyze the advertising environment of different countries

Course outcome:

1. The students will be able to understand the environment of Advertising in Contemporary Society and other areas of Indian society

3. The students will be able to compare and analyze the advertising environment of different countries

Brand Management

Course Objectives:

- 1.To understand the awareness and growing importance of brand management.
2. To know how to build, sustain and grow brands
3. To know the various sources of brand equity.
4. To know about the global perspective of brand management

Course Outcomes:

- 1.The students will be able to understand the awareness and growing importance of brand management.
2. The students will be able to know how to build, sustain and grow brands
3. The students will be able to know the various sources of brand equity.
4. The students will be able to know about the global perspective of brand management

Media planning & Buying**Course Objectives:**

- 1.To develop knowledge of major media characteristics
2. To understand procedures, requirements, and techniques of media planning and buying.
3. To learn the various media mix and its implementation
4. To understand budget allocation for a Media plan and fundamentals

Course Outcomes:

- 1.The students will able to develop knowledge of major media characteristics
- 2.The students will be able to understand procedures, requirements, and techniques of media planning and
3. The students will be able to learn the various media mix and its implementation
4. The students will be able to understand budget allocation for a Media plan and fundamentals

Advertising & Sales Promotion**Course Objectives:**

1. To demonstrate a thorough understanding of the major sales promotion concepts,
2. To Use a framework to make effective sales promotion decisions
3. To Adopt the necessary skills and point of view of an effective sales promotion campaign
- 4.To learn the concepts of Limited Liability Partnership

Course Outcomes:

On completion of this course, students will be able to:

1. Demonstrate a thorough understanding of the major sales promotion concepts,
2. Use a framework to make effective sales promotion decisions
3. Adopt the necessary skills and point of view of an effective sales promotion campaign
4. learn the concepts of Limited Liability Partnership

Digital Media**Course Objectives:**

1. To Understand digital marketing platform
2. To Understand the key goals and stages of digital campaigns
3. To Understand the of use key digital marketing tools
4. To Learn to develop digital marketing plans

Course Outcomes:

1. The students will be able to Understand digital marketing platform
2. The students will be able to Understand the key goals and stages of digital campaigns

3. The students will be able to Understand the of use key digital marketing tools
4. The students will be able to Learn to develop digital marketing plans

Advertising Design

Course Objectives:

1. To understand the process of planning & production of the advertisement.
2. To highlight the importance of visual language as effective way of communication.
3. To provide practical training in the field of advertising & make learner industry ready.

Course Outcomes:

1. The students will able to understand the process of planning & production of the advertisement
2. The students will able to highlight the importance of visual language as effective way of communication
3. The students will able to provide practical training in the field of advertising & make learner industry ready

PROGRAM OUTCOME, PROGRAMME SPECIFIC OUTCOME AND COURSE OUTCOME

Master of Commerce M.Com (Advanced Accountancy)

Programme Objectives:

1. To provide adequate basic understanding about accounting and financial education.
2. To give adequate exposure to the operational environment in the field of accounting & finance.
3. To create an avenue for employment in academics and industry.
4. To prepare students to explore newly created opportunities in the accounting field.

Programme Outcome:

- 1) This Programme will enable to provide a systematic and rigorous learning and exposure to
- 2) This Programme will train the student to develop conceptual, applied and research skills as well
- 3) Impart the students with higher level knowledge and understanding of contemporary trends in
- 4) The all-inclusive outlook of the course offer a number of values based and job oriented courses ensures that students are trained into up-to-date.
- 5) The gap between the academia and industry is bridged through this programme.

SEMESTER I

Strategic Management

Course Objectives:

1. To enable the learners to understand new forms of strategic management concepts and their use in
2. To provide information pertaining to business, corporate and global reforms.
3. To acquaint the learners with recent development and trends in the business corporate world.

Course Outcomes:

1. Evaluate the scope of Strategic management activity and analyses how it relates to other business
2. Appraise the key strategy formulation and implementation in todays business environment decisions
3. To analyze global, corporate and business strategies in today's business trends.

Economics for Business Decisions

Course Objectives:

1. To equip students with basic tools of economic theory and its practical applications.
2. To understand economic aspects of current affairs and market behavior.
3. To widen analytical ability of the students.

4. To discuss cases involving the use of concepts of business economics.
Course Outcomes:
2. Ability to analyze the market behavior with economic way of thinking.
3. Application of economic principles in business decisions.
4. Widen analytical ability of students which provide a foundation for further study of economics.
5. Students are made practical oriented by studying case studies.
Cost and Management Accounting
Course Objectives:
On completion of this course, students should have an understanding of:
make of buy.
2. To understand Standard cost and calculation of Material , Labour and Sales variance.
3
case of Hospital and Cost per Room Day in case of Hotels.
Course Outcomes:
On completion of this course, Students would be able to:
of buy.
2. Calculate Standard cost and calculation of Material , Labour and Sales variance.
3. calculate Flexible Budget ,Cash Budget and Production and Sales Budget calculate.
and Cost per Room Day in case of Hotels
Business Ethics and Corporate Social Responsibility
Course Objectives:
1. To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2. To enable learners to understand the scope and complexity of Corporate Social Responsibility in the
Course Outcomes:
1. Recognize important ethical issues that arise in various business contexts and professional practice
2. Demonstrate an understanding of the ethical, social and economic environments in which those
SEMESTER II
Research Methodology for Business
Course Objectives:
1 To enhance the abilities of learners to undertake research in business & social sciences
2. To enable the learners to understand, develop and apply the fundamental skills in formulating
3.To enable the learners in understanding and developing the most appropriate methodology for their
4.To make the learners familiar with the basic statistical tools and techniques applicable for research
Course Outcomes:
1. To study and understand the analytical abilities and research skills among the students .
2. To analysis and understand different research methodologies used in research – Qualitative vs
3. To study and understand the scope and techniques of Advertising and Marketing research, and their
Macro Economics concepts and Applications
Course Objectives:

1. To understand the theoretical rationale behind policies at the country as well as
2. To receive a firm grounding on the basic macroeconomic concepts.
3. To read suggested current readings and related articles in the dailies and journals.
4. To discuss crucial macro economic policies.

Course Outcomes:

1. Understanding the theoretical rationale behind policies at micro and macro level.
2. Students receive complete knowledge about the basic macroeconomic concepts.
3. Strengthening analysis of crucial economic policies of the government.
4. Ability to analyze the published articles and literature on economic issues.
5. Students get practical knowledge about application-oriented nature of macroeconomics.

Corporate Finance

Course Objectives:

On completion of this course, students should have an understanding of:

1. Objectives of Financial Management
2. Techniques of investment in the financial decision making in the business corporatesThe basic
3. Analysis of financial statements of the entity.

Course Outcomes:

Course Outcomes:

On completion of this course, students would be able to:

1. Apply the basic objectives of Financial Management.
2. apply the techniques of investment in the financial decision making
3. Analyse the financial statements.

E-Commerce

Course Objectives:

1. To provide an analytical framework to understand the emerging world of e-commerce
2. To make the learner familiar with current challenges and issues in e-commerce
3. To enable to understand the Web- based commerce and equip the learners to assess e-commerce
4. To understand legal and regulatory environment and security issues of E-commerce

Course Outcomes:

1. Demonstrate an understanding of the foundation and importance of E-commerce
2. Analyze the impact of E-commerce on Business models and strategies
3. Describe internet trading relationships between B2C, B2B models
4. Discuss the legal issues and privacy issues in E-commerce

SEMESTER III

Advanced Financial Accounting

Course Objectives:

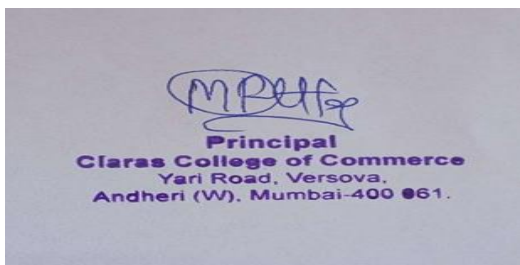
1. To understand the concept and accounting of Foreign Currency Conversion.
2. To equip students with the preparation of final accounts of banking companies, insurance companies

Course Outcomes:

1. Students are enabled with the Knowledge in the practical applications of accounting. Students get

Direct Tax
Course Objectives:
Course Objective:
On completion of this course, students should have an understanding of:
1. Basic terms used in the taxation, year of income taxable to tax.
2. Income chargeable to tax under various head.
3. Different heads of income.
4. Deductions available under various sections.
5. Computation of total income of individuals and partnership firm.
Course Outcomes:
On completion of this course, Students would be able to:
1. Determine the financial year and assessment year.
2. Determine the residential status of the individual and scope the relevant income.
3. Calculate the income under various head in which it will be taxable.
4. Compute total taxable income of individuals and partnership firm after providing deduction available
Advanced Cost Accounting
Course Objectives:
Based on the course syllabus following are course objectives:
1. To understand the concepts of process of costing, inter-process profit and computation of
2. To study cost allocation and activity based costing system and different component of cost allocation
3. To understand concept of responsibility accounting, concept of controllability and preparation of
4. To study and analysis different strategic cost management such as transfer pricing, target costing
Course Outcomes:
On completion of this course, Students would be able to
1. Apply the concept of process of costing, inter-process profit and compute of equivalent production
2. Able to classify cost allocation and activity based costing system and different component of cost
3. Apply the concept of responsibility accounting, concept of controllability and prepare of managerial
4. Identify the different strategic cost management such as transfer pricing, target costing and inflation
SEMESTER IV
Corporate Financial Accounting
Course Objectives:
Course Objective:
On completion of this course, students should have an understanding of:
1. Reporting framework in corporate financial matter.
2. Scope and concept of International Financial Reporting Standards (IFRS) & Ind – AS.
3. Concepts of valuation of business for Amalgamation & Merger and Consolidated Financial Statement
Course Outcomes:
On completion of this course, students would be able to:
1. Apply the financial reporting system in the corporate finance.
2. Application of IFR & Ind - AS by the learner.
3. Valuate the business assets for Amalgamation & Merger and Consolidated Financial Statement

Indirect Tax - Introduction to Goods and Services Tax
Course Objectives:
On completion of this course, students should have an understanding of:
1. The basic concept and terms used in indirect taxation.
2. Negative list, exempted list and taxable goods and services under GST Act.
3. Point of taxation and Incidence of levy of tax.
4. Registration, Payment and recovery of
Course Outcomes:
On completion of this course, students would be able to:
1. Apply the basic concepts of GST rules in taxation.
2. Identification of taxable and non taxable goods.
3. Determining point of taxation for the payment of tax liability
4. Register, payment and set off of GST.
Financial Management
Course Objectives:
On completion of this course, students should have an understanding of:
1. To enable and equip the students with the basic functions and types of financing
2. To understand the accounting treatment of capital budgeting.
3. To understand the accounting treatment of working capital.
4. To learn the concepts of financial planning.
5. To learn the concepts of financial policy and corporate strategy.
Course Outcomes:
On completion of this course, students will be able to:
1. Understand the meaning of financial management and various types of financing.
2. Understand and explain the accounting treatment of capital budgeting.
3. Understand and explain the meaning of working capital and accounting treatment of working
4. Understand the concept of financial planning.
5. Understand and explain the concept of financial policy and corporate strategy.



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