

ACADEMIC YEAR

2017 - 2022



I/C PRINCIPAL
Chandrabhan Sharma College
of Arts, Science & Commerce
Powai-Vihar, Powai, Mumbai - 400 076
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Learning Outcome of Bachelor of Management Studies



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Bachelor of Management Studies

Semester	Subject	Subject Codes	Course Outcomes	
Semester 1	Business Communication	UBMSFSI.4	CO1	Summarizing theory of communication.
			CO2	Understanding obstacles to Communication in Business World
			CO3	Evaluating business correspondence, theory of business letterwriting, personnel correspondence
			CO4	Ability to analyses language and writing skills.
	Foundation of Human Skills	UBMSFSI.6	CO1	To identify different types of personality traits, thinking skills, learning, perception and intelligence
			CO2	To learn group behaviour through group dynamics, team effectiveness, power, politics and conflicts resolution
			CO3	To understand the concept of motivation and organisational culture
			CO4	To understand organisational change, creativity, development and work stress
	Business Law	UBMSFSI.2	CO1	Define & Identify the fundamental legal principles behind contracts & agreements. Apply basic legal knowledge to business transactions.
			CO2	Demonstrate basic understanding of the Company Law
			CO3	Discover the use of Negotiable Instrument
			CO4	Demonstrate an understanding of the Legal requirements for IPR
	Business Statistics	UBMSFSI.3	CO1	Understand the various terminologies associated with statistics and create questionnaires etc. and apply different methods for data collection and classification. Memorize and apply various statistical techniques and measures of central tendency and dispersion to analyse data and learn to apply correlation and regression for studying relationships between variables



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			CO2	Analyse time series and evaluate the effects of time for different real life situations; understand the economy by learning to apply the statistical tool of index numbers	
			CO3	Apply various statistical techniques and measures of central tendency and dispersion to analyse data	
			CO4	Apply concepts in problems of probability and decision theory in real life situations even at corporate level	
	Business Economics	UBMS FSI.7		CO1	Understand the standard analytical tools of applied economics
				CO2	Calculate market demand and elasticity of demand
				CO3	Calculate various types of production costs and able to understand short run and long run production function
				CO4	Determine different market structures
				CO5	Evaluate how pricing methods are used in business world
	Introduction to Financial Accounts	UBMS FSI.1		CO1	Define accounting terminologies, concepts and conventions. Recognize, summarize, classify and record business transaction.
				CO2	Classify the Expenditure and Receipts into Revenue, Capital and Deferred Revenue.
				CO3	Solve practical problems related to Depreciation Accounting, preparation of Trial Balance and Final Accounts.
				CO4	Prepare Bank Reconciliation Statements.
Foundation Course- I	UBMS FSI.5.1		CO1	To understand the multi-cultural diversity of Indian society through its demographic composition, regional variations and linguistic diversity	
			CO2	To understand the concept of disparity arising out of social stratification and inequalities.	
			CO3	To examine inequalities manifested due to the caste system and inter-group conflicts. To examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	



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			CO4	To understand the philosophy of the Indian Constitution, its basic features, structure of the Pre-ambble, Main body and schedules. To classify the fundamental duties of an Indian citizen.
			CO5	To understand the party system in Indian politics. To illustrate the role and significance of women in politics.
Semester 2	Business Communication-II	UBM SFSII .4	CO1	To understand and develop presentation skills.
			CO2	Demonstrating and understanding what is group communication.
			CO3	To analyse business correspondence, trade letters and other letters.
			CO4	To evaluate language and writing skills.
	Business Environment	UBM SFSII .6	CO1	Describe various concepts related to Business and Business Environment. Differentiate between the components of Business Environment. Diagnose various business environment and its impact on business.
			CO2	Describe the competitive environment of the business, Competitive Strategies and Michael Porters Five Force Analysis.
			CO3	Review the international Environment and describe various components of International Environment
			CO4	Analyze the challenges faced by Business Sectors with respect to Sunrise Sectors of Indian Economy and International Environment.
	Industrial Law	UBM SFSII .2	CO1	Discover the laws related to Industrial Relations & Industrial Disputes
			CO2	Develop and illustrate law related to health, safety and welfare in a factory
			CO3	Illustrate basic understanding of Social Legislation
			CO4	Define & Demonstrate basic understanding of laws related to Compensation Management in Industries
Business Mathematics	UBM SFSII .3	CO1	Define and compute the terms related to interest and annuity	
		CO2	Calculate the derivatives, maxima and minima of functions; define and find marginal functions pertaining to different economics problems	



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			CO3	Memorize the definitions related to finite differences and apply numerical methods (interpolation) to obtain approximate solutions to mathematical problems.
			CO4	Compute matrices and determinants and apply this knowledge in input output analysis
	Principles of Management	UBMSF SII.7	CO1	To learn and understand the concepts of management and various management theory which will aid the understanding of other management functions.
			CO2	To learn and understand the various aspects of planning and decisionmaking.
			CO3	To learn and understand organizing, departmentation, span of control and delegation and their various aspects.
			CO4	To learn and understand various aspects of Directing, Leadership, Co-ordination and Controlling
	Principles of Marketing	UBMSF SII.1	CO1	To understand basics of marketing and its concepts
			CO2	To learn the environment in which marketer works and how it extracts and uses information
			CO3	To understand in detail the concept of marketing mix
			CO4	To get introduced to segmentation, targeting and latest trends in marketing
	Foundation Course- II	UBMSF SII.5.1	CO1	Understanding the concept of Liberalisation, Globalisation and Privatisation
			CO2	Explaining the concepts of Human Rights
			CO3	Understanding the concept of Environment, Ecology and their interconnectedness and Concept of Sustainable Development
			CO4	Explaining the causes of stress and conflicts in individuals and society
			CO5	Identifying different mechanisms for coping with stress and Conflict Resolution methods



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Semester 3	Strategic Management	UBMSFSIII .6	CO1	To develop understanding for strategy and strategic management
			CO2	To understand different types of strategies and their application
			CO3	To learn how to implement strategies
			CO4	To learn various techniques of strategic evaluation
	Accounting for Managerial Decision	UBMSFSIII .5	CO1	Analyze and interpretation of financial statements
			CO2	Understanding the basic concepts, functions, process, techniques of Ratio analysis
			CO3	Understanding of cash flow statement
			CO4	Explain and apply Receivables management and Working Capital Management
	Business Planning and Entrepreneurship	UBMSFSIII .4	CO1	To understand various theories of entrepreneurship, concept and need of entrepreneurship development and external factors influencing entrepreneurship development.
			CO2	To illustrate various types of entrepreneurs, Women Entrepreneurship: Problems and solutions, and the concept of Social Entrepreneurship
			CO3	To develop Creativity, Invention and Innovation, an Idea Generation process, Business Planning Process and creation of a subsequent Business plan.
			CO4	To examine various steps involved in starting a venture, the Institutional Support available to Entrepreneurs and the new trends in entrepreneurship.
	Foundation Course -III (Environmental Management & Sustainability)	UBMSFSIII .3.01	CO1	To learn the various environmental concepts, biogeochemical cycles and resources.
			CO2	To evaluate various current environmental issues and apply remedies for the same
			CO3	To demonstrate an understanding of rules and regulations relating to environmental aspects of business and sustainability
			CO4	To develop innovative environment friendly business models



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	Information Technology for Business Management-I	UBMSF SIII.2	CO1	Distinguish between different Information Systems and its major components
			CO2	Design and manage documents, spreadsheets, present effective presentations and emails effectively.
			CO3	Describe fundamental concepts of internet and e-commerce technologies.
			CO4	Explain various threats and IT risks related to e-commerce.
	Advertising	UBMSF SIII.1.0 7	CO1	To learn the concepts related to advertising and examine the growing importance of advertising.
			CO2	To understand the construction of an effective advertisement.
			CO3	To understand the role of advertising in contemporary scenario.
			CO4	To understand the future and career in advertising.
	Consumer Behaviour	UBMSF SIII.1.0 5	CO1	To develop an understanding about the consumer decision making process and its applications in marketing functions of the firms.
			CO2	To equip students with basic knowledge about issues and dimensions of Consumer Behaviour.
			CO3	To develop the skill of understanding and analysing consumer information and using it to create consumer-oriented marketing strategies.
			CO4	To evaluate the impact of new trends on consumer buying behaviour.
Basics of Financial Services	UBMSF SIII.1.0 1	CO1	To determine the need of financial system and describe how and why financial system works.	
		CO2	To Have a practical understanding of various financial institutions and their functioning	
		CO3	To understand the framework of insurance in India.	
		CO4	To provide with the knowledge of risk and rewards of investing in mutual funds.	
Corporate Finance	UBMSF SIII.1.0 4	CO1	Identify various Sources of Funds and describe its features. Analyze the Capital Structure of a company with respect to Cost of Capital and advise a profitable Investment.	



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			CO2	Evaluate better Investment opportunities using Capital Budgeting Techniques.
			CO3	Analyze the Risk and Returns
			CO4	Apply the concept of compounding and discounting based on Time Value of Money
Semester 4	Business Research Methods	UBMSFSIV. 4	CO1	To develop understanding for research in social science and its key concepts
			CO2	To learn about different types of data collection technique and how to conduct research
			CO3	To use statistical tools to process and analyze data
			CO4	To learn how to report the research and ethical code associated with research
	Business Economics-II	UBMSFSIV. 5	CO1	Calculate the various concepts of national income
			CO2	Understand Keynesian Economics
			CO3	Understand the various theories of public revenue and public expenditure
			CO4	Understand the concepts related to international trade
	Production and Total Quality Management	UBMSFSIV. 6	CO1	To acquaint learners with the basic management decisions with respect to production and quality management
			CO2	To make the learners understand the designing aspect of production systems
			CO3	To make the learners well equipped with the quality certification and benchmarking in their operations
			CO4	To understand the basis of Productivity and Quality management in operations
	Foundation Course -IV (Ethics & Governance)	UBMSFSIV. 3.01	CO1	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
			CO2	To learn the applicability of ethics in functional areas like marketing, finance and human resource management



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		CO3	To understand the theory, need, models and practices of Corporate Governance.
		CO4	To study the ethical business practices, CSR and Corporate Governance practiced by various organisations
Information Technology for Business Management-II	UBMSFSIV .2	CO1	Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
		CO2	Identify the important business functions provided by typical business software such as enterprise resource planning and customer relationship management
		CO3	Distinguish between various data models and illustrate the concepts of databases and data mining
		CO4	Differentiate between various outsourcing models like BPO, KPO and ITO
Event Marketing	UBMSFSIV .1.07	CO1	Understanding the basic concepts of Event Marketing.
		CO2	Classifying various categories of Events and developing an understanding of the same
		CO3	Explaining various concepts and strategies relating to Event Pricing
		CO4	Identifying the latest trends and challenges in Event Marketing
Integrated Marketing Communications	UBMSFSIV .1.05	CO1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program
		CO2	To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program
		CO3	To make learners aware about the tools of IMC in a communication mix
		CO4	To create awareness of ethics & evaluation in marketing communication.
	UBMSFSIV .1.01	CO1	Understanding the theoretical settings of Financial System in India
		CO2	Describing the Financial Regulators & Institutions in India



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	Financial Institutions & Markets		CO3	Identify Indian Financial Markets - Money Market and Capital Markets	
			CO4	Analyse Financial System Designs around the world	
	Corporate Restructuring	UBMSFSIV .1.04	CO1	To develop and describe corporate restructuring as a business strategy and also different forms of restructuring.	
			CO2	To provide adequate knowledge of the accounting treatment of internal and external reconstruction.	
			CO3	To develop an understanding of the impact of reorganization on the company.	
			CO4	To make students understand the impact of reorganization on the company.	
	Semester 5	Corporate Communication and PR	46001	CO1	To introduce the students to the concepts of corporate communication and implementation of ethical code in
CO2				To learn about the evolution of public relation and its theories	
CO3				To implement corporate communication in various communication functions	
CO4				To understand the implementation of ICT in different types of corporate communication	
Logistics and Supply Chain Management		46002	CO1	To provide students with basic understanding of concepts of logistics and supply chain management	
			CO2	To introduce students to the key activities performed by the logistics function.	
			CO3	To provide an insight into the nature of Logistics and supply chain, its functions and supply chain systems	
			CO4	To understand global trends in logistics and supply chain management	
Services Marketing		46004	CO1	To understand distinctive features of services and Challenges & opportunities related to Service Marketing.	
				CO2	To identify the key elements in services marketing.
				CO3	To provide insight into ways to improve service quality and productivity.
				CO4	To understand and examine marketing of different services in Indian and Global context.
			CO1	To develop an understanding of the concept of Sales Management and Distribution	



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	Sales and Distribution Management	UBMSFSV .10		Management.
			CO2	To demonstrate the selling process, methods of closing sales, sales forecasting techniques, selling skills, selling strategies and theories of selling.
			CO3	To describe the concept of Distribution Channel Management, the Role of Channel Partners and the factors affecting effective management of distribution channels
			CO4	To facilitate comprehension of Sales Performance Evaluation, Distribution Performance Evaluation and recent trends in sales and distribution management.
	Ecommerce and Digital Marketing	46007	CO1	To introduce the concept of E-commerce and its functioning
			CO2	To understand the application of E-business and evaluate its working in comparison to Brick and mortar business
			CO3	To know various laws relating to E-commerce and issues relating to security and privacy
			CO4	To understand and evaluate the application of digital marketing and its impact
	Customer Relationship Management	UBMSFS V.11	CO1	To outline the terms, concepts, customer relations and relationship marketing in CRM
			CO2	To identify CRM Marketing Initiatives, Customer Service and Data Management
			CO3	To appraise the Strategies, Planning, Implementation and Evaluation for effective CRM
			CO4	To evaluate the recent trends and new horizons in CRM
Investment Analysis & Portfolio Management	46003	CO1	Understand the term, which are often confronted while reading the newspaper, magazine such as beta & capital assets pricing model for better correlation practical world.	
		CO2	Calculate & Analyse concept of risk & return associated with various investments avenues.	
		CO3	Understand various model & techniques of security portfolio analysis.	
		CO4	Understand short term & long term investments avenues	
			CO1	Effectively design, manage and evaluate the performance of alternative investment portfolios in wealth management



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Semester 6	Wealth Management	46009	CO2	Critically evaluate the effectiveness of performance evaluation techniques and apply the various approaches to the portfolio	
			CO3	Understand various Income Tax Provisions regarding computation of taxable income	
			CO4	Learn and Understand various Income Tax Provisions regarding saving taxes and preparation of will	
	Commodity & Derivatives Market	46006	CO1	To demonstrate and understanding of fundamental aspects of commodities and derivatives market.	
			CO2	To describe and distinguish among alternative derivative instruments and employ theoretical valuation methods to price these financial instruments.	
			CO3	To explain the trading, clearing and settlement mechanism in derivative market.	
			CO4	Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications	
	Risk Management	46015	CO1	Understanding the fundamental aspects of risk management, measurement and control	
			CO2	Comprehensive analysis of risk governance, risk assurance and stakeholders expectation	
				CO3	Explain the basic concepts, functions, process, techniques of risk management
				CO4	Explain risk management in insurance sector
		Operations Research	86001	CO1	Demonstrate mathematical concepts and models for the required industry.
				CO2	Illustrate the concepts to solve various problems practically
				CO3	Enhance the proficient in case analysis and interpretation of Operations carried in Business.
CO4				Identify how to Interpret and apply the results of an operations research model to an organisation.	
Brand Management		86003	CO1	To develop an understanding of concept of branding	
			CO2	To provide an insight on product strategy, pricing strategy, promotion strategy and channel strategy with respect to branding	
			CO3	Interpreting Brand Performance using various techniques	
			CO4	To develop an understanding on designing and implementing branding strategies	



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	Retail Management	86006	CO1	To familiarize the students with retail management concepts, retail formats and emerging trends in retailing.
			CO2	To provide understanding of retail consumer and retail strategy, CRM, HRM, store location and selection in retail.
			CO3	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
			CO4	To acquaint the students with legal and ethical aspects of retail management. To create awareness about emerging trends in retail management
	International Marketing	86009	CO1	To understand International Marketing, its Advantages and Challenges and to acquaint with some Trade Body.
			CO2	To provide an insight on the dynamics of International Marketing Environment.
			CO3	To understand the relevance of International Marketing Mix decisions
			CO4	To acquaint the students with the recent developments in Global Market
	Media Planning & Management	86012	CO1	Explain the concept of Media Planning and Identify the sources of information for appropriate planning
			CO2	Compare the features of different media so as to Choose right media mix
			CO3	Identify various techniques of media budgeting and apply media buying process
			CO4	Identify various media metrics and evaluate media mix buys
Innovative Financial Services	86005	CO1	To explain fundamental concepts of various financial services. To calculate the cost of factoring and take decisions for the same.	
		CO2	To distinguish the working of various intermediaries in the financial market	
		CO3	To calculate installments for hire purchase and give accounting treatment for same	
		CO4	To understand the fundamentals of consumer finance and credit rating	
			CO1	Understand the basis of International Finance, Balance of Payments and International Monetary Systems



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	International Finance	86002	CO2	Explain Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives
			CO3	Discuss World Financial Markets & Institutions & Risks
			CO4	Explain Foreign Exchange Risk, Appraisal & Tax Management
	Strategic Financial Management	86011	CO1	Explain theories and practices of Dividend Decisions and XBRL
			CO2	Calculate and solve issues related to Capital Budgeting and Capital Rationing
			CO3	Understand and evaluate Corporate Governance, Shareholders value and Corporate reconstructions
			CO4	Evaluate financial management in Banking sector
	Project Management	86008	CO1	Explain various concepts and terminologies related to Project Management.
			CO2	Prepare organisational chart of any company.
			CO3	Use different analysis for making project management decisions.
			CO4	Analyze new dimensions of project management. Recommend best feasible project by making various calculations based on Capital Budgeting, Leverages and other techniques of Business analysis.



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Semester	Subject	Subject Codes	Course Outcomes	
Semester 1	Business Economics I	UBCOMFSI.3	CO1	Understand the standard analytical tools of applied economics
			CO2	Calculate market demand and elasticity of demand
			CO3	Calculate various types of production costs
			CO4	Understand short run and long run production function
	Accountancy and Financial Management - I	UBCOMFSI.1	CO1	Outline the Accounting Standards, Analyze and compare the FIFO System with Weighted Average Inventory System.
			CO2	Demonstrate an understanding of manufacturing account transactions and trading account transactions.
			CO3	Evaluate the Hire Purchase System.
			CO4	Organize and classify departmental transactions.
	Foundation Course -I	UBCOMFSI.6.1	CO1	To understand the multi-cultural diversity of Indian society through its demographic composition, regional variations and linguistic diversity
			CO2	To understand the concept of disparity arising out of social stratification and inequalities.
			CO3	To examine inequalities manifested due to the caste system and inter-group conflicts. To examine the causes and effects of conflicts arising out of regionalism and linguistic differences.
			CO4	To understand the philosophy of the Indian Constitution, its basic features, structure of the Pre-ambule, Main body and scheules. To classify the fundamental duties of an Indian citizen.
			CO5	To understand the party system in Indian politics. To illustrate the role and significance of women in politics.
	Mathematical & Statistical Techniques -I	UBCOMFSI.7	CO1	Understand the concepts of shares and mutual funds and can use them to solve the real life problems.
CO2			Acquaint students with the problems related to Permutation, Combination and Linear Programming Problems.	



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			CO3	Understand different measures of Central Tendencies, their merits, demerits and acquire the skill of calculating Central Tendencies and Dispersion.
			CO4	Familiarize with the theory of Probability and Calculation of Expectation and Variance of a random variable. Understand the decision making process.
	Commerce-I (Introduction to Business)	UBCOMFSI.2	CO1	To understand Business, its concepts, objectives and trends.
			CO2	To learn about Business Environment and its constituents.
			CO3	To gain knowledge about Project planning, Business unit promotion and statutory requirements for its promotion.
			CO4	To learn about Entrepreneurship, Entrepreneurship in India and Women Entrepreneurship.
	Environmental Studies- I	UBCOMFSI.5	CO1	To understand the basic terminologies and concepts related to the field of environment
			CO2	To classify natural resources and ensure Sustainable development
			CO3	To examine the population growth in India and around the world, seek measures for the same and understand the parameters of World Happiness Index and Human Development Index.
			CO4	To familiarize with the problems of migration and urbanisation and learn Smart city concept for a better and ecofriendly urban settlement
	Business Communication-I	UBCOMFSI.4	CO1	1. Summarizing theory of communication.
			CO2	2. Understanding obstacles to Communication in Business World
			CO3	3. Evaluating business correspondence, theory of business letter writing, personnel correspondence
			CO4	4. Ability to analyse language and writing skills.
Semester 2	Business Economics II	UBCOMFSII.3	CO1	Understand market morphology
			CO2	To analyse the pricing and output decision of a perfectly competitive firm and monopoly firm in the short run and long run
			CO3	To examine the nature of monopolistic and oligopoly market



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			CO4	Evaluate how pricing methods are used and investment appraisal methods are calculated in the business world
Accountancy and Financial Management - II	UBCOMFSII.1		CO1	Evaluation of single entry system of bookkeeping
			CO2	Analyzation of dependent branch accounting with independent branch accounting.
			CO3	Characterization of consignment transactions
			CO4	Evaluation of fire insurance claim
Foundation Course - II	UBCOMFSII.6.1		CO1	Understanding the concept of Liberalisation, Globalisation and Privatisation
			CO2	Explaining the concepts of Human Rights
			CO3	Understanding the concept of Environment, Ecology and their interconnectedness and Concept of Sustainable Development
			CO4	Explaining the causes of stress and conflicts in individuals and society
			CO5	Identifying different mechanisms for coping with stress and Conflict Resolution methods
Mathematical & Statistical Techniques - I	UBCOMFSII.7		CO1	Familiarize with derivatives and their applications in Economics & Commerce. Calculate Marginal Cost, Marginal Revenue, Elasticity of Demand, Maxima and Minima.
			CO2	Know about the usage of Simple interest, Compound Interest, Annuity and calculation of EMI, present value and future value.
			CO3	Determine the significance of correlation and regression.
			CO4	Differentiate among simple index numbers, unweighted aggregate price index numbers, weighted aggregate price index numbers, Laspeyres price index numbers, and Paasche price index numbers by defining and calculating each.
Commerce -II (Service Sector)	UBCOMFSII.2		CO1	To understand the concept of Service, its marketing mix and its strategies.



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			CO2	To learn the concept of Retailing, various formats and scenario in India and World wide.
			CO3	To become aware of the recent trends in Service such as Information technology and Enabled Services sector, Banking & Insurance Sector, Logistics.
			CO4	To learn about E-commerce, its business models and current scenario in India.
	Environmental Studies- II	UBCOMFSII.5	CO1	To classify different types of solid waste and to learn various Solid waste management methods for a clean and green India.
			CO2	To study about global environmental problems including decline in agricultural productivity, pollution, global warming, acid rain, find measures for the same and learn about the trends of Green Business, CSR and Green Consumerism.
			CO3	To understand the importance of tourism, problems associated with tourism and explore more about Ecotourism
			CO4	To learn about major environmental movements in India and concepts of Carbon Bank and credit, ISO and usage of Geo Spatial Technology in Environmental studies.
	Business Communication- II	UBCOMFSII.4	CO1	1. To understand and develop presentation skills.
			CO2	2. Demonstrating and understanding what is group communication.
			CO3	3. To analyse business correspondence, trade letters and other letters.
CO4			4. To evaluate language and writing skills.	
Semester 3	Financial Accounting & Auditing V- Introduction Management Accounting	UBCOMFSIII.2 .1	CO1	Understand the role, scope and importance of management accounting and apply the financial tools in evaluation of the various financial statements
			CO2	Apply the ratio analysis as a tool of evaluation of financial statements
			CO3	Calculate the working capital required for an estimated level of production
			CO4	To classify and assess the Long Term Investment projects of the Companies with various techniques



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	Accountancy and Financial Management -III	UBCOMFSIII.1	CO1	To understand and apply the fundamental aspects of Partnership final accounts with attributes of admission, retirement and death of partner.
			CO2	To understand and calculate Piecemeal Distribution of Cash.
			CO3	To explain and prepare final accounts in Amalgamation of partnership firms
			CO4	To explain and prepare final accounts in Conversion of a Partnership firm
	Advertising (Applied Component) I	UBCOMFSIII.5 .01	CO1	To analyse the fundamentals of advertising, its historical background and different types of advertising.
			CO2	To create Awareness about planning and creativeness in making the advertisements along-with the media and agencies which help in preparing and placing the ads through practical assignments.
			CO3	To examine Economic, social and regulatory aspects of advertising.
			CO4	To evaluate the role of advertising & developing brands and to demonstrate the recent changes in advertising.
	Business Economics - III	UBCOMFSIII.4	CO1	Calculate the various concepts of national income
			CO2	Understand Keynesian Economics
			CO3	Understand the post Keynesian developments in Macro Economics
			CO4	Analyse inflationary trends
	Commerce-III (Management: Functions & Challenges)	UBCOMFSIII.3	CO1	To Understand the terms, concepts, evolution and approaches to Management
			CO2	To Evaluate planning and decision making through its process, components and techniques
			CO3	To Outline the concepts of organizing for effective delegation and departmentation
			CO4	To Map the concept of directing, control systems and techniques of controlling in management
	Business Law – I	UBCOMFSIII.7	CO1	To Understand the terms, concepts, and application and formation about valid contract



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			CO2	To know about various other types of contracts and understand various Modes of Discharge ,Performance of Contract
			CO3	To classify and assess the Special Contract of Indemnity ,Guarantee, Bailment, Pledge and Agency of Contract
			CO4	To learn about Sales of Goods Act and The Negotiable Instrument Act.
	Foundation Course-III	UBCOMFSIII.6 .1	CO1	Students will be able to acquire knowledge about different contemporary rights of citizens.
			CO2	Students will be able to understand different approaches to ecology
			CO3	Students will be able to describe different modern technologies, features and its application
			CO4	Students will be able to acquaint themselves with various competitive exams and prepare for the same.
Semester 4	Accountancy and Financial Management-IV	UBCOMFSIV.1	CO1	To understand the fundamental aspects of Company accounts with attributes of types of companies, formation of companies, issue of shares and debentures with the provisions of Indian Companies Act 1956.
			CO2	To understand and calculate the basic concepts, functions, process, techniques and provisions for Redemption of Preference shares
			CO3	To understand and calculate the basic concepts, functions, process, techniques and provisions for Debentures.
			CO4	To explain and calculate Profits prior to incorporation and its accounting treatment.
	Business Economics-IV	UBCOMFSIV.4	CO1	Understand the concepts of public finance
			CO2	Understand the concepts of public revenue
			CO3	Understand various theories of public expenditure
			CO4	Understand the concepts of fiscal policy
	Advertising- (Applied Component) II	UBCOMFSIV.5 .01	CO1	To understand about various types of media and its regulatory body.
			CO2	To design and compose Ad campaign and analyse the factors for selecting the right Media
			CO3	To devise and evaluate the essentials of various ads.



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		CO4	To orient learners towards the practical aspects and techniques of advertising
Commerce-IV (Management: Production & Finance)	UBCOMFSIV.3	CO1	To explain the basic concepts of Production Management, Inventory Management
		CO2	To Outline Quality Management Costs, Tools, for effective Product and Service Quality Management
		CO3	To analyse the framework of Financial System and Credit Rating in India.
		CO4	To appraise the recent trends in Finance and Startups
Financial Accounting & Auditing VI- Auditing	UBCOMFSIV.2 .1	CO1	Explain the basic terms and concepts related with auditing
		CO2	Explain the objectives and importance of Audit Planning, preparation of audit program and audit working papers
		CO3	Evaluate the various concepts related to audit techniques such as audit sampling, test check and understand the basic concepts of internal audit
		CO4	Evaluate the auditing techniques of Vouching of various transactions in relation to income and expenses and auditing techniques of verification as regards Balance Sheet items
Business Law-II	UBCOMFSIV.7	CO1	Learners able to understand the concept , features, incorporation, forming documents of M.O.A and A.O.A under Companies Act
		CO2	Learners able to understand the Provisions as to directors their rights, liabilities , position and Course of Meeting of the Company
		CO3	Learners able to understand essentials of Partnership and their Limited Liability of Partnership and how it differs from traditional Partnership Firm
		CO4	Learners able to understand who is a consumer and how they can seek redressal and if there is an abuse of Dominant position under Consumer Protection Act and Competition act
Foundation Course-IV	UBCOMFSIV.6 .1	CO1	Students will be able to acquire knowledge about different contemporary rights of citizens.
		CO2	Students will be able to understand different approaches to ecology.



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			CO3	Students will be able to describe different modern technologies, features and its application.
			CO4	Students will be able to acquaint themselves with various competitive exams and prepare for the same.
Semester 5	Business Economics V	23113	CO1	Understand the overview of Indian Economy
			CO2	Understand Indian agriculture scenario post-independence
			CO3	Analyse the competition act 2002 and disinvestment policy of India
			CO4	Understand the concepts of banking and financial markets
	Computer System & Applications paper-I	23120	CO1	Identify and classify the fundamental hardware and software components that are used to make up computer networks and the role of each of these components along with the terminologies associated with the internet.
			CO2	Understand the fundamental concepts of a relational database management system along with the steps to create database and database tables.
			CO3	Create queries to insert data, update, delete and fetch the data from the tables using MySQL.
			CO4	Design and formulate spreadsheets effectively.
	Export Marketing Paper I	23116	CO1	To provide basic conceptual and applicative knowledge about exports and imports. To edify the factors influencing export marketing and the problems of India's Export Sector .
			CO2	To study trade barriers and regional economic groups and analyse the need for overseas market research. To understand the factors affecting the foreign market selection and learn the process of selecting an overseas market
			CO3	To understand the role of DGFT in export marketing and the various benefits extended to exporters in the form of different schemes.



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			CO4	To learn the eligibility for availing the financial incentives and institutional assistance extended to the Indian Exporters.
Financial Accounting and Auditing Paper-VII Financial Accounting	23101		CO1	Understand in a better way where to Invest Money in Debentures or in Equity Shares.
			CO2	Understand, interpret and analyze the Financial Statements of Companies.
			CO3	Understand the causes & Effects of Internal Reconstructions.
			CO4	Understand the legal & accounting aspects of Buy Back of Shares.
			CO5	Understand the importance & effects of ethical behavior of Accountants in the society.
Financial Accounting & Auditing Paper-VIII Cost Accounting	23107		CO1	Classify cost and prepare a subsequent cost Sheet and Differentiate and appraise the cost sheet with the financial statement.
			CO2	Compute different inventory accounting techniques
			CO3	Evaluate Labour Cost Statement, Remuneration and incentive systems based on Piece Work Plan, Haley Premium Plan, Rowan System, and Gantt's Task.
			CO4	Prepare Primary Overheads and Machine Overhead Rates
Direct & Indirect Taxation Paper-II (Goods & Service Tax Act)	23115		CO1	To acquaint the basic terms, residential status, taxable, excluded and exempted income
			CO2	To determine the residential status and scope of income of an individual
			CO3	To appraise the Heads of Income of an individual
			CO4	To understand – deductions from total income and overall computation of taxable income
			CO5	To estimate the Total Income of an Individual
Commerce-V (Marketing)	23114		CO1	To familiarize the students with basic concepts of marketing.
			CO2	To make students understand the consumer behaviour as well as market segmentation.
			CO3	To make students aware of the concepts of marketing mix.



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			CO4	To make students understand the recent trends in marketing.
Semester 6	Business Economics VI	83013	CO1	Understand theories of international trade
			CO2	Understand the concepts of balance of payments
			CO3	Understand the concepts of foreign exchange markets
			CO4	Determine the exchange rate management
	Computer System & Applications Paper II	83020	CO1	Gain understanding and importance of the E-Commerce landscape, current and emerging business models and the technology associated.
			CO2	Design and formulate spreadsheets using Ms-Excel effectively.
			CO3	Apply advanced functions available in MS-Excel efficiently.
			CO4	Create visual basic programs using Visual Basic Work environment.
	Export Marketing Paper II	83016	CO1	To understand the process of planning for export marketing with regard to product, branding and packaging. To help students learn INCO terms, the need for labelling and marking in Exports and factors determining export price.
			CO2	To learn the components of logistics, sales promotion techniques used in export marketing and to understand the benefits of personal selling and advertising in export marketing.
			CO3	To analyse the various methods of payments used in export marketing. To learn the procedure to obtain export finance. To understand the role of commercial banks, EXIM bank, SIDBI in financing exporters and ECGC.
			CO4	To learn the various export procedures and documentation in various stages of export. To understand the importance of Commercial Invoice cum Packing List, Bill of Lading/Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, Certificate of Origin.



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	Financial Accounting & Auditing X - Cost Accounting	83007	CO1	Explain the Emerging concepts of Cost accounting, Classify CostControl Accounts and solve problems of Cost Control Accounts.
			CO2	Demonstrate an understanding of Contract Costing
			CO3	Demonstrate an understanding of Process Costing
			CO4	Illustrate practical problems based on Material and Labour Varianceexcluding sub-variances, Marginal Costing
	Financial Accounting and Auditing IX - Financial Accounting	83001	CO1	Understand Amalgamation, Absorption & External ReconstructionTheory as well as Practical Application.
			CO2	Understand the Accounting of Foreign Currency Transactions – Foreign Branches as per AS 11
			CO3	Understand, interpret and analyze the Financial Statements ofLimited Liability Partnership (LLP)
			CO4	Understand Underwriting of Shares & Debentures Theory as well asPractical Application.
			CO5	Understand, interpret and analyze the Financial Statements ofLimited Liability Partnership (LLP)
	Direct & Indirect Taxation Paper–II (Goods & Service Tax Act)	83015	CO1	To acquaint the important terms and GST Framework in India
			CO2	To understand – input tax credit, levy and collection of tax and determine value of taxable supply
			CO3	To assess the value, time and place of supply for goods and services
CO4			To analyse and compute tax liability under GST	
CO5			To determine the liability for registration under GST	
Commerce VI	83014	CO1	To make students understand the concepts of human resourcemanagement	
		CO2	To enable students, know about human resource development.	
		CO3	To make students know about human relations.	
		CO4	To enable students, know the trends in human resource management	



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Bachelor of Arts in Multimedia and Mass Communication



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Semester	Subject	Subject Codes	Course Outcomes
Semester 1	EFFECTIVE COMMUNICATION –I	CO1	To make the students aware of functional
		CO2	To make the students aware of operational use of language in media.
		CO3	To equip or enhance students with structural and analytical reading, writing and thinking skills.
		CO4	To introduce key concepts of communications
	FOUNDATION COURSE –I	CO1	To introduce students to the overview of the Indian Society.
		CO2	To help them understand the constitution of India.
		CO3	To acquaint them with the socio problems of India.
		CO4	To acquaint them with the political problems of India.
	VISUAL COMMUNICATION	CO1	To provide students with tools that would help them visualize and communicate.
		CO2	Understanding Visual communication as part of Mass Communication
		CO3	To acquire basic knowledge to be able to carry out a project in the field of visual communication, and the to understand and analyze visual communication from a critical perspective
		CO4	To acquire basic knowledge in theories and languages of Visual Communication
	FUNDAMENTALS OF MASS COMMUNICATION	CO1	To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
		CO2	To study the evolution of Mass Media as an important social institution.



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		CO3	To understand the development of Mass Communication models.	
		CO4	To develop a critical understanding of Mass Media and to understand the concept of New Media and Media Convergence and its implications.	
	CURRENT AFFAIRS	CO1	To provide learners with overview on current developments in various fields by Twenty minutes of newspaper reading and discussion is mandatory in every lecture	
		CO2	To generate interest among the learners about burning issues covered in the media	
		CO3	To equip them with basic understanding of politics, and economics so that students can grasp the relevance of related news.	
		CO4	To equip them with basic understanding of environment and technology so that students can grasp the relevance of related news.	
	HISTORY OF MEDIA	CO1	Learner will be able to understand Media history through key events in the cultural history and to enable the learner to understand the major developments in media history.	
		CO2	To understand the history and role of professionals in shaping communications, to understand the values that shaped and continue to influence Indian mass media.	
		CO3	Learner will develop the ability to think and analyze about media.	
		CO4	To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media	
	Semester 2	Effective Communication Skills-II	CO1	To make the students aware of use of language in media and organization.
			CO2	To equip or enhance students with structural and analytical reading skills
CO3			To equip or enhance students with writing and thinking skills.	
CO4			To introduce key concepts of communications.	
FOUNDATION COURSE - II		CO1	To introduce students to the overview of the Indian Society.	
		CO2	To help them understand the constitution of India.	



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			CO3	To acquaint them with the socio problems of India.
			CO4	To acquaint them with the political problems of India.
	CONTENT WRITING		CO1	To provide students with tools that would help them communicate effectively.
			CO2	Understanding crisp writing as part of Mass Communication
			CO3	The ability to draw the essence of situations
			CO4	The ability to develop clarity of thought
	INTRODUCTION TO ADVERTISING		CO1	To provide the students with basic understanding of advertising, growth, importance and types.
			CO2	To understand an effective advertisement campaigns, tools, models etc.
			CO3	To comprehend the role of advertising , various departments, careers and creativity
			CO4	To provide students with various advertising trends, and future.
	INTRODUCTION TO JOURNALISM		CO1	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
			CO2	
			CO3	
			CO4	
	MEDIA GENDER & CULTURE		CO1	To discuss the significance of culture and the media industry.
			CO2	To understand the association between the media, gender and culture in the society.
			CO3	To stress on the changing perspectives of media, gender and culture in the globalised era.
			CO4	
Semester 3	MOTION GRAPHICS and VISUAL EFFECTS		CO1	Understand the difference between a visual effect and a special effect. Determine when to choose whether to create a visual effect or



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				a special effect and determine when the two techniques can worktogethe
			CO2	Understand basic image processing techniques. Pull mattes using various image processing techniques including Chroma-keying
			CO3	Track motion data using various techniques.
			CO4	Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline forintegration in the filmmaking process.
	Electronic Media		CO1	To make the students acquainted with working of the radio.
		CO2	To make the students acquainted with working of the television.	
		CO3	The content is useful for both advertising and journalism students inorder to further their careers in their respective fields.	
		CO4		
	Theatre and Mass Communication-I		CO1	Individual and team understanding on theatrical Arts
		CO2	Taking ownership of space, time, story-telling, characterization andkinesthetic	
		CO3	Shaping young students' minds through expression of their perception, creating awareness of their role and place in society,their responsibilities and possibilities	
		CO4		
	Radio Program Production-I		CO1	The course is intended to explore the art of audio production.
		CO2	The students are made familiar with the aesthetics of sound	
		CO3	The students are made familiar with the application of aesthetics ofsound in various radio programme formats.	
		CO4	To provide them with the basic knowledge and understanding ofradio business and production.	
	CORPORATE COMMUNICATION and PUBLIC RELATIONS		CO1	To provide the students with basic understanding of the concepts ofcorporate communication and public relations.
		CO2	To introduce the various elements of corporate communication and consider their roles in managing media organizations.	



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		CO3	To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
		CO4	To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
MEDIA STUDIES		CO1	To provide an understanding of media theories
		CO2	To understand the relationship of media with culture and society
		CO3	To understand Media Studies in the context of trends in Global Media
		CO4	
Introduction To Photography		CO1	To introduce to media learner the ability of image into effective communication. To help the learner understand that media photography is a language of visual
		CO2	To practice how picture speaks thousand words by enlightening the learner on how.
		CO3	To develop the base of visualisation among learners in using pictures in practical
		CO4	To help learner work on given theme or the subject into making a relevant picture or photo feature
Film Communication-I		CO1	To inculcate liking and understanding of good cinema.
		CO2	To make students aware with a brief history of movies; the major
		CO3	Understanding the power of visuals and sound and the ability to make use of them in effective communication
		CO4	Insight into film techniques and aesthetics.
COMPUTERS MULTIMEDIA -01		CO1	To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
		CO2	To introduce the media software's to make the learners understand what goes behind the scene and help them choose their stream.



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			CO3	To prepare learners skilled enough for independency during projectpapers in TY Sem VI.	
			CO4	To help learners work on small scale projects during the academic period.	
Semester 4	MOTION GRAPHICS and VISUAL EFFECTS-II		CO1	Understand the difference between a visual effect and a special effect. Determine when to choose whether to create a visual effect ora special effect and determine when the two techniques can work together.	
			CO2	Understand basic image processing techniques. Pull mattes using various image processing techniques including Chroma-keying	
			CO3	Track motion data using various techniques.	
			CO4	Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline forintegration in the filmmaking process.	
	Electronic Media-II		CO1	To make the students acquainted with working of the radio.	
			CO2	To make the students acquainted with working of the television.	
			CO3	The content is useful for both advertising and journalism students inorder to further their careers in their respective fields.	
			CO4		
	Theatre and Mass Communication-II		CO1	Individual and team understanding on theatrical Arts	
			CO2	Taking ownership of space, time, story-telling, characterization andkinesthetic	
			CO3	Shaping young students' minds through expression of their perception, creating awareness of their role and place in society,their responsibilities and possibilities	
			CO4		
	Radio Program Production-II			CO1	To give learner basic knowledge of radio/audio production theory,techniques and aesthetics via practical experience in the writing andproduction of several program formats.



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		CO2	To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.
		CO3	
		CO4	
Writing and Editing for Media		CO1	Provide the ability to understand writing styles that fit various mediaplatforms. It would help the learner acquire information gathering skills and techniques.
		CO2	On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.
		CO3	The learner will gather knowledge of different news and copyformats along with appropriate style-sheets and layout. Provideacquire basic proficiency in proof-reading and editing
		CO4	The learner will imbibe the importance of writing clearly, preciselyand accurately for different types of audiences
Media Laws and Ethics		CO1	To provide the learners with an understanding of laws thoseimpact the media.
		CO2	To sensitize them towards social responsibility of media.
		CO3	To sensitize them towards the ethical responsibility of media.
		CO4	
MASS MEDIA RESEARCH		CO1	To introduce students to debates in Research approaches andequip them with tools to carry on research
		CO2	To understand the scope media research
		CO3	To understand the techniques of media research
		CO4	To understand utility and limitations of media research
Film Communication II		CO1	Awareness of cinema of different regions.
		CO2	Understand the contribution of cinema in society.
		CO3	How to make technically and grammatically good films, From making to marketing of films. Economic aspects of film.



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			CO4	Careers in films.
	Computer Multimedia II		CO1	To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
			CO2	To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
			CO3	To prepare learner skilled enough for independency during projectpapers in TY sem.VI.
			CO4	To prepare learner skilled enough for independency during projectpapers in TY sem.VI.
	SEMESTER V JOURNALISM			
Semester 5 JOURNAL ISM	Reporting (Compulsory)		CO1	To enable students to become Reporters which is supposed to be aprerequisite while entering into the field of Journalism by making them understand the basic ethos of the news and news-gathering.
			CO2	To prepare them to write or present the copy in the format of news.
			CO3	To develop a nose for news and to train them to acquire the skills of news-gathering with traditional as well as modern tools and theskills for investigative journalism.
			CO4	To make them understand the basic structure/ essential knowledgefor various beats. and to make them responsible reporters and the face of the media.
	Investigative Journalism (Compulsory)		CO1	Understand the role of investigative reporting in modern journalism
			CO2	To learn to conduct investigative research in an ethical manner.
			CO3	To acquire advanced investigative journalistic skills and to createand write excellent investigative stories for media.
			CO4	Learner will acquire the ability to understand and analyse the keyareas of investigative journalism even with limited resources.
	Features and Writing For SocialJustice		CO1	To provide students with technique of narration and storytelling
			CO2	To share the art of developing a story idea



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		CO3	To acquaint and sensitize them through assignments to the issues of deprivation around us
		CO4	To use writing as a tool for social justice
WRITING and EDITING SKILLS		CO1	To provide learners with tools and techniques of editing and writing.
		CO2	To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles
		CO3	
		CO4	
	GLOBAL MEDIA and CONFLICT RESOLUTION		CO1
		CO2	To develop an understanding of the hold of media conglomerates and the issues of cultural differences
		CO3	To help students appreciate the potential of the media in resolving conflicts.
		CO4	
BUSINESS and FINANCIAL JOURNALISM		CO1	The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
		CO2	To create awareness about the importance of business and financial news and its role in coverage, reporting and editing and provide a basic understanding of the world of business and finance by localising financial and economic data effectively.
		CO3	Acquire the skills to write different kinds of Business and Financial leads and to acquire the skill to convert Business news releases into Business and financial reports
		CO4	To improve skills in reporting and writing basic and complex business and financial stories in different beats
MOBILE JOURNALISM and NEWMEDIA		CO1	Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of



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				New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
			CO2	Step by step instructions to report and connect with crowds utilizing cell phones.
			CO3	Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
			CO4	The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable different patterns that may change the course of portable media and news-casting.
	NEWS MEDIA MANAGEMENT		CO1	To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.
		CO2	Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.	
		CO3	Students will have developed hands-on experience as content marketers using journalistic and digital techniques.	
		CO4	Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.	
	JOURNALISM and PUBLIC OPINION		CO1	To understand the role of the media in influencing and impacting Public opinion.
		CO2	To analyse the formation of Public opinion through digital and social media.	
		CO3	To analyse the impact of the media on public opinion on socio-economic issues.	
		CO4	To make students aware of the theoretical framework of research on media and society.	
	MEDIA LAWS and ETHICS		CO1	To help students understand the laws that impact the media.
		CO2	To develop an understanding of the ethical responsibilities of the media	



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			CO3	To help students appreciate the challenges of fake news in a new changing ecosystem of news and information
			CO4	To help students appreciate the challenges of misinformation in a new changing ecosystem of news and information
Semester 6	DIGITAL MEDIA		CO1	Understand digital marketing platform
			CO2	Understand the key goals and stages of digital campaigns
			CO3	Understand the use of key digital marketing tools
			CO4	Learn to develop digital marketing plans
	NEWSPAPER and MAGAZINE DESIGN		CO1	The learner is required to understand the process of print media production since the content collection to the final print ready layout which includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.
			CO2	Learner should be able to reconstruct headlines suitable for the spacekeeping the core meaning and intensity intact.
			CO3	Learners are expected to develop software skills to be employable in industry.
			CO4	Learners shall develop the aesthetic vision and understand the discipline behind a layout
	CONTEMPORARY ISSUES		CO1	To stress the importance of social economic political aspects of the society as a media professional.
			CO2	To understand the role of media as a strategy
			CO3	To create awareness on various issues
			CO4	To mobilise to bring social progress.
	LIFESTYLE JOURNALISM		CO1	Acquire a conceptual overview of lifestyle journalism and its function in the media industry.
			CO2	Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.
			CO3	It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the



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				21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.
			CO4	It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests
	PHOTO AND TRAVEL JOURNALISM		CO1	The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.
		CO2	The learner will be able to spread knowledge about different destinations through writings	
		CO3	To understand the diverse audiences that are interested in travel and lifestyle-related content.	
		CO4	To understand the use of camera and images to drive interest in stories.	
	MAGAZINE JOURNALISM		CO1	This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.
		CO2		
		CO3		
		CO4		
	SPORTS JOURNALISM		CO1	To provide learners with tools and techniques of sports writing and analysis.
		CO2	To acquaint learners with the importance of different sports tournaments from a commercial point of view.	
		CO3	To educate learners about careers in sports journalism.	
		CO4		
	CRIME REPORTING		CO1	Think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness.
		CO2	Students will learn the art of covering news	



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	FAKE NEWS and FACTCHECKING	CO3	Students will have a thorough learning of criminal journalism in this subject,	
		CO4		
		CO1	To give media students the understanding of the differentiation between real news and fake news.	
		CO2	To make media students aware of information disorder and to give students a thorough knowledge of information literacy and media.	
		CO3	To give students a hand on knowledge on fact checking.	
		CO4	To give students a practical overview of social media verification.	
	TELEVISION JOURNALISM	CO1	To provide students with technique of narration and story telling	
		CO2	To share the art of developing a story idea	
		CO3	To acquaint and sensitize them through assignments to the issues of deprivation around us	
		CO4	Using writing as a tool for social justice	
	Semester 5 TY AD	COPYWRITING	CO1	To familiarize the students with the concept of copywriting as selling through writing
			CO2	To learn the process of creating original, strategic, compelling copy for various media
CO3			To train students to generate, develop and express ideas effectively	
CO4			To learn the rudimentary techniques of advertising - headline and body copywriting.	
CO5			To be able to use the power of creativity for a commercial/business reason, to hone the necessary skills required for verbal/written and visual communication.	
ADVERTISING & MARKETING RESEARCH	CO1	To inculcate the analytical abilities and research skills among the students.		
	CO2	To understand research methodologies - Qualitative vs Quantitative		



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		CO3	To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
		CO4	To understand the scope and techniques of Advertising and Marketing research, and their utility.
GLOBALIZATION AND INTERNATIONAL ADVERTISING (ELECTIVE)		CO1	To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.
		CO2	To help the student understand and practice Global Communication.
		CO3	To develop media student's understanding on Global Brands. To introduce to media students about concept and process of International advertising.
		CO4	To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.
		CO5	Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market.
BRAND BUILDING (ELECTIVE)		CO1	To understand the awareness and growing importance of Brand Building
		CO2	To know how to build, sustain and grow brands
		CO3	To know the various new way of building brands
		CO4	To know about the global perspective of brand building.
AGENCY MANAGEMENT (ELECTIVE)		CO1	To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.
		CO2	How an ad agency works and what opportunities exist
		CO3	To familiarize students with the different aspects of running an ad agency



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		CO4	To inculcate competencies thereby enabling to undertake professional work with advertising industry.
ACCOUNT PLANNING & ADVERTISING (ELECTIVE)		CO1	To familiarize the students with the concept of Account Planning
		CO2	Provide students with an understanding of the discipline of account planning and strategy development
		CO3	Understanding of advertising research methods.
		CO4	Think critically and analytically, connect what a brand offers to what an audience wants
		CO5	Persuade others to see what you see, telling a compelling story, verbally and in writing (persuasive communications)
SOCIAL MEDIA MARKETING (ELECTIVE)		CO1	Students learn real-world skills from leading designers, artists, and entrepreneurs. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
		CO2	With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
		CO3	Identify and apply strategies to improve and succeed no matter what their initial skills. Solve problems and learn from creative risks by using people skills, design principles, and processes. Build a strong foundation in all aspects of design and production for storytelling in motion. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
		CO4	Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.
DIRECT MARKETING & E-COMMERCE (ELECTIVE)		CO1	To understand the awareness and growing importance of Direct Marketing



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			CO2	The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
			CO3	To understand increasing significance of E-Commerce and its applications in business and various sectors.
			CO4	To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.
	CONSUMER BEHAVIOUR (ELECTIVE)		CO1	To understand the sociological perspective of consumer behaviour.
			CO2	To understand the psychological perspective of consumer behaviour.
			CO3	To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising.
			CO4	To sensitize students to the changing trends in consumer behaviour.
	DOCUMENTARY & AD FILM MAKING (ELECTIVE)		CO1	Understanding the planning involved in making audio visual communication effectively.
			CO2	To prepare students for effective and ethical public communication
			CO3	To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.
			CO4	Equip students with skills to write and shoot effective Documentary and Ad film.
Semester 6 TY AD	DIGITAL MEDIA		CO1	Understand digital marketing platform
			CO2	Understand the key goals and stages of digital campaigns
			CO3	Understand the use of key digital marketing tools
			CO4	Learn to develop digital marketing plans
	ADVERTISING DESIGN		CO1	Learners shall understand the process of planning & production of the advertisement.



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		CO2	To highlight the importance of visual language as effective way of communication.
		CO3	To provide practical training in the field of advertising & make learner industry ready.
		CO4	NA
ADVERTISING IN CONTEMPORARY SOCIETY (ELECTIVE)		CO1	To understand the environment of Advertising in Contemporary Society
		CO2	To understand Liberalization and its impact on the economy and other areas of Indian society
		CO3	To compare and analyse the advertising environment of different countries
		CO4	NA
BRAND MANAGEMENT (ELECTIVE)		CO1	To understand the awareness and growing importance of brand management.
		CO2	To know how to build, sustain and grow brands
		CO3	To know the various sources of brand equity.
		CO4	To know about the global perspective of brand management
MEDIA PLANNING & BUYING (ELECTIVE)		CO1	To develop knowledge of major media characteristics
		CO2	To understand procedures, requirements, and techniques of media planning and buying.
		CO3	To learn the various media mix and its implementation
		CO4	To understand budget allocation for a Media plan and fundamentals
ADVERTISING AND SALES PROMOTION (ELECTIVE)		CO1	Students should be able to demonstrate a thorough understanding of the major sales promotion concepts
		CO2	Use a framework to make effective sales promotion decisions
		CO3	Adopt the necessary skills and point of view of an effective sales promotion campaign
		CO4	NA



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RURAL MARKETING AND ADVERTISING (ELECTIVE)	CO1	To introduce to Media students about the concept of Rural Marketing and Rural economy.
	CO2	To make students to understand about Rural Environment and demography of Rural India.
	CO3	To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service.
	CO4	To develop communication skills in media students and to understand Rural communication in contemporary society.
	CO5	To help students for developing more creative skills for advertising strategies
RETAILING AND MERCHANDISING (ELECTIVE)	CO1	To introduce the students the concept of Retailing, to make them understand the strategies of Retail Marketing.
	CO2	To make the students aware about the need of retail consumers and their behavior.
	CO3	To introduce the concept of merchandising. Introduces students to different skills of merchandising.
	CO4	Introducing social behavior and attitude of consumers over merchandising and Retailing.
	CO5	Skills of retail communication and trends of information technology tools.
ENTERTAINMENT AND MEDIA MARKETING (ELECTIVE)	CO1	To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector
	CO2	Introducing the students to the television industry and film industry.
	CO3	Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.
	CO4	Will help to know the impact of media industry on the viewers, understanding its characteristics
	CO1	Making Understand the Indian Television History.



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	TELEVISION PROGRAM PRODUCTION (ELECTIVE)		CO2	Will help to analyse the cultural impact of television on the audience.
			CO3	Understating Television Journalism.
			CO4	Introducing the Contemporary Trends of Television programming to students.
			CO5	Help the students to gain knowledge regarding the various measurement formats and reporting skills of television.



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Bachelor of Science- Information Technology


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Bachelor of Science- Information Technology						
Semester	Subject	Subject Codes		Course Outcomes		
Semester 1	Imperative Programming	USIT101	CO1	To understand the foundation for further study of programming languages.		
			CO2	To Develop the ability to analyze a problem, develop an algorithm & flowchart to solve it.		
			CO3	To use simple input and output statements, Conditional operation, Control statements, & Looping.		
			CO4	To use Pointers and pointer operators.		
			CO5	Familiarize the basic aspects of arrays, structure and file handling.		
	Digital Electronics	USIT102	CO1	To understand and examine the structure of various number systems and its application in digital design.		
			CO2	Learner should be able to Minimize the Boolean expression using Boolean algebra and K-Map		
			CO3	Learners should be able to understand, analyze and design various combinational and sequential circuits.		
			CO4	Learners should be able to understand the characteristics of various flip-flops.		
			CO5	Learners should be able to understand the characteristics of various counters and registers.		
			Operating Systems	USIT103	CO1	To provide an overview of the theory of the operating system, its structure and understanding different system calls and understand working of threads and processes
					CO2	Examine the algorithms used for various operations on operating systems.To understand the concepts and implement Memory management policies and understand different file systems.
	CO3	To understand principles of I/O hardware and software, I/O software layers, disks, clocks, user interfaces: keyboard, mouse, monitor, thin clients, power management and understand deadlock detection and recovery, deadlock avoidance, deadlock prevention, issues				
	CO4	To understand Virtualization and Cloud and analyze different Multiple Processor Systems,multicomputers, distributed systems				
	CO5	To analyze case study on Linux, Android and Windows and understand Windows power management, Security in windows.				
	Discrete Mathematics	USIT104	CO1	To provide an overview of the theory of discrete objects, starting with relations and partially ordered sets.		



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			CO2	Be skillful in expressing mathematical properties formally via the formal language of propositional logic and predicate logic and Be able to construct simple mathematical proofs and possess the ability to verify them.
			CO3	Study about recurrence relations, generating function and operations on them.
			CO4	Give an understanding of Relations, graphs and trees, which are widely used in software.
			CO5	Be able to apply basic counting techniques to solve combinatorial problems.
	Communication Skills	USIT105	CO1	To understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
			CO2	Discuss the importance of effective communication in business
			CO3	Differentiate between different methods of communication
			CO4	Discuss the importance of ethical communication and communicate ethically.
			CO5	Demonstrate critical and innovative thinking.
Semester 2	Object oriented Programming	USIT201	CO1	Designed precisely to help students master the Object Oriented Programming skills in C++.
			CO2	To compute the concept of class & object with the implementation of constructor & destructor.
			CO3	Demonstrating the working of overriding & overloading.
			CO4	Understanding & computing use of class reusability.
			CO5	Working & implementing multiple file handling processes with template parameters.
	Microprocessor Architecture	USIT202	CO1	To understand the components of Microprocessor 8085, a system based on it.
			CO2	Learners should be able to understand the concept of interfacing and basics of microprocessor 8085 programming.
			CO3	Learners should be able to understand advanced 8085 instruction.
			CO4	Learner should be able to understand BCD to other number system conversion, describe system development tools
			CO5	Learners should be able to understand different types of processors available in the market.
	Web Programming	USIT203	CO1	To understand and design a basic website using HTML and CSS to demonstrate responsive web design.



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			CO2	To understand different layouts in HTML and design formatted web pages using table. Also to learn about using multimedia in HTML pages.
			CO3	To implement dynamic web pages with validation using JavaScript objects by applying different event handling mechanisms.
			CO4	To develop simple web applications using server side PHP programming and Database Connectivity using MySQL.
			CO5	To develop advanced web applications using queries to build forms, cookies and sessions implementation, sending email through HTML pages.
	Numerical and Statistical Methods	USIT204	CO1	Enable learners to develop mathematical modelling and to apply on Engineering problems and recognize the error generated by the solution
			CO2	To compute solutions of algebraic and transcendental equations by numerical methods like the Bisection method, method of false position, Secant method and Newton Raphson method and to Apply method of interpolation and extrapolation for prediction
			CO3	To solve a system of linear equations simultaneously of more than 2 variables, To solve numerically differentiation, integration and Differential equation.
			CO4	Enable students to understand basic concepts of optimization, modelling and linear modeling and to solve problems using LP techniques and to recognize elements and variables in statistics and summarize qualitative and quantitative data.
			CO5	Enable learners to identify problems and apply suitable probability distribution formula
	Green Computing	USIT205	CO1	CO1 : To understand of e-waste and recycling
			CO2	CO2 : To illustrate use of data center , virtualization and energy related issues
			CO3	CO3 : To understand the idea of paperless office, telecommuting
			CO4	CO4 : To understand the hardware considerations and the process of recycling
			CO5	CO5 : To understand the requirements for greening the information system and the role of Chief Green Officer
Semester 3	Python Programming	USIT301	CO1	CO1: Basic of Python programming with different decision making statements in python.
			CO2	CO2: Understanding function with various implementation on string datatype.
			CO3	CO3: Understanding & implementing various datatype used in Python with the method to handle files & exception.
			CO4	CO4: Interpret Object Oriented Programming in Python.



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		CO5	CO5: Understand and summarize different file handling operations.
Data Structures	USIT302	CO1	CO1 : Select appropriate data structures as applied to specified problem definition. Also to understand about arrays and its concept.
		CO2	CO2 : Implement operations like searching, insertion, and deletion, traversing mechanisms on various data structures using various linked lists.
		CO3	CO3 : To implement linear data structures using stack and queue.
		CO4	CO4 : To implement appropriate sorting/searching techniques for given problems using different sorting techniques. Also to implement operations and traversals using Tree and Advanced Tree Structure
		CO5	CO5 : To design advanced data structures using nonlinear data structures like Hashing and Graph.
Computer Networks	USIT303	CO1	CO1 -To recognize a theoretical concepts of data communication and computer networks
		CO2	CO2- To understand the interconnection of network components and signalling
		CO3	CO3 - To describe the wired, wireless network architecture and virtual network concept
		CO4	CO4 -To explain the basic protocols of computer networks and how they can be used to assist in network design and implementation.
		CO5	CO5- To understand the communication services directly to the application processes running on different hosts
Database Management Systems	USIT304	CO1	CO1-To understand the characteristics, architecture of database approach, describe the components, major functions of a database system and to compare different data models.
		CO2	CO2- To understand designing of relational model and applying normalization steps and to demonstrate use of the relational algebra and calculus operations from mathematical set theory(union, intersection, difference, and Cartesian product) and the relational algebra operations developed specifically for relational databases (select (restrict), project, join, and division).
		CO3	CO3: To understand database constraints , types of views and SQL functions.
		CO4	CO4: To understand transaction management, concurrency control techniques and data recovery methods.
		CO5	CO5: To identify the extensions that PL/SQL offers to SQL and to demonstrate basic PL/SQL code using programming constructs and control statements and to apply advanced concepts like triggers , cursors , stored procedures .



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	Applied Mathematics	USIT305	CO1	CO1 To apply the matrix techniques to reduce the quadratic forms to canonical forms, find solutions of systems of linear equations in the different areas of Linear Algebra. To perform basic operations, to understand geometric interpretation, to find the nth root and logarithm of complex numbers
			CO2	CO2 To apply various methods of the differential equation to solve first-order linear and higher order ODE and its applications to various fields
			CO3	CO 3 To apply Laplace transform to determine general or complete solutions to linear ODE applications
			CO4	CO 4 To Apply multiple integrals to find area, volume, mass and moment of inertia of plane and solid region.
			CO5	To Apply beta and gamma and Error function to solve definite integral
Semester 4	Core Java	USIT401	CO1	<ul style="list-style-type: none"> To understand the importance of Classes & objects along with constructors, Arrays and Vectors.
			CO2	<ul style="list-style-type: none"> Discuss the principles of inheritance, interface and packages and demonstrate through problem analysis assignments how they relate to the design of methods, abstract classes and interfaces and packages.
			CO3	<ul style="list-style-type: none"> To understand the importance of Multi-threading & different exception handling mechanisms.
			CO4	<ul style="list-style-type: none"> To learn experience of designing, implementing, testing.
			CO5	To debug graphical user interfaces in Java using applet and AWT that respond to different user events.
	Introduction to Embedded Systems	USIT402	CO1	To explain the embedded system concepts and architecture of embedded systems
			CO2	To understand the concepts of Microcontroller and microprocessor architecture.
			CO3	To describe the architecture of the 8051 microcontroller and write an embedded program for the 8051 microcontroller.
			CO4	To design the interfacing for 8051 microcontroller.
			CO5	To select elements for an embedded systems tool
	Computer Oriented Statistical Techniques	USIT403	CO1	To list the basic concepts used in computer graphics.
			CO2	To implement various algorithms to scan, convert the basic geometrical primitives, transformations, clipping.



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			CO3	To describe the importance of viewing and projections with the implementation of light & color.
			CO4	To understand the concept of curves with the implementation of surface processing.
			CO5	To define the fundamentals of animation, virtual reality and its related technologies.
	Software Engineering	USI403	CO1	To obtain Knowledge of basic SW engineering methods and practices, and A general understanding of software process models
			CO2	To analyse the software requirements and the SRS documents along with the Critical system application and their system model
			CO3	To understand the role of project management including project architecture design and Quality management.
			CO4	To understand approach to verification and validation including static analysis, and reviews.
			CO5	To understand the software process framework and software reusability and distributed software engineering.
	Computer Graphics & Applications	USIT405	CO1	To list the basic concepts used in computer graphics.
			CO2	To implement various algorithms to scan, convert the basic geometrical primitives, transformations, Area filling, clipping.
			CO3	To describe the importance of viewing and projections.
			CO4	To define the fundamentals of animation, virtual reality and its related technologies.
			CO5	To design an application with the principles of virtual reality.
Semester 5	Software Project Management	USIT501	CO1	To define various software application domains and remember different process models used in software development.
			CO2	To understand needs for software specifications, also they can classify different types of software requirements and their gathering techniques.
			CO3	To understand the requirements model into the design model and demonstrate use of software and user interface design principles.
			CO4	To distinguish among SCM and SQA and can classify different testing strategies and tactics and compare them.
			CO5	To generate project schedules and can construct, design and develop network diagrams for different types of Projects. They can also organize different activities of the project as per Risk impact factor.



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	Internet of Things	USIT502	CO1	Apply the concepts of IOT.
			CO2	Identify the different technologies.
			CO3	Apply IOT to different applications.
			CO4	Analysis and evaluate protocols used in IOT.
			CO5	Analysis and evaluate the data received through sensors in IOT.
	Advanced Web Programming	USIT503	CO1	Learn about the MS.NET framework, to use the features of .NET Framework along with the features of C# such as C# programming basics, Objects and Types, Inheritance.
			CO2	To develop Web forms and make use of Web controls for building web applications.
			CO3	To modify the web pages using Styles, Themes, and Master Pages.
			CO4	To develop dynamic web application by using the ADO .Net for Database Connectivity.
			CO5	To design the web application by using XML, AJAX with collaborating Security aspects.
	Artificial Intelligence	USIT504	CO1	To understand the foundations and history of Artificial Intelligence , types of agents and environment with their Performance measure,Environment, Actuators and Sensors
			CO2	To illustrate the search algorithms and to demonstrate search techniques of uninformed informed and local search category
			CO3	To solve problems related to gaming domain using adversarial search algorithms To illustrate the working of knowledge based agents and propositional logic
			CO4	To formulate the First order logic . To demonstrate the working of inference and logic.
			CO5	To understand various agent planning approaches. To define the knowledge representation components.
	Enterprise Java	USIT505	CO1	To understand the concept of and develop applications using servlets and database connectivity.
			CO2	To develop applications that can handle cookies, sessions and file operations.
			CO3	To understand the concept of and design applications using Java server pages
			CO4	To understand the concept of and design applications using Enterprise Java Beans.
			CO5	To understand the concepts of persistence, Hibernate and develop JPA applications, Hibernate applications.



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Semester 6	Software Quality Assurance	USIT601	CO1	Understand the importance of Software Project Management.
			CO2	Implement Project Evaluation and Programme Management along with Project Planning & Estimate the cost of Software and its process.
			CO3	Understand principles behind testing software and why software should be tested.
			CO4	Understand testing processes and be able to identify when to begin testing during the software development lifecycle.
			CO5	Understand the verification and validation processes of testing.
	Secu rity in Com putin g	USIT602	CO1	To understand the significance of Information security, its risk factors and basic principles of security.
			CO2	To understand database security and encryption, authentication; authorization.
			CO3	Identify the function of a firewall, and how it keeps a network, devices and wireless network secure and safe.
			CO4	To understand the Intrusion detection and prevention, concepts of VoIP, Operating systems models
			CO5	To understand the basic concepts of Cloud computing, Physical and application security
	Business Intelligence	USIT603	CO1	To make students familiarize with concepts and various mathematical models related to business intelligences and decision support systems and understand business intelligence architectures, Ethics and business intelligence and analyze Decision support systems.
			CO2	To understand Mathematical models for decision making to understand data mining and identify different Data preparation methods
			CO3	To understand concept of Classification and its models and also understand different Clustering methods
			CO4	To analyze different Business intelligence applications such as Marketing models, Logistic and production models and understand Data envelopment analysis such as Efficiency measures, Efficient frontier, The CCR model, Identification of good operating practices
			CO5	To understand Knowledge Management, Artificial Intelligence and Expert Systems and its various structure and application
	Principles of Geographic Information Systems	USIT604	CO1	Demonstrate proficiency in the use of GIS tools to create maps that are fit-for-purpose and effectively convey the information they are intended to.
			CO2	Effectively communicate and present project results in oral, written, and graphic forms.



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			CO3	Demonstrate confidence in undertaking new (unfamiliar) analysis using GIS, troubleshoot problems in GIS, and seek help from software/website help menus and the GIS community to solve problems.
			CO4	Apply mathematical concepts, including statistical methods, to data to be used in geospatial analysis.
			CO5	Gather and process original data using a Global Positioning System (GPS) or other Global Navigation Satellite Systems (GNSS).
	IT Service Management	USIT605	CO1	Describe the key principles of IT service management.
			CO2	Outline the important processes of IT service management.
			CO3	Demonstrate the comprehension of a framework of IT service management.
			CO4	Analyze an IT service organization in terms of processes and functions and to discuss the roles involved in IT service management.
			CO5	Practice IT asset and service cataloging also to draft a component in an IT service management agreement.



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Semester 1	Financial Accounting		CO1 Understand the basic concepts of accounting, classification of accounts, rules of debit and credit, conventions and principles of accounting.	
			CO2 Outline the Accounting Standards, Classification of income and expenses and Introduction to Bank Reconciliation Statement.	
			CO3 Evaluate the Hire Purchase System, analyze and compare the FIFO System with Weighted Average Inventory System.	
			CO4 Demonstrate an understanding of Final Accounts.	
	Principles of Management		CO1 Understand the basic concepts of management and compare Traditional with Contemporary Management.	
			CO2 Examine the functions of management related to Banking and Insurance companies.	
			CO3 Elaborate the Organizational Structure of Banking and Insurance companies.	
			CO4 Appraise the contributions of Indian and International Business Leaders.	
				CO1 Understand overview of Indian Society.



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Foundation Course- I	CO2	Understand the concept of Disparity & reasons of Disparity.
	CO3	Understand the Rights given to Indian Citizens by The Indian Constitution.
	CO4	Understand the significant aspects of Political Processes.
	CO5	Projects given to students will help them to understand the ground realities problem faced by the people in various areas.
BUSINESS ECONOMICS-I	CO1	Understand the standard analytical tools of applied economics
	CO2	Calculate market demand and elasticity of demand
	CO3	Calculate various types of production costs and understand short run and long run production function
	CO4	Determine different market structures
	CO5	Evaluate how pricing methods are used in business world
ENVIRONMENT AND MANAGEMENT OF FINANCIAL SERVICES	CO1	Learner will be able to apply financial concepts, theories and tools and would be in the position to evaluate the legal, ethical and economic environment related to financial services.
	CO2	To upgrade the depth of knowledge of different aspects of banking and insurance and other financial services.
	CO3	To study Indian financial markets, financial instruments and financial regulators.
	CO4	To understand the regulatory framework of Banking and insurance in India.
QUANTITATIVE METHODS- I	CO1	Provide insights regarding the collection, organization and presentation of data.
	CO2	Understand calculation and types of averages and provide a base for analysing the data.
	CO3	Awareness about various ranges and deviations in data representation and its measurement.
	CO4	Provide insights on concept of correlation and regression.
	CO5	Understand the concept of probability theory and its application in evaluation of various strategies and alternatives to make decision.
	CO6	Acquaint knowledge about various types of index numbers.
	CO7	Help to gain basic knowledge about the insurance and learn the tabulated annual premium calculation.
	CO1	Synthesize various communication skills such as oral, listening, reading and writing so as to be better communicators in the business world.



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	Business Communic ation-I		CO2	Understand the process, flow and barriers of communication in business.
			CO3	Understand and create business correspondence and documents such as email, letters, statements of purpose, resumes, minutes of meetings.
			CO4	Analyse business etiquette, ethics and codes of conduct to real life situations.
			CO5	
Semester 2	Principles & Practicesof Banking & Insurance		CO1	Understand the basic concepts of banking and functions of banking
			CO2	Examine the banking scenario in India.
			CO3	Understand the basic concepts of insurance and elaborate the kinds of business risks.
			CO4	Evaluate the insurance business environment in India.
	Foundation Course-II		CO1	Understand the concepts of liberalization, privatization and globalization & its impact on Indian Society.
			CO2	Understand the concept of Human Rights
			CO3	Understand the Concept of Ecology.
			CO4	Understanding Stress & Conflict
			CO5	Learn & Inderstand how to manage Stress & Conflict.
	Organisati onal Behaviour		CO1	To outline the terms, concepts, models of organizational behaviour and appraise the theories/techniquesof motivation
			CO2	To analyse individual behaviour and group dynamics, and assess goal formulation and organizational skill-sets requisites
			CO3	To evaluate Organizational Culture and Change Management for effective time and stress management
			CO4	To examine Organisational Development in Banking and Insurance
	QUANTIT ATIVE METHOD S- II		CO1	Identify the steps of hypothesis testing and making an inference about the population of interest on the basis of a random sample taken from that population.
			CO2	Provide optimum solution in attaining the optimum use of productive resources under the given constraints by study of linear programming problems.
			CO3	Understand the concept of Matrices and Determinants and its application in calculation of system of linear equations.



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			CO4	Recognize and apply ratios and proportions to solve real-life problems.
			CO5	Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
			CO6	Provide an understanding of the state of an economy and terms like GDP, GNP and NNP etc.
	BusinessLaw		CO1	To Understand the basic concepts of types , sources and classification of law
			CO2	To Understand the basic concepts of Natural Justice, Special Leave Appeal , Writs and Fundamental Rights.
			CO3	To Understand the terms, concepts, and application and formation about valid contract and its varioustypes
			CO4	To outline the terms, concepts,types ,features, modes,termination ,Liability of all Special Contracts and Sales of Goods Act
			CO5	Provide insights of the concept of Promissory Bill, Bills of Exchange, Cheque, its penalties of Dishonor and endorsement under Negotiable Instrument Act
			CO6	To analyse scheme, Authorization, E-Governance,Digital Signature and Certificates and cyber relatedlaws under Information Technology Act
	Business Communication-II		CO1	To understand and develop presentation skills.
			CO2	Demonstrating and understanding what is group communication.
			CO3	To analyse business correspondence, trade letters and other letters.
			CO4	To evaluate language and writing skills.
	Financial Accounting -II		CO1	To Understand and apply their knowledge in measuring the value of goodwill and equity shares of a company.
			CO2	Understand and record the journal entries and prepare a ledger account for Redemption of Preference Shares
			CO3	Understand and record the journal entries and prepare a ledger account for Redemption of Debentures.
			CO4	Understand the provisions for Buyback of Equity Shares and evaluate the number of shares to be bought back by a company in a given year
Semester 3	MANAGEMENT		CO1	Understand the role, scope and importance of management accounting
			CO2	Apply the financial tools in evaluation of the various financial statements



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ACCOU TING		CO3	Calculate the working capital required for an estimated level of production
		CO4	Understand the dividend decision policies and the importance of issue of bonus shares
Information Technology in Banking & Insurance-I		CO1	Gain understanding of the E-Commerce landscape, current and emerging business models and the technology and infrastructure underpinnings of the business.
		CO2	Describe fundamental concepts behind modern e-banking/mobile banking technologies.
		CO3	Design and formulate spreadsheets and documents effectively.
		CO4	Describe the need of cyber laws and importance of cyber security.
Direct Taxation		CO1	Understand the basic terms of income tax, residential status of an individual and the scope of total income.
		CO2	Calculate the heads of Salary, Income from House Property and Profit & Gain from Business and Profession.
		CO3	Calculate the heads of Capital Gain and Income from Other Sources.
		CO4	Compute Total Income & Taxable Income with various deductions available under section 80.
FINANCI AL MANAGE MENT-I		CO1	Determine risk and returns to calculate various financial assets.
		CO2	Understand time value of money, discounting techniques and evaluate the same practically.
		CO3	Estimate cash flows from a project and evaluate various risks in investment decisions.
		CO4	Apply the concept of financial management in contemporary financial events.
FOUNDAT ION COURSE – III		CO1	The learners will be able to understand various services offered, risks faced by banks and also will understand banking innovations after nationalization.
		CO2	To learn the various principles, provisions that govern banking companies.
		CO3	Demonstrate basic concept of Universal banking & technologies used in banking
		CO4	Describe the basic concept of Microfinance & Financial Inclusion.
Organizati onal Behavior		CO1	Focus on knowledge and skill which will help to understand and manage the people better.
		CO2	Improvement in understanding individual behaviour, team behaviour, motivation and enhancement of personal skills.
		CO3	Develops individual personality at organizational levels.
		CO4	To understand the practice of Organizational Behaviour in Banking and Insurance.



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	Financial Markets		CO1	Describe the financial system of India, Analyze the role of participants of financial markets. Evaluate the functions of financial markets.
			CO2	Understand and evaluate the instruments of the money market, Capital Market and bond markets.
			CO3	Evaluate the performance of various derivative instruments.
			CO4	Evaluate the performance of various Commodity Market instruments.
Semester 4	Information Technology in Banking & Insurance- II		CO1	Differentiate between different banking models and Payment models.
			CO2	Illustrate the technological advancements in the banking industry.
			CO3	Design and use of slides in powerpoint effectively.
			CO4	Demonstrate the use of email etiquettes and latest technology like google drive effectively.
	Cost Accounting		CO1	Understand the basic concepts of cost accounting.
			CO2	Classify cost and prepare a subsequent cost Sheet and appraise the same with the financial statement.
			CO3	Illustrate practical problems based on Material, Labour and Overhead Variances excluding sub-variances.
			CO4	Solve Practical problems based on Marginal Costing
	BUSINESS ECONOMICS II		CO1	Calculate the various concepts of national income
			CO2	Understand Keynesian Economics
			CO3	Understand the various theories of public revenue and public expenditure
			CO4	Understand the concepts related to international trade
	Corporate & Securities Law		CO1	Understand and analyse the Companies Act, 2013.
			CO2	Understand and discuss the Regulatory framework Governing Stock Exchanges in India.
			CO3	Understand and analyse the Depositories Act, 1996.
			CO4	Understand the regulations of SEBI and Interpret the same.
	Financial Management -II		CO1	The learners will learn to measure risk and returns and will be able to calculate various financial assets.
			CO2	To Analyse the Working capital management and its evaluation



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	Enterpreurship Management	CO3	Understanding Working capital management and its components.
		CO4	To have Knowledge and understanding of financial planning, Study of strategic financial management.
		CO1	Understand The Concept of Entrepreneur & Entrepreneurship.
		CO2	Understand The Concept & Importance of Business Planning.
		CO3	Understand the Concept of Marketing, Finance & Human Resource.
	Foundation Course -IV (An overview of Insurance Sector)	CO4	Understand the Evolving Concepts of Entrepreneurship.
		CO1	Undertanding to invest in various life insurance products
		CO2	To have knowledge to choose from various Health insurance products available in the market
		CO3	Introduce different Home and motor insurance products available in the market. Importance of these products.
		CO4	Analyse the Types of risks and hazards covered by insurance. Introduce different Fire insurance products available in the market
Semester 5	AUDITING I	CO1	Explain the basic terms and concepts related with auditing
		CO2	Explain the objectives and importance of Audit Planning, preparation of audit program and audit working papers
		CO3	Evaluate the various concepts related to audit techniques such as audit sampling, test check and understand the basic concepts of internal audit
		CO4	Evaluate the auditing techniques of Vouching of various transactions in relation to income and expenses and auditing techniques of verification as regards Balance Sheet items
	INTERNATIONAL BANKING & FINANCE	CO1	To facilitate the students to get insights on various concepts and working structure of International Financial system along with the knowledge of balance of payment, International Monetary System ,exchange rate system.
		CO2	To understand the various types of capital flows, Euro Currency Market, International Bond Market, International Equity Market.
		CO3	To make learner aware about foreign exchange market and also to understand about exchangerate, cross rate, forward rate & To understand about the various types of derivatives, risk management and manage uncertainties by using hedging instruments.
		CO4	To provide an overview on various payment system that can be used in International lending operations and also to make them understand about Cryptocurrency & Bitcoin.



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FINANCIAL SERVICES MANAGEMENT	CO1	The learners would understand how to apply necessary skills in managing a financial service company.
	CO2	To apply financial concepts, theories and tools and would be in the position to evaluate the legal, ethical and economic environment related to financial services.
	CO3	The learners will understand to assess consumer financial needs and mechanisms for fulfilling these needs.
	CO4	To Provide the learner with insights about the derivative market and understands its types and mechanisms clearly.
Research Methodology	CO1	To familiarize the students with basic of research, research design, research techniques, hypothesis, sampling and the research process
	CO2	Learners will have adequate knowledge about sources of data collection and the ability to collect relevant data
	CO3	To evaluate the methods of Data Collection, Processing and statistical analysis reporting
	CO4	Learners will develop an understanding of application of statistical techniques on the raw data collected.
	CO5	Learners will demonstrate an understanding and importance of research reports
Financial Reporting & Analysis (Corporate Banking & Insurance)	CO1	Understand the general purpose financial reports of companies
	CO2	Analyse and prepare the financial statements of Banks and Insurance companies
	CO3	Evaluate the different accounting policies and their impact on financial statements;
	CO4	Evaluate and Prepare the Cash Flow Statement of companies.
Business Ethics & Corporate Governance	CO1	Explain the relationship between ethics, morals and values in the workplace.
	CO2	Understand business ethics, its importance and application Discuss the influence of the corporate governance system on the performance of individual firms.
	CO3	Evaluate and analyse the moral and social responsibility dimensions of corporate governance and Corporate Social Responsibility.
	CO4	Analyse the impact and causes of Corruption on Indian Economy
	CO1	Understand the concept of auditing under banking companies and insurance sectors



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Semester 6	AUDITING II		CO2	Explain the various parameters related with appointment and removal of Company Auditors
			CO3	Distinguish various types of audit based on the circumstances and objectives
			CO4	Understand the concept of Computerised Audit System and Summarise the usage of computers in audit environment
	International Business		CO1	Explain the basic concepts of international business and international business environment.
			CO2	Outline the International Economic Institutions and Regional Groupings.
			CO3	Elaborate International Marketing and International Human Resource Management.
			CO4	Illustrate the preliminaries for export and import and its documentation system and appraise the Export - Import procedures and foreign trade policy.
	CENTRAL BANKING		CO1	Understand the concepts of central banking
			CO2	Understand the role of Reserve Bank of India
			CO3	Understand supervisory role of Reserve Bank of India
			CO4	Understand the Central Banking system across the globe
			CO5	Analyse the trends in electronic banking scenario
	Turnaround Management		CO1	To understand the growth and expansion strategy for a business
			CO2	To understand the concept of sickness and ways to overcome sickness.
			CO3	To understand the role of quality management and different cost effective techniques in business
			CO4	To develop knowledge of recent trends in business.
			CO5	To Understand and choose proper leadership style, adopt and develop skills required to manage a business.
	Securities Analysis & Portfolio Management		CO1	Understand the changing domestic and Indian capital market in particular with reference to availability of various financial products.
			CO2	Interpret and analyse the performance of a portfolio of investments and evaluate the value of bonds.
			CO3	Compute the valuation of equity instruments
		CO4	Understand how to measure the portfolio performances and Evaluate the performance of stocks and of Portfolio	



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Bachelor of Commerce- Accounting & Finance



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Semester	Subject	Subject Codes	Course Outcomes
Semester 1	Financial Accounting I	CO1	Outline the Accounting Standards, analyze and compare the FIFO System with Weighted Average Inventory System.
		CO2	Demonstrate an understanding of manufacturing account transactions and trading account transactions.
		CO3	Evaluate the Hire Purchase System.
		CO4	Organize and classify departmental transactions
	Commerce -I [Business Environment]	CO1	Demonstrate the basic concepts of business and types of business environment.
		CO2	Discuss the business ethics, development of business entrepreneurship, consumerism and consumer protection.
		CO3	Explain the Corporate Social Responsibility, Corporate Governance and Social Audit.
		CO4	Outline the strategies for going global and foreign trade in India.
	Business Economics - I	CO1	Understand the standard analytical tools of applied economics
		CO2	Calculate market demand and elasticity of demand
		CO3	Calculate various types of production costs and understand short run and long run production function
		CO4	Determine different market structures
		CO5	Evaluate how pricing methods are used in business world
	Foundation Course -I	CO1	To understand the multi-cultural diversity of Indian society through its demographic composition, regional variations and linguistic diversity
		CO2	To understand the concept of disparity arising out of social stratification and inequalities.
		CO3	To examine inequalities manifested due to the caste system and inter-group conflicts. To examine the causes and effects of conflicts arising out of regionalism and linguistic differences.
CO4		To understand the philosophy of the Indian Constitution, its basic features, structure of the Pre-amble, Main body and schedules. To classify the fundamental duties of an Indian citizen.	



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	FINANCIAL MANAGEMENT T-I	CO5	To understand the party system in Indian politics. To illustrate the role and significance of women in politics.	
		CO1	To Apply the concept of financial management in contemporary financial events.	
		CO2	To Understand time value of money, discounting techniques and evaluate the same practically.	
		CO3	To learn analysis of EBIT and EPS. They would learn different types of leverages and examine their relationship with each other.	
		CO4	To introduce students to various types of financing alternatives and their features.	
			CO5	To give students insight into costs related to raising funds.
	Business Communication -I		CO1	1. Summarizing theory of communication.
			CO2	2. Understanding obstacles to Communication in Business World
			CO3	3. Evaluating business correspondence, theory of business letter writing, personnel correspondence
			CO4	4. Ability to analyse language and writing skills.
	Cost Accounting- I		CO1	Understand the role of Cost Accounting in the business management of manufacturing and non-manufacturing companies and Explain the basic concept of cost and how they are presented in the books.
			CO2	Analyse the material cost
			CO3	Analyse the Labour cost,
			CO4	Analyse the Overhead cost of a product.
	Semester 2	Financial Accounting-II	CO1	Evaluate the Single-Entry System of Bookkeeping.
CO2			Analyse dependent branch accounting with independent branch accounting.	
CO3			Characterize consignment transactions.	
CO4			Evaluate fire insurance claims.	
Auditing I [Introduction & planning]		CO1	Examine the basic concepts, principles and types of auditing.	
		CO2	Understand the Audit Programme and Audit Planning.	
		CO3	Explain the Audit Sampling techniques and their types.	



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		CO4	Appraise Internal Audit and compare with Internal Check and External Audit.
Innovative Financial Services		CO1	The learners would understand how to apply necessary skills in managing a financial service company.
		CO2	They will be able to apply financial concepts, theories and tools and would be in the position to evaluate the legal, ethical and economic environment related to financial services.
		CO3	The learners will understand to assess consumer financial needs and mechanisms for fulfilling these needs.
		CO4	It provides the learner with insights about the derivative market and understands its types and mechanisms clearly.
Business Communication -II		CO1	1.To understand and develop presentation skills.
		CO2	2.Demonstrating and understanding what is group communication.
		CO3	3.To analyse business correspondence, trade letters and other letters.
		CO4	4.To evaluate language and writing skills.
Foundation Course -II		CO1	UNDERSTANDING THE EVOLUTION OF THE INDIAN SOCIETY IN TERMS OF LIBERALISATION, GLOBALISATION AND PRIVATISATION
		CO2	UNDERSTANDING THE CONCEPT OF HUMAN RIGHTS WITH SOME REAL EXAMPLES .
		CO3	BEING AWARE OF THE ENVIRONMENT (GREEN ECONOMY IN TODAY'S DATE)
		CO4	UNDERSTANDING THE RELATION OF STRESS AND CONFLICTS.
Business Law -I		CO1	To Understand the terms, concepts, and application and formation about valid contract and its various types
		CO2	To outline the terms, concepts, types, features, modes, termination, Liability, and rights of all unpaid Seller and Hire Purchase Agreement under Sales of Goods Act
		CO3	Provide insights of the concept of Promissory Bill, Bills of Exchange, Cheque, its penalties of Dishonor and endorsement under Negotiable Instrument Act
		CO4	Learners to be able to understand the concept of consumer, deficiency in service and any defects in Goods under Consumer Protection Act
		CO1	Students will be able to calculate ratio, proportion, variation and percentage.



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Semester 3	Business Mathematics		CO2	calculate and evaluate the profit or loss arising out of business transactions.
			CO3	Understand terms related to interest and annuity and Calculate the same.
			CO4	Understand various concepts related to equity shares and mutual funds and alsocalculate net income for mutual fund valuation.
	Financial Accounting- III		CO1	Understand the Accounting of Foreign Transactions and demonstrate the same in realworld while accounting the foreign branch transactions.
			CO2	Understand the practical application of Dissolution of Partnership Firm anddemonstrate the same while taking business decisions
			CO3	Understand, interpret and analyze the Financial Statements of Partnership Firm including Admission, Retirement & Death Effects.
			CO4	Understand, interpret and analyze Amalgamation, Merger & Acquisition norms.
			CO5	Understand the Legal & Accounting norms of Conversion of Partnership Firm intoLimited Company.
	Information Technology in Accountancy-I		CO1	Identify and classify the fundamental hardware and software components that are used to make up computer networks and the role of each of these components.
			CO2	Design and manage documents, spreadsheets, present effective presentations andemails effectively.
			CO3	Explain different terminologies associated with web and internet.
			CO4	Discuss the role of Ecommerce in the current business world.
			CO5	Evaluate the importance of security, privacy, and ethical issues as they relate to E-Commerce.
	Business Economics- II		CO1	Calculate the various concepts of national income
			CO2	Understand Keynesian Economics
		CO3	Understand the concepts of public finance	
		CO4	Understand the various theories of public revenue and public expenditure	
		CO5	Understand the fiscal management and fiscal administration	
Cost Accounting		CO1	Classify cost and prepare a subsequent cost Sheet.	
		CO2	Differentiate and appraise the cost sheet with the financial statement.	



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	Taxation-II (Direct Taxes -I)	CO3	Demonstrate an understanding of Contract Costing.
		CO4	Demonstrate an understanding of Process Costing.
		CO1	Understand the basic terms of income tax, residential status of an individual and the scope of total income.
		CO2	Calculate the heads of Salary, Income from House Property and Profit & Gain from Business and Profession.
		CO3	Calculate the heads of Capital Gain and Income from Other Sources.
		CO4	Compute Total Income & Taxable Income with various deductions available under section 80.
	Foundation Course in Commerce (Financial Market Operation)-III	CO1	To understand the overview of the Indian Financial System.
		CO2	To study the financial markets and its types.
		CO3	To learn and understand the various financial instruments and their characteristics.
		CO4	To understand the financial services offered in the Indian Financial Market.
	Business Law-II	CO1	Identify steps for registration, effect, its rights and duties liability admission, retirement exclusion of Partners under Partnership act
		CO2	To understand the concept, incorporation extent limitation, contribution, conversion and winding up and Dissolution of Limited Liability Partnership Act
		CO3	To outline the terms, concepts, definitions and provision pertaining to Health, Safety
		CO4	,Welfare under Factories Act-1948
Semester 4	Financial Accounting-IV	CO1	Understand the provisions of Companies Act related to preparation of Final Account & Preparation of financial statements as per Companies Act.
		CO2	Understand the Legal Provisions & Accounting norms related to Redemption of Preference Shares.
		CO3	Understand the Legal Provisions & Accounting norms related to Redemption of Debentures.
		CO4	Understand, interpret and Ascertainment and Treatment of Profit Prior to Incorporation



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		CO5	Understand the Accounting of Foreign Transactions and demonstrate Conversion as per AS 11 and incorporation in HO accounts.
Information Technology in Accountancy-II		CO1	Identify and classify different business processes in an organization.
		CO2	Explain the role and need of a computerized accounting system and apply the skills of accounting software Tally to generate reports.
		CO3	Illustrate the basic understanding of the concept MIS.
		CO4	Explain the need and importance of IT in auditing.
Management Accounting		CO1	Understand the practical application of various financial analysis tools
		CO2	Apply the financial tools in evaluation of the various targets achievable in future.
		CO3	Calculate the working capital required for an estimated level of production
		CO4	Understand the preparation of cash flow statements and calculation of cash flow of various activities
Foundation Course in Management_IV		CO1	Understand the meaning and basic concepts of management.
		CO2	Elaborate the process, features and limitations of Planning
		CO3	Explain the types, process and principles of Organizing.
		CO4	Illustrate recruitment, selection and the interview process and outline the traits and styles of leadership and analyze the importance of employee motivation in an organization.
Research Methodology		CO1	To outline the basics of research, formulation of research problem and review of literature
		CO2	To appraise on research design and hypothesis
		CO3	To evaluate the methods of Data Collection, Processing and statistical analysis reporting
		CO4	To elaborate Interpretation and Report Writing in research
Business Law-III (Company Law)		CO1	Learners able to under the basic concepts of Companies Act
		CO2	Identify the steps involved in incorporations of Companies
		CO3	To outline the basics of Public Offer and Private Placements
		CO4	Learners able to under the basic concepts of Share Capital and Debentures
		CO1	Compute the Tax Liability of the Firm.
		CO2	Compute the tax liability of an individual.



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	Taxation –III (Direct Taxes -II)		CO3	Compute Advance Tax and Interest on Advance Tax.
			CO4	Understand DTAA Provisions and Compute Tax liability. Understand and compute TDS.
Semester5	Cost Accounting - III		CO1	Explain the concept of Uniform Costing and Inter-firm Comparison. Solve problems related to Integrated and Non Integrated System of Accounting.
			CO2	Determine per unit cost for a service by using the method of Operating Costing.
			CO3	Solve Process costing problems based on Equivalent units of Production and Interprocess Profit.
			CO4	Distinguish between the Traditional Costing and Activity Based Costing
	Financial Accounting VI		CO1	Read and understand the various forms of business reconstruction
			CO2	Understand the theoretical and practical aspects and methodologies of business valuation
			CO3	Understand norms of accounting policies and their impact on financial statements of Non-Banking Financial Companies
			CO4	Understand the basic concepts, functions, process and techniques of Valuation of Goodwill & Shares.
			CO5	Explain and analyse the fundamental aspects of LLP business form & its final accounts.
	Financial Management - II		CO1	To understand the basic concept of Financial Management and role finance managers in decision making along with assessing the Credit Policies based on credit limits and associated level of risk
			CO2	To classify and assess the Long Term Investment projects of the companies with various techniques
			CO3	To determine Value of the companies based on best investment opportunities available for the companies based on leverage
			CO4	To differentiate and recommend the various Mutual Fund investment opportunities based on NAV
	Financial Accounting V		CO1	Understand the legal & accounting aspects of Internal Reconstruction
			CO2	Understand, interpret and analyze the Underwriting of Shares & Debentures
		CO3	Understand the legal & accounting aspects of Buy Back of Shares.	



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		CO4	Understand the legal & accounting aspects of Liquidation of Companies	
		CO5	Understand, interpret and analyze Amalgamation, Merger & Acquisition norms.	
	Taxation –IV (Indirect Taxes- II)	CO1	To acquaint the important terms and GST Framework in India	
		CO2	To understand – input tax credit, levy and collection of tax and determine value of taxablesupply	
		CO3	To assess the value, time and place of supply for goods and services	
		CO4	To analyse and compute tax liability under GST	
		CO5	To determine the liability for registration under GST	
	International Finance	CO1	to describe and distinguish among alternative derivative instruments	
		CO2	develop and employ theoretical valuation methods to price these financialinstruments.	
		CO3	to demonstrate basic foreign exchange market knowledge	
		CO4	to explain foreign exchange exposure, To solve exchange rate arithmetics andundertake risk management	
	Semester6	Financial Management -III	CO1	Understand the various corporate restructure methods such as Merger, acquisitions, internal reconstruction and Calculate the exchange ratios based on Market price and EPS of the companies
			CO2	Understand the basic accounting entries related with internal reconstruction ofcompanies
			CO3	Compare and Recommend the best financing option between Leasing and Hire Purchase
CO4			Evaluate the factoring as one of the working capital financing option for thecompanies	
Financial Accounting -VII		CO1	To determine Value of the companies based on best investment opportunitiesavailable for the companies based on leverage	
		CO2	To differentiate and recommend the various Mutual Fund investment opportunitiesbased on NAV	
		CO3	Understand the theoretical and practical aspects and methodologies of business valuation.	



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		CO4	Understand financial statements of Co-operative housing society and apply it.
Cost Accounting-IV		CO1	Students will understand the concept of Budgeting and methods of Budgetary control
		CO2	Understand the difference between Absorption costing and Marginal costing and Cost Volume and Profit analysis and its practical application.
		CO3	Learn different managerial decision making strategies.
		CO4	Get familiar with the techniques and concepts of standard costing and its practical application.
Taxation-V (Indirect Taxes-III)		CO1	To compute indirect tax liability, interest on delayed payments and refund.
		CO2	To explain about types of returns, audit and assessment.
		CO3	To classify and determine the value of imported goods.
		CO4	To distinguish between various types of custom duties and calculate the same on goods.
Security Analysis & Portfolio Management		CO1	Understand the changing domestic and Indian capital market in particular with reference to availability of various financial products.
		CO2	Interpret and analyse the performance of a portfolio of investments.
		CO3	Compute the valuation of equity instruments
		CO4	Understand how to measure the portfolio performances and Evaluate the performance of stocks and of Portfolio



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